10 of the 15 most popular local New York shows—other than news and commentary—are on WOR*

Sorry if we sound a little vain; we don't mean to be. Actually, it's a sort of parental pride. For more than a quarter-century WOR has worked diligently to:

1. Create local shows that build profit-producing audiences from almost the first broadcast and thus lower an original low cost for the sponsor.

2. Liberalize discounts generously and frequently to up the profit on the sponsor's original investment.


That WOR has succeeded in doing these things is pretty well reflected in — WOR regularly carries more accounts with a greater total dollar volume than any station anywhere. WOR's renewals for the first 6 months of 1947 are higher than they've ever been. WOR programs consistently top the majority of local New York shows in popularity ranking.

WOR—that power-full station at 1440 Broadway, in New York

*according to The Pulse of N. Y.; June, 1947

mutual
Now don't get us wrong.

No one rams words down the throat of Howard Chamberlain. It's just that WLW's News Director is an enthusiastic follower of muzzle-loading rifle shooting. An expert shot with the "Long Tom," he's always on hand for the National Muzzle-Loading Rifle Association matches and has won the Crosley Artists' Shoot for five consecutive years. Howard also is adept at cabinet and furniture making, swimming and farming—presently engaged in building a new home of his own design.

Chamberlain has demonstrated this same versatility in radio—to which he has devoted 22 of his 40 years. He started as a singer, graduated to announcing and later worked into production and program direction. In his seven years at The Nation's Station he served two as Program Director and the past two as News Director.

He supervises the activities of the 15 writers, editors, newscasters and commentators who make up the Crosley world-wide newsroom, and our own Washington News Bureau. Included are such well-known names as Peter Grant, General James E. Edmonds, Gil Kingsbury, Dallas DeWeese and Milton Chase. Howard also takes over the microphone for three newscasts daily and presents "Pulse of the Press" two nights weekly. He probably is known best, however, for his scholarly work as director and moderator of "World Front," originated by WLW to a Midwestern NBC network each Sunday.

Each newscast originating from WLW is written and prepared especially for our audience from the full leased-wire services of Associated Press, United Press and International News Service. The same is true of the daily on-the-scene broadcasts from Washington.

Thus, Chamberlain is responsible for the fulfilment of WLW's long-standing pledge—that no effort or expense will be spared to keep our listeners the best-informed radio audience in the world.

CROSELY BROADCASTING CORPORATION
What Yardstick DO YOU
USE IN SELECTING A RADIO STATION?

Hooper, Pulse, BMB or any way you measure it, WCAU is
the No. 1 Station in Philadelphia. For a full measure of results
from your Philadelphia radio advertising, BUY WCAU.

WCAU
50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
BECAUSE President Truman already has television receiver (an RCA table model installed last January) he won't accept Du Mont Laboratories offer of new capacitor video AM-FM record-changer job reportedly valued at $1795. News dispatch attributed to Du Mont last week said President had ordered set but that it would be given him. Evidently unwritten White House "no publicity" rule was breached in Passaic announcement.

LEE BROS., hat manufacturers sponsoring Drew Pearson on ABC, reported no concern over Pearson-Rep. Jones incident that developments may be (1) Pearson withdrawal from application for facilities for Baltimore, of Blue Book origin; (2) Lee Bros. withdrawal from Pearson sponsorship.

HASTE MAKES WASTE—...and trouble too—FCC is learning to its chagrin. Its hurry-up wholesale granting of broadcast licenses to as many as 75 classes under postwar V-J Day temporary expedite procedure has boomeranged with an estimated 20% of authorizations faulty. Most of these are in cases of alleged hidden ownership, anything but full disclosures, inadequate finances, strike applications, and failure adequately to process.

AMERICAN TOBACCO Co. through Foote, Cone & Belding, New York, reported investigating availability on CBS and NBC for evening show in fall, featuring Jack Paar, currently summer replacement for Jack Benny. Bob Ball, agency Hollywood vice president in charge of radio, arrives in New York July 21 to confer with executives of agency and tobacco company.

EFFORT OF FCC to get Army to release "W" call letter assignments to relieve excruciating shortage for broadcast and other commercial applications has struck international snag. Russians, it seems, are loath to agree to Army's use of substitute "A" prefix because of their own call letter shortage. Russian alphabet does not include letter "Y" and they apparently are having trouble in getting enough letter combinations to go around.

RAY HENLE, WOL Washington commentator, will be editor-in-chief of "newspaper of air" which replaces Lowell Thomas (Mon.-Fri. 6:45-7 p.m., Sun. Oil Co.) this fall when Thomas leaves NBC for CBS. Three top men on his staff as news gathery, yet to be selected, will probably come from Washington newspaper bureaus. Henle picked by agency: Roche, Williams and Cleary, Philadelphia.

REPORTS OF hard redding for newcomers in station ownership becoming more and more frequent. Stations in large and secondary markets alike reported looking for new capital or for purchasers. One report last week from large organization was that proposals (Continued on page 86)

**Upcoming**


July 22: NAB Special Standards of Practice Committee, NAB Hqtrs., Washington.


July 28: NAB Educational Standards Committee, NAB Hqtrs., Washington.

July 28: Conference on Public Service Programming, Madison, Wis. (Sponsored by U. of Wisconsin and WHA.)

(Continued on page 83)

**Business Briefly**


PUSH POTATO CHIPS • Special Foods Co., Chicago, launching $150,000 advertising campaign for Jaya Potato Chips, 40% to be allocated for transistorized musical radio spots. Contract, to run about one year, calls for 30 to 40 spots weekly over major Chicago and suburban stations.


GE PROFITS • General Electric's profit available for dividends, three months ended June 30, $21,215,886; first six months 1947, $37,979,536—equivalent to $74 and $1.52, respectively, GE President Charles E. Wilson announced.

**WCPS Wins Return to WJR's Channel**

COURT OF APPEALS for D. C. Friday lifted its stay order against WCPS Tarboro, N. C., one of daytime stations embroiled in fight over FCC's daytime clear-channel licensing policies.

Action was announced by Court without comment. FCC and industry concensus was that it has no sure significance so far as Court's ultimate disposition of overall question of daytime clear-channel licensing is concerned, though it's seemingly indicative of what outcome will be in this particular case.

WCPS originally was assigned to 1-kw daytime operation on 760 kc, clear channel on which WJR Detroit is dominant station. WJR appealed, alleging daytime interference and claiming FCC should hold hearing, and secured stay order in late May pending decision on appeal [BROADCASTING, June 2]. WCPS then moved to 570 kc on special temporary authorization of FCC. Station spokesmen said it probably will not move back to 760 kc until Court hands down formal decision, even though stay order has been vacated.

**BROADCASTING...at deadline**

Page 4 • July 21, 1947
KCMO welcomes C. W. "Jack" Jackson into its family as Director of Agriculture.

Jackson was born to his career. Reared on the farm, he became a 4-H Clubber at the age of ten; and later was initiated as a charter member of the Future Farmers of America. This early farming interest was no whim, because he followed through by earning two degrees in agriculture—Bachelor of Science and Master of Education—both from Texas A. & M.

As a teacher of vocational agriculture—a county agricultural agent—and former Radio Editor of the Texas A. & M. College, "Jack" is an authority on radio farm services.

With all his one hundred and ninety pounds—plus a height of full six feet, "Jack" is every inch a practical down-to-earth farmer.

His experience and ability applied to Mid-America's farm problems will be another step toward more complete service for the rural, listeners of KCMO—soon Mid-America's most powerful station.
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- Jones Seen Assuming FCC Post by Aug. 10.
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- Congress Radio Achievements Few.
- Petillo to Confer on ‘Cooperation’.
- Grant Funds for Capitol Recording.
- Conferences Study Boost in FCC Appropriation.
- AT & T Video Rates May Be Postponed.
- Murrow Leaving CBS to Do News Programs.
- RCA Calls 50-kw FM Transmitter ‘First’.
- 3 Class A, 6 Class B FM Conditionals Issued.
- WBAJ Hearing Set for Oct. 6.
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ABC in Omaha and Council Bluffs

R. C. Petry Co., Inc.
National and Local.

*KOIL is using KOIL*
There's more to figures than meets the eye when you scan the rating charts.

What you don't see in the figures is the effect of KSFO's expertly programmed music—responsive loyalty to KSFO by Bay Area listeners. True, they said in a recent impartial survey that they prefer KSFO by a margin of 3 to 1 over 7 other Bay Area Stations—but, more than that, they said they remember KSFO programs. It's the listener who remembers who makes the purchase — it's the purchase that Pays Off.

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.
25 salesmen sell your product
You get more than you bargain for when you buy a participation on “Hi Neighbor”—KMOX’s half-hour high-jinks, broadcast Monday through Saturday afternoons.

You pay for sixty seconds. But you get a batch of product-pushing “extras”...

Instead of sandwiching your live or recorded commercial between entertainment fare, your message is made a part of the performance...is woven into the script by the KMOX Program Department...becomes as listenable as every other minute of the show.*

And when “Hi Neighbor” goes on the air, twenty-five salesmen deliver your sales message!

KMOX’s Musical Director Seth Greiner and his 20-piece orchestra introduce your announcement with clever sound effects and special entrance music. After this fanfare, your story is handled skillfully and persuasively by Russ Brown—baritone star of many coast-to-coast CBS programs, with a talent for talk which has made him one of Mid-America’s most popular emcees.

Often, your commercial is made still stronger by product endorsement from “Hi Neighbor’s” guesting celebrities—radio, stage and screen stars who are making personal appearances in St. Louis.

To have your product sold by twenty-five experts in a billion-dollar market, call us or Radio Sales. And say “Hi Neighbor” to our neighbors and your customers...with the new “Voice of St. Louis.” Now broadcasting with a new 50,000-watt transmitter, KMOX’s new half-milli-volt line embraces 25% more radio homes in a 39% larger area.

*The CBS Program Analyzer Studies, conducted over a period of years, have revealed that those types of commercials which either lend themselves most easily to integration or provide additional entertainment elements are received most favorably by listeners.

KMOX the Voice of St. Louis

Represented by Radio Sales, The Spot Broadcasting Division of CBS
New York • Chicago • Los Angeles • Detroit • San Francisco • Atlanta
Feature of the Week

MR. DANIELS—the Hon. Joseph Daniels—might as well have gotten into a lions' den when he got in front of the Greensboro (N.C.) Daily News cameras a fortnight ago during a broadcast over WBIG. He got his nose cut off. You see, Mr. Daniels made his mistake when he got in back of the WBIG microphone before he got in front of the cameras. For when the picture was printed, the paper was making sure that no WBIG call letters sully its print, so that all letters on the microphone were heavily blacked out. So, apparently, was part of Mr. Daniels' face.

Strange twist is that North Carolina Broadcasting Co., owners of WBIG, also own 16% of the Daily News, purchased last March [Broadcasting, March 31]. Mal Edney Ridge, WBIG president, is a member of the board of directors of the newspaper.

But it seems there will always be an editor, with a blue pencil in his hand.

Major Ridge sent the picture to Mr. Daniels, the former Ambassador to Mexico, with an explanation of the amputation. It is an example, he wrote: "of the... opposition we have had from the newspaper here in Greensboro on radio, and still they have the nerve to appeal to the Commission to ask for a license."

Occasion for Mr. Daniels' recorded broadcast was presentation of a silver tray to radio entertainer Kay Kyser on behalf of the people of North Carolina, in appreciation of his contribution to the N.C. Good Health Assn. program. Mr. Daniels is editor and chief owner of the Raleigh (N.C.) News and Observer, licensee of WNAO Raleigh.

Sellers of Sales

If he hadn't been "drafted" by fellow students to serve as advertising manager for his high school paper, Burton C. Guadagni today might be in most any other line of endeavor instead of radio advertising.

It was that first taste of selling and creating that gave Burton the "bug." He was determined right then and there that advertising was his field. And with that thought in mind he got himself a job at the San Francisco office of McCann-Erickson and worked his way through college—the U. of California.

At the university he got steeped in the Washington radio that has helped knock the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

One more straw to the load and the camel buckled. Which only goes to prove that even "the big ship of the desert" can sometimes go aground. And one tiny little straw did it all! We think WWDC is the "little straw" in Washington radio that has helped keep the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

Keep your eye on WWDC

IN WASHINGTON, D.C.
Coming Soon—WWDC-FM
Represented Nationally by FORJOE & COMPANY

BURTON

Work for two hours every Monday night.

The Golden State Co. Ltd., then a McCann-Erickson account, sponsored Blue Monday Jamboree, which made Monday Jamboree, which cradled microphone personalities who later became nationally known—including Al Pearce, Tommy Harris, Meredith Willson and others. Later Burton was assigned by his agency to work on another radio account—Death Valley Days, which was produced for five years in San Francisco for its sponsor. Here, again, he worked closely with and helped develop names that were to become nationally known—performers—Barbara Jo Allen (Vera Vague); Cameron Prud'homme; Vicki Vola and others.

During his 21 years with McCannErickson, Burton has created and developed radio ideas which have proven among the most successful in the local and regional broadcasting field.

Just so that he can continue to "talk shop" even away from the office, Burton last year organized and became the first president of the Radio Directors Club.

Burton lives in San Francisco with his wife and daughter. To keep in trim he goes in for gardening and golf and spends a great deal of his spare time with the Boy Scouts. He has been a scout master for 15 years.
Oklahoma Industrial Tour

On Wednesday evening, June 25th, approximately one hundred and seventy-five Oklahoma business men from every part of the State left Tulsa by special train on an "Industrial Tour" of middle and eastern cities to inform manufacturers of our state's great industrial opportunities. Coming at a time when industrial decentralization is in motion this tour should reap rich reward. It typifies the kind of intelligent action which Oklahoma's men of vision continually put forth to insure a greater future for a great state! The originator of the Industrial Tour is dynamic Mr. John H. Dunkin, Vice President and Secretary of the Brown-Dunkin Company, Tulsa's largest retail drygoods establishment. We salute Mr. Dunkin and all of the public spirited businessmen of Oklahoma whose interest and enthusiasm made this tour possible. We are proud to have had a part in it ourselves, and look forward to the good results which we know will accrue to our state.

In order that the folks at home might know of the activities of the tour Ken Miller, KVOO News Editor, made the trip and reported by press wire and transcription each day. These reports were made available to newspapers and other radio stations throughout the state.

It's great to be a part of the progressive Southwest where pioneering still lives . . . where unselfish cooperation binds men to the furtherance of a common purpose . . . where there's a today and a tomorrow of unlimited opportunity!

We're sold on the section we serve!
NO. 18—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

COMERS!

High among the resources of F&P, as we see it, are our "comers"—our beginners, the bright and promising newcomers to this company, who will be tomorrow's top-flight radio experts. One such comer is our Charles V. Dresser of the New York Office. As all our other Colonels did at first, he's learning radio-station representation the hard way—thoroughly and from the ground up, in order to help make spot-radio easy for you.

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
Baltimore WCBM
Beaumont KFDM
Boise KDSH
Buffalo WGR
Charleston, S. C. WSCC
Cincinnati WCKY
Columbia, S. C. WIS
Corpus Christi KRIS
Davenport WOC
Des Moines WHO
Denver KVOO
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 WMBO-WDZ
Portland, Ore. KEX
Raleigh WPTF
Roanoke WDBJ
San Diego KSDJ
St. Louis KSD
Seattle KIRO
Syracuse WFTL

TELEVISION:
St. Louis KSD-TV

NEW YORK: 433 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
SANTA FE: 58 Sutter Street

Page 12 • July 21, 1947
FCC Reorganization Is Planned Oct. 1

Split Into Three Divisions
Set in Denny Draft Order

AFTER A LAPSE of 10 years, the FCC will revert to the division method of operation about Oct. 1 under a broad-gauged reorganization plan disclosed last week which will separate the agency into three semi-autonomous divisions of four members each—Broadcast, Common Carrier, and Safety and Special Services.

The plan was contained in a draft order filed by FCC Chairman Charles R. Denny with the Senate Interstate and Foreign Commerce Committee. The tentative order—subject to revisions as to exact details—has not been finally adopted by FCC but probably will be early this fall.

Chairman Denny submitted the plan in compliance with the request of Committee Chairman Wallace H. White Jr. (R-Me.). The request was made June 17, when Mr. Denny testified generally in opposition to the White Bill (S-1833) and in particular to the proposed two-division setup it embraced [BROADCASTING, June 23].

The draft order (published here-with in text) provides that the division structure shall remain in force until March 31, 1946, indicating that it would be invoked on an experimental basis. This was in line with Chairman Denny's testimony that a division system would be instituted this fall, starting about Oct. 1, on a trial basis. In advance of the expiration date the Commission would appraise its work under the division structure and determine whether it should be continued, revised, or dropped.

Used 1934 to 1937

Return to the division system would end a 10-year span during which the full Commission functioned on all regulatory matters. When the FCC was created in 1934, it operated under a three-division setup—Broadcast, Telephone and Telegraph—with each division comprising two members and the chairman, sitting ex officio. One of the first acts of Judge Frank R. McNinch, when he assumed the chairmanship on Oct. 1, 1937, was to abolish the division structure as having a "divisive effect" tending away from cooperation and mutual understanding.

The proposed new division structure departs radically from that of the pre-McNichil era. The divisions will be only partly autonomous. The FCC Chairman (Mr. Denny) will serve on all three divisions as a full voting member and not ex officio. He will not hold the chairmanship of any one division.

Each division of four members will elect its own chairman, who may not serve on any other division except in emergency. Thus, the three other members of the seven-man commission will serve as members of two divisions.

The creation of the new divisions immediately arose as the personnel of the divisions, with greatest interest, of course, centering around the broadcast unit.

HOW FCC IS TO BE REORGANIZED

TEXT of the order which FCC said it could use to establish a divisional system of Commission operation is published below. It was submitted to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Commerce Committee, by FCC Chairman Charles R. Denny. Exact details, it was pointed out, will depend upon the specific plan finally adopted by the Commission.

ORDER (Draft only)

The Commission, having under consideration a proposal to reorganize the Commission along division lines as authorized in Section 5 of the Communications Act of 1934, as amended; and

It appearing, That such reorganization will serve the public interest, convenience and necessity; and

It further appearing, That the proposed changes are organizational and procedural and that the provisions of Section 4 of the Administrative Procedure Act are not applicable therefor;

It is Ordered, That Part I of the Commission's Rules and Regulations Be Amended in the following respects, effective 1947:

(1) The heading of Section 1.2 is revised to read as follows:

Composition of Commission

(2) Section 1.2 (c) is deleted and new Section 1.2 (c) (1) is adopted to read as follows:

The Commission is organized into three Divisions, namely, the Broadcast Division, the Common Carrier Division, and the Safety and Special Services Division. Each Division is composed of four members of the Commission who constitute the Division with a chairman. A member may be chosen as a chairman of a Division if he is a member of any other Division. The Chairman of the Commission is a member of each Division while the remaining Commissioners individually serve on two of the three Divisions in rotation. If a member is absent without authority to fill the vacancy of any other Commissioner, the Chairman of the Commission may designate a Commissioner to serve temporarily on that Division until the Commission orders otherwise. Three members of a Division constitute a quorum, and the decision of a majority prevails. If a Division is evenly divided (2-2) as to any matter before it, such matter is referred to the entire Commission for decision.

(3) The heading of Section 1.4 is revised to read as follows:

General Description of Commission's Staff Organization

(4) Add new Sections 1.6, 1.7, and 1.8.

(Continued on page 73)
Paramount Trying ‘Saturation’ Spots

Finds Radio Whirlwind Method
Of Picture Promotion

PARAMOUNT Pictures last week was engaged in a "saturation" spot campaign as a result of tests a month ago which showed radio was a whirlwind medium of promoting box-office attendance at movie houses. The spot pattern which Paramount has adopted aims to saturate a specific market. The company buys 150 spot announcements in the three days preceding the opening of a new picture and five days afterward.

The company first applied this technique in a test campaign in Kansas City at the opening of its picture, "Dear Ruth." According to a Paramount executive, the test proves so successful that the pattern has been adopted in other cities as the picture opens.

The radio campaign will cost approximately $250,000, but a Paramount Picture executive estimated it is expected to mean an extra $6,000,000 to $8,000,000 in the movie box offices at the end of the picture’s run. The running picture, along with the radio campaign, will appear and be heard in the following cities soon: Baltimore, Milwaukee, Chicago, Memphis, Salt Lake City, Philadelphia and Boston.

The radio technique is expected to be used by Paramount hereafter with all its motion pictures which do not have star attractions.

Campaign is handled by Buchanan & Co., New York, and Paramount Pictures, New York, advertising and publicity department, with Curtis Mitchell, department head.

RKO TO PROMOTE FILM WITH BIG RADIO DRIVE

IN WHAT is believed by the Yankee Network to be the largest radio campaign ever undertaken by a film company in the New England area, RKO Radio Pictures Inc. last week signed with the network for an extensive campaign on its new picture, "The Long Night." The film will have a premiere in 212 cities throughout the U.S. and will open in New England Aug. 6.

In the new campaign, the ninth one that RKO and Yankee have used to promote a film, a series of spot announcements will be used on the network’s news service programs ten days prior to opening date. On Aug. 13 a mock trial featuring outstanding guests and the stars of the picture will be aired from WHN New York in Philadelphia and Boston. Finally, there will be a series of 15-minute transcribed programs featuring Henry Fonda, Barbara Bel Geddes and Vincent Price.

Campaign is under supervision of Louis Travers, executive vice president and general manager, Yankee Network, and Terry Turner, director of the field staff, RKO.

P&G Executive Succeeds Elder in ANA Radio Post

Mr. DIGGES
A. N. HALVERSTADT, manager of the Radio and Media Dept. of Procter & Gamble Co., has been elected chairman of the radio council of the Assn. of National Advertisers, succeeding Dr. Robert F. Elder, vice president of Lever Bros. Co. The council also has engaged I. W. Digges, ANA general counsel for the past 16 years, to act in the same capacity for it.

Mr. Halverstadt has been with Procter & Gamble for 17 years, practically all of that time in the soap company’s advertising and radio departments. He is a former board member of BMB and former chairman of the BMB Technical Committee.

Once With FTC

Mr. Digges, onetime attorney for the Federal Trade Commission, has been in private practice since 1926. He is a former associate administrator of the War Savings staff of the Treasury Dept. and also served during the war as counsel to the War Shipping Administration. Recently he became chairman of the lawyer’s advisory committee of the U. S. Trade Mark Assn.

Serving with Mr. Halverstadt on the executive council of the radio council are: Joseph M. Allen, vice president, Bristol-Myers Co.; Stanley I. Clark, vice president, Sterling Drug; Dr. Elder; S. C. Gale, vice president, General Mills; Harry F. Jones, vice president, Campbell Soup Co.; Charles G. Mortimer Jr., vice president, General Foods Corp.; W. M. Stedman, director of advertising, American Home Products Corp.; D. B. Stetler, advertising director, Standard Brands.

Kate Smith Helps Boost Co-op Sales of MBS 77%

A 77% INCREASE in the volume of cooperative program sales over 1946 figures was reported last week by Bert Hauser, director of MBS-Co-ops.

As of July 1, there were 987 current sales of Mutual cooperative programs, compared with 597 a year before. More than 1,000 local sponsors were represented, Mr. Hauser said.

Mutual’s biggest co-op seller is the Kate Smith program which, although on the air less than a month, has been sold on 290 stations.

Marlowe Forming Firm; Leaves ABC

Will Package Television Shows, Produce Commercial Films

HARVEY MARLOWE, executive television producer for ABC for the past two and a half years, has resigned that post to establish Harvey Marlowe Television Assoc. Inc. New firm will package video shows for television broadcasters and advertisers, and will also produce commercial films for general or trade advertising, as well as for telemarketing.

Chief activity of his new organization, Mr. Marlowe said, will be working for and with advertising agencies in solving the video problems of their clients. He pointed out that the vast majority of agencies have either no television department or at most one man, usually from the radio staff, assigned to this new medium. He said that his firm will be in a position to serve as the television department of an agency, functioning in that capacity throughout the entire range of video activities from the initial presentation to the client right through the planning and production and editing work.

Donald Geisy, formerly associated with Mr. Marlowe as publicity director of ABC’s Television Division, has joined Harvey Marlowe Assoc. in the same capacity. New firm is located at 221 W. 57th St., New York.

Baseball Telecasts

FORBES IN CO., Detroit, Mich., has contracted to sponsor telecasts on KSD-TV (St. Louis Post-Dispatch station) on one-half of the major league baseball games to be played in St. Louis after July 26. The contract, made for Ford through J. Walter Thompson Co., New York, covers both day and night games. Ford also has acquired the broadcast独家 rights to the first half of all games to be played in St. Louis during the 1948 season.

Young in New Post

STANLEY YOUNG, formerly associated with Edward Petry and Co., and prior to that with Spot Sales as Chicago manager, has been appointed sales supervisor in the central area under the head of Transcription Sales of the Louis G. Cowan Inc. offices. Mr. Young will make his headquarters in Chicago. For the past two years he was president of National Radio Clearing House, radio station service organization.

WHN New York last week booted over with the kind of steaming advertising campaign that even Llewellyn Evans would have to love.

In this WHN mentioned MGM’s The Hucksters no fewer than 200 times. It was a special campaign timed to precede the New York opening of the cinema version of Frederic Wakeman’s best-selling dissertation of the advertising business.

MGM did not use the usual kind of spots, but expanded upon brief but frequent mentions of the picture’s title. The Hucksters’ message was tied into other commercials.

Examples: "Hucksters is a good eight-letter word and so is Lifebuoy" or "No one needs to huckster you into buying an Adam Hat."
'Fibber' Puts Johnson Co. Out in Front

High Hooper, Good Identification Get Results

By FRED SAMPLE

EVER SINCE Samuel Curtis Johnson placed a two-inch ad in the November 1886 issue of The Century magazine, S. C. Johnson & Son has been among the nation's leading advertisers.

In 1946 the company spent $894,918 on radio advertising, $786,663 on magazines, $362,119 on newspapers, according to Publishers Information Bureau figures. These figures may be contrasted with FIB's records for 1935, Johnson's first year on the air, when it spent $276,565 for radio.

Richard D. Crisp, former sales analyst for S. C. Johnson, speaking at a marketing conference conducted by the American Management Assn. last January, reported that Johnson's "sales volume per salesman today is 366% of the 1930 average. Our total sales and administrative expenses per centage, including advertising, is today 50% of the 1930-41 average."

The Fabulous McGee's

But it has been its sponsorship of the fabulous Mr. and Mrs. McGee of 79 Wistful Vista that has endeared the Johnson Co. to the American public. The world's greatest question is, to the radio listener, is Harlow Wilcox whose determined effort to squeeze a word of praise for the product into the Tuesday night NBC Fibber and Molly program has helped give Johnson one of the highest sponsor-identifications on the air.

S. C. JOHNSON & Son's rise to dominance in the wax field has been largely identified with radio. As head of the sponsorship of "Fibber and Molly" and the determination of Harlow (Waxy) Wilcox to insert a word of praise for the product into the Tuesday night NBC program the company proudly claims one of the highest sponsor-identifications on the air.


without startling success. One of Johnson's early attempts was sponsor-ship of a daily program guide on a considerable group of stations, at a time when newspaper program listings were inadequate.

Expansion in Radio

The firm temporarily abandoned the medium for magazines and newspapers, but returned to the air soon with Tony Wons in a day-time program. The familiar Wons poetry readings soon expanded into a more ambitious program, The House by the Side of the Road, with Wons, Joan Blaine, Emery Darcey and guest artists. The program ran 39 weeks with fair success until it was replaced by Fibber McGee and Molly in June 1935. The union of Johnson's Wax with the then unknown Marian and Jim Jordan who were doing a program called Smackout, has been probably the happiest marriage in radio.

The program started on NBC Blue in 1935 and switched to NBC Red a year later (July 6) when it was broadcast Mondays, 8-8:30 p.m. On April 19, 1937, it shifted to 9-9:30 p.m. Mondays, and on March 22, 1938, it moved into the Tuesday, 9:30-10 p.m. spot it has held ever since, barring summer layoffs.

Hooper rated the program's audience at 3.3 on its first broadcast. From then on the growth in popularity was gradual, hitting a 1935 high of 1.8 in December (and im-mediately dropping back to 1.3 on the next broadcast), achieving a 1936 top of 12.2 in November, which rose to 18.1 by April 1937. The show never fell below second place; last year it came up with six firsts, seven seconds, one third, two fourths and one fifth place.

So far 1947 has given it two firsts, six seconds, two thirds, and one fifth place. They have been in the first five continuously since June 1941.

Tailored to Please

Just as Johnson decided to create a product to meet the demands of his customers for floor wax, so was Fibber McGee and Molly tailored under the supervision of Don Quinn, chief scripter since the program started, into a comedy program that appealed to all age groups in all economic classes.

Since Jim Jordan at the start specialized in long-winded stories in which the truth was only incidentally related, Quinn dubbed him "Fibber McGee." But Fibber has long since ceased his story-telling to become a very human guy, dumber than Jim, of course, but quite like somebody we know in our block. In his adventures, sometimes farcical, sometimes so close to life as to constitute a rare form of social satire, the company believes it has found a way to win the favor of the housewife and the man who drives the family car.

While many other bête noir listeners over the heads with advertising claims, Johnson's radio commercials and printed copy are quiet, good-natured and informative. Johnson never blan-kets, misleads or overstates. But no false modesty keeps Johnson from saying that their products are the best in the world since they sincerely believe them to be.

Jones Expected to Assume His FCC Post by Aug. 10

COMMISSIONER - DESIGNATE Robert F. Jones probably will assume his new FCC office about Aug. 10, although there is a possibility he may delay it until Sept. 1.

He has already designated his Congressional secretary, Miss Elizabeth Dannelly, as his confidential assistant. Other members of his FCC staff have not yet been selected.

Miss Dannelly has been with the Ohio Republican Congressman for two years. Before that she was in the office of Rep. Wright Patman (D-Tex.). A native of Jefferson, Tex., where she taught school before entering secretarial work, Miss Dannelly was employed at the Justice Dept. in a secretarial ca-pacity and also had been with a law firm in Texas.

Mr. Jones was shown his new offices in a visit to FCC headquar ters last Tuesday, four days after he was confirmed by the Senate [BROADCASTING, July 14]. He met Acting Chairman Paul A. Walker and Commissioner Rosel H. Hyde--the only commissioners then in Washington.

Following his confirmation he was congratulated by FCC Chairman Charles R. Denny in a call from Atlantic City, where Mr. Denny is presiding at the International Telecommunications Conference.

Will Assure Quorum

The new commissioner's assumption of office will give FCC a quorum in Washington despite the absence of three members--Chairman Denny, E. K. Jett and E. M. Webster--who are attending the Atlantic City conference. Since the June 30 expiration of the term of Ray C. Wakefield, whom Mr. Jones succeeds, the bulk of FCC's actions have been taken by a minority of the five members remaining in Washing-ton: Acting Chairman Paul A. Walker, Rosel H. Hyde and C. J. Durr. Only two of the three were present at last Thursday's meeting.

(Continued on page 76)
Radio and Video Broadcasters’, Manufacturers’ Sales Are Up

BROADCASTING corporations and radio and television manufacturers, as well as parts manufacturers, showed greater sales during the first quarter of 1947 than during the last quarter of 1946, according to a survey released by the Trade and Exchange Commission, Philadelphia.

The survey reported that 1,268 corporations in 139 industries groups, out of 1,402 reporting, had increased sales or operating revenues of $876,000,000 for the first quarter of 1947 over the last quarter of 1946. Net sales for the 1,268 companies were $22,655,856,000 for the first quarter as compared with $21,797,595,000 the quarter immediately preceding.

Two corporations are listed in the broadcasting field. They are CBS, reporting $18,529,000 in the last quarter of 1946, and $19,529,000 the first quarter of this year, an increase of $1,000,000. RCA listed as both a broadcasting company and a radio and television manufacturer, showed $73,010,000 in the last 1946 quarter and $76,465,000 in the first 1947 quarter, an increase of $3,456,000.

Thirteen Listed

The following companies were listed under radio and television products in addition to RCA, they are Admiral Corp., with $8,852,000 in the first quarter of 1947 and $13,149,000 the previous quarter; Emerson Radio and Phonograph Corp., $8,982,000 and $7,819,000; Farnsworth Television and Radio Corp., $4,121,000 and $2,271,000; Galvin Manufacturing Corp. (Motorola), $8,840,000 and $8,066,000, Magnavox Co., $7,153,000 and $6,375,000; Philco Corp., $6,597,000 and $4,918,000; Raytheon Manufacturing Co., $15,017,000 and $18,011,000; Sentinel Radio Corp., $2,298,000 and $2,007,000; Sonotone Corp., $2,874,000 and $2,190,000; Westinghouse Co., $6,435,000 and $5,744,000; Sylvania Electric Products Inc., $23,537,000 and $24,506,000, and Zenith Radio Corp., $16,385,000 and $13,960,000.

Other companies were reported in the radio, television and electronic parts and equipment categories. Ten companies, with their first quarter of 1947 figures and last quarter of 1946 figures, respectively, are: Clarostat Manufacturing Co. Inc., $8,069,000 and $6,048,000; Cornell-Dubilier Electric Corp., $4,399,000 and $4,526,000, and Hazelte Corp., $2,188,000 and $2,575,000.

4 Executives Are Named By Taylor-Howe-Snowden

APPOINTMENT of Alex Keese, Tom Peterson, Clyde Malville and John D. Allison to be directors and vice presidents of Taylor-Howe-Snowden Radio Sales Inc., effective Aug. 1, has been announced by O. L. Ted Taylor, executive head of the firm.

Mr. Peterson has been managing the T-H-S Chicago office since Sept. 1, 1944, when it was opened. Mr. Malville has managed the firm’s Dallas office since June 13, 1944. Mr. Keese has been general manager of the Amarillo, Tex. office. Mr. Allison, a former vice president of Head & Hofer, has accepted the managerialship of the T-H-S New York office [BROADCASTING, July 14].

Each of the new directors-vice presidents will be stockholders in the corporation, according to Mr. Taylor.
Congress' Radio Achievements Few

Only Taft-Hartley Act of Major Concern This Year

By PETER DENZER

WITH ADJOURNMENT of the first session of the 80th Congress scheduled for July 26 radio looked back over the record and saw little in the way of actual accomplishment. Only one major law affecting radio, the Taft-Hartley Labor Act, was added to the books.

Apparently radio lost nothing in the 1947 session. The Congress had at last grown conscious through the introduction of the White Bill (S. 1388) and attendant hearings. The issue of a radio bill will remain alive through the next session.

The FCC weathered well through two hearings before the most economy-minded group of legislators it had ever faced. Congress passed and sent to the White House last week an appropriation granting the Commission $6,440,000, representing Congressional generosity second only to that accorded the Federal Bureau of Investigation. (See story page 18.)

FCC's Fight

FCC fought hard for this sum. Chairman Charles R. Denny had originally asked for an unprecedented peace-time budget of $7,900,000. A House Appropriations Sub-committee, somewhat more hard-nosed than the Senate, sliced this demand to $6,040,000. Chairman Denny went to the Senate and asked for restitution of $810,000. The Senate responded with $400,000.

The FCC also found itself with a full bench of seven Commissioners for the first time since Paul Porter left that agency. His post as a Commissioner was filled on March 18 (Broadcasting, March 24) when Edward Mount Webster, a non-political appointee was confirmed by the Senate, a required term which ends June 30, 1949.

A second opening, left by the expiration of Comr. Ray C. Wakefield's term, was filled by a more controversial appointment. On July 11 the Senate confirmed the nomination of Robert F. Jones, Congressman from Ohio, after a series of bitter accusations hurled by the House. Two Petillos were duly punctured in a series of passionate hearings. Mr. Jones is expected to take office around August 10. (See story page 15.)

The Jones nomination was a dis-appointment to Chairman Denny, who had succeeded in having the White House renominate Mr. Wakefield. But the Wakefield nomination was withdrawn in a sudden and unexplained action which caught both Mr. Denny and Mr. Wakefield unaware.

On the labor front, radio together with the rest of American industry, had cause to rejoice in the passage over President Truman's veto of the Taft-Hartley Labor Act. The Supreme Court decision on June 23 upholding the Act further strengthened radio's hand in dealing with abuses. Station managers, however, appeared to be sitting tight in order to make a slow and careful evaluation of the effect of the legislation on labor-management relations.

One thing seemed certain. Some of the more flagrant practices of the American Federation of Musicians (AFM) have been curbed to the benefit of both radio and the listening public. James Caesar Petrillo is now forbidden by law to continue his traditional "feather-bedding." Jurisdictional strikes and secondary boycotts have become "unfair labor practices."

Law's Impact

That the law has already had a considerable impact upon Mr. Petrillo was demonstrated by the AFM chief's willingness to accept a "period of grace" from a House Labor Committee investigating group which had subpoenaed him for questioning in regard to his union's practices. The group, headed by Rep. Carroll D. Kears (R-Pa.), interrupted its hearings on July 3 for a 60-day truce period during which Mr. Petrillo has promised to abide by the law.

The Supreme Court ruling re-"manded Mr. Petrillo's case back to the House "committee for con-"side"ring the Act with WAAF Chicago.

Meanwhile, Senator Wallace H. White (R-Me.), Chairman of the Senate Interstate & Foreign Commerce Committee, assured Broad-casting that there will be a new Communications Act next year. He predicted, with the reservation that it was "still speculation," that the Interstate & Foreign Commerce Committee would favorably vote on a radio law "early next session." I also think that the Senate will pass it," he added.

There were other opinions, how-"ever, on what was needed in the way of radio legislation. Rep. Eva Howell (R-III.), Chairman of a House radio subcommittee was prepared to introduce radio legislation, and was only waiting for a cue from industry before going to (Continued on page 80)

**Support White**

AN UNUSUAL vote of confidence was given Sen. Wallace H. White Jr., of Maine, Senate majority leader, last Tuesday by his colleagues. An issue had arisen on jurisdic-

tion of the Senate Interstate and Foreign Commerce Committee of which Sen. White also is chairman, on matters affecting the Federal Power Commission, The Sen-"ate, in effect, reaffirmed the nomina-"tion of Burton N. Behling to be a Power Com-"missioner to the Public Works Committee. Sen. White argued his motion that power matters such as this should be referred to his commit-

tee in which radio legisla-

tion also originates. The Sen-
"ate voted his way 56 to 20-
"
"an overwhelming victory on a controversial jurisdictional question.

Petrillo to Confer On 'Cooperation'

Meeting With Kearns; Hearing to Resume In September

JAMES CAESAR PETRILLO is meeting privately this week with Rep. Carroll D. Kears (R-Pa.), chairman of the House group investigating AFM, to discuss closer cooperation between the musicians' union and amateur and student broadcasters.

The discussion is likely to branch out into other phases of AFM compliance with the Lea Act and the Taft-Hartley Labor law. The mood in which this meeting is conducted may well determine the course that the Congressional investigation of AFM will take in the future.

Richard P. Doherty, NAB's di-rector of Employee-Employer Rela-
"tions told Broadcasting he hoped Mr. Petrillo "was sincere regarding cooperation in the statements he made to the House Committee. "If full impact," he continued, "of the Taft-Hartley and Lea Acts on the AFM and its members will in good measure depend on the degree of cooperation the AFM has re-
ceived from high union officials. He discounted the AFM chief's contes-
tion that unemployment threatens musicians. This would not happen, he added, if AFM cooperates with industry to make the Lea Act and Taft-Hartley Act workable.

On July 7, and continued through July 8, will be continued, according to Labor Committee Chairman Mr. Petrillo, after Labor Day. Meanwhile, part of the Committee is planning to go to Hollywood to reopen hearings on labor racketeering in the movie in-

dust-ry.

One facet of these hearings will deal with AFM incursions into tele-
"vision and FM.

Difficulties Seen

Mr. Hartley, indicating that the Committee had run into some diffic-
"ulties with AFM, declared that by September he hoped to have "straightened out the bugs" in the investigation. He would not say what the "bugs" were but he had previously noted difficulties in ob-
taining the cooperation of a num-
"ber of witnesses including some from the radio industry.

Emphasis placed by the Commit-
"tee upon the close relations with ama-
"teurs and student musicians indi-
"cated that Mr. Kearns, himself a former educator and AFM-holder,

was primarily interested in this phase of the union's activities.

The conference this week be-
"tween Mr. Kearns and Mr. Petrillo pointed to some sort of compromise agreement between the Congres-
sional Committee and the music czar. Mr. Kearns has already ad-
"mitted that Mr. Petrillo's incursions into reopening hearings, started with such fan-
"fare, was aimed at permitting Mr. Petrillo to put his house in order. Meanwhile, he told Broadcast-
"ing last week, Mr. Petrillo has had "cooperation." This was an adjective which he had failed to offer to other witnesses. Mr. Kearns' handling of the com-
"mittee's hearing, short as it was, seemed to indicate that he had no great animosity toward the union boss. He was apparently shak-
"ing hands with the AFM chief in what appeared the most cordial good fellowship.

It is unclear what effect the AFM legislation will actually have upon the operation of the union. Earlier, committee members said that if necessary new legis-
"lation would be written to strength-
"en the enforcement of the Taft-Hart-
ley law and the Lea Act to the union. Observers on Capitol Hill believe (Continued on page 74)

Broadcasting • Telecasting

July 21, 1947 • Page 17
Protests Against Move Result Only in Cut In Appropriation

PROTESTS against the establishment of a radio monopoly over recording facilities in the Capitol that were availed last week only in cutting the funds allocated for Robert Coar from $26,000 to $17,100 and changing the title of the activity to "Joint Recording Facilities." The money, incorporated in the Legislative Appropriation, was approved and sent to the White House after the Appropriations' Assn. had protested that the suggested title of "Joint Radio Information Facility was a misnomer. Mr. Coar had originally asked for a salary of over $9,000 to go to himself as "coordinator." This was cut to $6,600 "basic" salary. With the Congressional scale of wages, this basic salary designation means that he will receive a total, with allowances, of well over $9,000.

Despite the relatively severe cut, the appropriation itself represented a victory in principle for Mr. Coar and his wife who for the past 11 years have been operating a recording room in the Capitol. It was also a new departure for Congress and established, in effect, a concession which may turn out to be a monopoly.

Danger Seen

Recognition of this danger was voiced in the Senate on Wednesday when Senator Styles Bridges (R-N.H.) told the upper chamber that "it is not intended that the proposed coordinator shall assume any new function or duties beyond those services he is rendering now." Senator Bridges, chairman of the Appropriations Committee, said:

8½ MILLION RADIO, TV SETS MADE IN 6 MONTHS

DESPITE a seasonal slack in June, a grand total of 8,610,644 radio and television receivers were produced during the first six months of 1947, with FM-A.M. and television sets registering the greatest gain over 1946, the Radio Manufacturers Assn. reported today.

During the month of June alone there were 11,484 television receivers produced in the United States, for the whole of 1946 was only 6,476. June's record output brought the total for the first half of 1947 to 46,859.

Following is the monthly breakdown of F.M., television, and all radio set production for the first six months of 1947:

<table>
<thead>
<tr>
<th>Month</th>
<th>FM-A.M. Sets</th>
<th>All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. (5 weeks)</td>
<td>51,318</td>
<td>5,307</td>
</tr>
<tr>
<td>Feb.</td>
<td>51,318</td>
<td>5,307</td>
</tr>
<tr>
<td>March</td>
<td>67,298</td>
<td>6,939</td>
</tr>
<tr>
<td>Apr.</td>
<td>73,300</td>
<td>8,189</td>
</tr>
<tr>
<td>May</td>
<td>84,507</td>
<td>8,686</td>
</tr>
<tr>
<td>June</td>
<td>87,624</td>
<td>11,484</td>
</tr>
<tr>
<td>Totals</td>
<td>445,583</td>
<td>46,859</td>
</tr>
</tbody>
</table>

FCC's STAFF will remain virtually intact and operations will not be curtailed if conferences approve a Senate appropriation increase of $6,040,000 to $7,440,000.

The Senate recommended an increase of $300,000 over the original House appropriation of $6,140,000. The House Appropriations Committee was not seen as willing to give up its earlier economy figure without a struggle.

The original House action was considered generous enough by House committee men [BROADCASTING, June 16]. Not only was the FCC given its largest peacetime appropriation, but if the Senate figure goes through it will even outstrip last year's budget of $5,685,000 and would be only $485,000 below the $8,700,000 originally demanded.

No matter what the final House action Mr. Denny has every cause for rejoicing. Not only was he faced with a new Congress at the opening of the session last January, but the chairman of the House Appropriations Subcommittee on Independent Offices Rep. Richard B. Wigglesworth (R-Mass.) had promised a close check on FCC spending [BROADCASTING, Feb. 17].

The failure of Congress to crack down on the Commission money-wise was repeated in similar measure when a move to have the FCC investigated by the House died stillborn. Chairman Charles A. Wolverten (R-N.J.) had introduced a resolution calling for a House investigation into the financial dealings of the FCC [BROADCASTING, April 7] but the measure went to the Rules Committee where it has been buried. The resolution was termed a "jurisdictional move" by some observers.

Examination Spirited

The appropriation subcommittee examination of Mr. Denny and his Commission was spirited in spite of its eventual generous treatment. Discussion occasionally became heated when it covered station editorializing, the Blue Book, reports that the Commission had acted as a "spying" in its relations with individual stations, and that too much money was being spent on the legal department.

Since the appropriation action is not yet final, Commission officials have been loathe to discuss its effects. They concede, however, that it will be unnecessary, in view of the grant, to fire any personnel, although they claim they will not be able to make some replacements which are allegedly needed.

Conferences Studying Senate's Boost In FCC Appropriation

The Sun Shines

ALTHOUGH not carried in Washington, D.C., newspapers, the Baltimore Sun carried "fascinating rural program service" to 40 counties of New York state is contemplated in applications filed with FCC last week by Rural Radio Network.

Designed to "serve families of 110,561 farms, 76% of all farms in the state," the network would have headquarters at or near Ithaca and Phillipsburg for the most part, carry the same program Transmitters would be located a Hermitage in Wyoming County; Bridgeville in8ontario County; Newfield in Tompkins County; De Ruyter in Madison County; Cherr, Valley in Otsego County, and Turi in Lewis County.

Initial costs were estimated between $250,000 and $300,000. Th applications request Clss B stations, but with effective radiate powers of only about 1 kw.

Program would be broad "private and governmental sev eys" of rural preferences, with emphasis on "news and weather broadcasts, market reports, faith talks, and music., and quiz programs in keepin, with the character of farm inter ects.Officials said would be "no hesitation in providing pro gram service which is of very vity and controlling interest to a defnite minority of the potential au eence."

Rural Radio Network is an oper aning company wholly owned by the non-profit Rural Radio Foundation set up by nine farm organization in the proposed broadcast area. Of said profits would be used "for research, education and other causes in the public welfare."


Grant Funds for Capitol Recording

Grant Funds for Capitol Recording
Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they’re getting places too with a couple of designs said to be going a little faster than sound.

That’s a Republic Thunder-jet snapped at 1-1000th of a second as it flashed across the three-kilometer course at Muroc Army Air Field in California.

We wouldn’t know for sure about speed above sound ... the only sound we’re positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more-listeners-per-dollar-spent ... than with any other station in town.

W-I-T-H, the successful independent, is the fast moving station in this big five station town.

W-I-T-H belongs on any smart list ... yours included!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President • Headley-Reed, National Representatives
July 21, 1947 • Page 19
New AT&T Rates May Be Postponed

FCC Considers Whether To Extend Date Beyond Aug. 1

If they are suspended before they take effect, it was pointed out, telephone service charges may have to carry a more substantial share of the costs of the facilities. It was regarded as conceivable, though not probable, that the service might be withdrawn from television use. It was also pointed out that there have been few cases, if any, in which FCC suspended the rates on a new service before it became effective—in the case of an existing service, officials explained, the old rates continue while the new ones are being considered, whereas there are no rates at all if the suspension involves a new service.

On the other hand, it was pointed out, the immediate future of network video might be seriously threatened if the rates were allowed to go into effect and resulted in abandonment or severe curtailment of coaxial usage by existing television stations. Almost unanimous opposition to the proposed rates, on grounds that they are prohibitive, was voiced by licensees and grantees in the network television conference conducted by FCC early last month [Broadcasting, June 16].

The charges which AT&T proposed led Allen B. Du Mont Labs to work out a microwave relay plan of its own for linking eight stations with New York and Washington as terminal points of the network. Du Mont estimated this network could be operated to serve the eight stations 24 hours per week at an average cost of $5.16 per hour per station [Broadcasting, July 14].

The comparable charge on AT&T's rate basis would be about $34 per hour per station, according to telephone company estimates released by Du Mont.

Philco and Raytheon also have strongly questioned the practicability of using AT&T service.

Monthly service charges, covering eight hours' service per day, are based on a rate of $40 per circuit mile, plus $750 per hour for commercials. Thus the monthly cost of rates

(Continued on page 85)

Murrow, Taylor and Robinson
In CBS Executive Changes

Mr. Murrow Mr. Taylor Mr. Robinson

In one of the most widespread executive realignments in recent network history, CBS last week announced two vice presidencies would change hands and that Edward R. Murrow, vice president and director of public affairs, would return to active newscasting.

Mr. Murrow will be succeeded as vice president and director of public affairs by Davidson Taylor, present vice president and director of programs. To replace Mr. Davidson the network has engaged Hubbell Robinson, onetime ABC vice president in charge of programs and recent vice president and national radio director of Foote, Cone & Belding.

Mr. Murrow will continue to serve the network as "executive consultant in the field of public affairs," a CBS spokesman said. Mr. Taylor, as his successor, will have jurisdiction over CBS news, educational and public service broadcasts. He will share overall responsibility for all CBS broadcasts with Mr. Robinson.

Mr. Wall set forth in a contract has not yet been signed, it was understood that Mr. Murrow will supplant Robert Trout on Campbell Soup's "The News 'Til Now show Mon.-Fri., 7:45-8 p.m. beginning Sept. 29. It was indicated that Mr. Murrow's salary from Campbell's Soup will be considerably more than he earned as a top CBS executive.

Mr. Murrow achieved an international reputation through his broadcasts from emblazoned London during the early years of the war as "a shot in the head studio" but at a video receiver. He is probably best known to the public for his memorable "This Is London" broadcasts before and during the blitz. Born in Greensboro, N. C., in 1900, Mr. Murrow attended Washington State College, Washington U. and Stanford U.

(Continued on page 74)

Images Via Image

MAX RUSOFF, Philadelphia furrier, will sponsor video beauty contests on WPTZ, Philadelphia, starting July 25 and each Friday thereafter until Aug. 29, when the winner will be acclaimed as "Miss Television of Philadelphia" and presented with a $1,000 fur coat. Four contestants each week will model coats and perform variety acts, with the judge approved in a WPTZ studio but at a video receiver. Series will be produced by Jawer Television Productions, Philadelphia. Solis S. Castro, that city, is Rusoff agency.
How 1947 became 1968

Competing in many new developments
34,000 companies move “a generation ahead”

NEW JET PLANES have developed better than 600 miles per hour. Modern oil refineries produced special fuels to make such speed possible. 400 companies compete in oil refining... vie with each other in new fuel developments through never-ending research.

IN THE UNITED STATES you get petroleum products for less than anywhere else in the world. Prices vary, of course, and taxes also differ, but gasoline in the U.S. is always the world’s best bargain. And new improvements follow each other so rapidly that by ordinary standards of progress, you get these products “a generation ahead.” That’s why in many ways, it’s “1968” now!

More than 34,000 individual business firms which comprise the Petroleum Industry—the 1,250,000 men and women who make their living “in oil”—have set this pace in progress for the same reason an athlete breaks records...the heat of competition.

Today’s performance of new cars and fast planes is possible because oil scientists have worked hand in hand with automotive designers and aviation engineers to develop the new fuels produced by oil companies in the race to outdo each other. And this competition which makes Petroleum so progressive is evident not only in the advancement of fuels, oils, gasoline and lubricants but in chemicals, asphalts, solvents and has contributed to the development of finer cosmetics, tires, medicine, ink...over 1200 products in all.

That is the productive rivalry which has turned 1947 into “1968”...the healthy rivalry which may make next year 1977 or 1980.

THERE’S A PLUS FOR YOU
IN PETROLEUM’S PROGRESS

Prepared for the Oil Industry by the American Petroleum Institute © 1947
PROPOSED GRANTS for three new Class B FM stations in Philadelphia are made final:

POunding changes in the station's facilities. The number of television licenses outstanding is unchanged from the wartime total.

The Commission's report also showed 59 television stations under construction and 10 applications pending. About a dozen commercial television stations are in operation.

FCC's action, taken in an order dated July 10 and released July 15, continued the fifth application in the case—that of Patrick.

Joseph Stanton—in hearing status, subject to oral argument. Although four channels were available even before two reserved frequencies became available July 1, FCC noted in its proposed decision that Mr. Stanton's FM financing is dependent upon a loan which in turn is dependent upon operation of an AM station—and his AM grant is tied up by a stay order pending outcome of an appeal directed against the grant.

In connection with the WDAS application, FCC had proposed dismissal on grounds that William Goldman Theatres had adequate time to enter the FM hearing after it negotiated for purchase of the station and before the hearing record was closed. Instead, in its final order, the Commission granted a WDAS petition to amend its FM application so as to substitute the new owners, and severed the application from the hearing case.

FACSIMILE IS TO BE USED AT JEWELERS' CONVENTION

REVOLUTIONARY communications system—facsimile or "image transmission"—will help jewelers keep abreast of late news developments during the jewelers' convention in New York Aug. 11-14. Gordon Howard, advertising director of the Elgin National Watch Co., Elgin, Ill., announced last week.

Sponsored by Elgin, a Finch Telefax receiving unit will be located in the convention hall of the Waldorf-Astoria. Unit prints two newspapers daily in small regulation format, reproducing with photographic accuracy late news flashes, convention information and news, and advertising and pictures broadcast from WGHF New York.

PUBLIC SERVICE

PEOPLE of Johnstown, Pa., heard all about the U. S. Naval Reserve station sighted anywhere, regardless of where they tuned. By a freak accident of programming, both Johnstown stations, WJAC and WARD, unknown to each other, scheduled the same ET, with the same tie-ins at the same time of night. You might call that public service in a double dose.
Maybe you've wondered how WOWO, the Westinghouse station in Fort Wayne, manages to walk off with so many promotion and program awards. Maybe you've wondered how so many of WOWO's programs (both network and spot) turn in such striking sales performances.

It isn't done with mirrors, dear reader. Usually it starts with a huddle. Bob Duffield, the station manager, gets together with program department, promotion department, sales, publicity, technical.

Out of this and subsequent huddles comes a fistful of suggestions on how to give the program more listener-appeal, more promotion, more sales tie-ins. The advertiser gets the benefit of group thinking on his problem by a group with intimate knowledge of this rich tri-state market.

This system has produced substantial results for many, many advertisers—large, small, and medium. It can do the same for you. We suggest a huddle with NBC Spot Sales.
THOUSANDS OF NORFOLK & WESTERN AND VIRGINIAN EMPLOYEES ARE CONCENTRATED IN WDBJ’S COVERAGE AREA

The 21,678 employees of The Norfolk and Western Railroad (with General Offices and Main Shops in Roanoke) last year were paid $62,380,000. In coal alone, the N. & W. hauled 15 million tons through Roanoke, and loaded 44 ½ million tons along its lines. Other millions of tons were hauled by the Virginian Lines.

Thousands of these railroad people are consistently served by WDBJ which covers Roanoke and most of Southwest Virginia—a diversified market where sales are dependent on no single income group. Your advertising dollar will go a long, long way in this territory of 125,000 radio homes where actual year-round buying is considerably above the national average. Ask Free & Peters!

GREAT MAGNIFYING power of 42-inch spherical mirror used in RCA’s large-screen television projection system is illustrated by reflected image of clasped hands of W. W. Watts (I), vice-president in charge of the RCA Engineering Products Dept., and Col. Nathan Levinson, head of Warner Bros.’ engineering and technical research staff. Mirror is part of equipment being shipped by RCA to Warner’s studio in Burbank, Calif., for use in cooperative large-screen video research program.

Large-Screen Video Research Program Planned Jointly by RCA, Warner Bros.

A JOINT PROGRAM of research on large-screen television will be undertaken by RCA’s Victor Division and Warner Bros. Pictures Inc.—a step heralded by both RCA and the movie-producing firm as a significant one in the mass entertainment field.

Announcement of the signing of a contract for the research and experimental program, which it is predicted will be as important as the first efforts to put sound on film two decades ago, was made by Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor Division, Harry M. Warner, president of Warner

‘RADIO THEATRE’ WINS TOP RATING IN CANADA

AMERICAN network programs rate in first ten most popular evening shows heard in Canada, according to the June national ratings report of Elliott-Haynes Ltd., Toronto, released July 10. Radio Theatre tops the list with rating of 31.5, followed by Fibber McGee and Molly 28.3, Alex Templeton 25.0, Ozzie and Harriet 24.5, Fred Allen 24.5, Meet Corliss Archer 17.0, Album of Familiar Music 18.6, Big Town 13.5, Take It or Leave It 15.5 and Bob Hope 15.4.

First five daytime English-language programs in June were Ma Perkins 15.1, Big Sister 15.1, Lucy Lindsay 14.1, Road of Life 14.0 and Pepper Young’s Family 13.8.

On French language listening in June leading evening programs were Un Homme et Son Peche 36.2, Radio Cabaret 27.9, Cafe Concert 27.4, Metropole 27.4 and Qui Suis-Je 25.0. Leading daytime programs were Rue Principe 96.7, Jeunesse Doree 26.4.

Un Homme et Son Peche, a weekly half-hour program of French language listening created by René Gourmelen, is distributed in Canada by the Cana Communications Corp., of Montreal. It is heard over WINS, Detroit, and also CBC, Toronto. Victor is the owner of the program and also distributes it in English.

Firsts’ Added

THREE ‘FIRSTS’ were claimed last week by the RCA Victor-Allied Stores Television Caravan at Grand Rapids, Mich., according to Louis A. Sposa, tour director. He said Grand Rapids not only was presented its first studio and remote television, but the first remote work was done by the Caravan. The Grand Rapids exhibition was staged in conjunction with Herpolzheimer’s Dept. Store.
Yes, and like it too. Furthermore, there are twelve other delicious edible greens that grow wild in the Great Northeast, according to the Brooks.

It's astonishing what a listener can learn from Martha and David. About food, of course. And also about life in Korea, man-made snowstorms, habits of bears, keeping pet crickets—not to mention Brooks' "Fearless Weather Forecast" (just in case you don't like the weather Bureau's advice). The unusual is usual between 9:30 and 10:00 each weekday morning at WGY.

That's why dials are turned regularly to 810 for "BREAKFAST WITH THE BROOKS." Small wonder an advertiser recently wrote: "Your program has outpulled any three of the best stations combined that we have used the past month!"

---

*Get complete details on this low-cost participation show today! Let it do a selling job for YOU. Contact WGY or your nearest NBC Spot Sales Office.
MORE POWER TO YOU IN CLEVELAND!

Free-Speech Mike
W GAR
NOW
50,000
WATTS

The Friendly Station • Cleveland
Edward Petry & Company • National Representatives
Dr. Tyler to Coordinate Radio at Ohio State U.

Dr. J. Keith Tyler, director of the Institute for Education by Radio at Ohio State U., has been appointed coordinator of all radio instruction in the university. In his new capacity, he will correlate the offerings of almost half a dozen OSU departments which work in the field, according to President Howard L. Bevis. Dr. Tyler has been director of radio education at OSU.

A professor in the OSU Bureau of Educational Research, Dr. Tyler will be aided in his new job as coordinator by an advisory committee representing the major areas of the university which offer radio training. Courses in radio are now given in the departments or schools of journalism, speech, education, music and business organization. University station, WOSU Columbus, also will come under Dr. Tyler.

“FAVORITE STORY” series featuring Ronald Colman will be heard for 62 weeks over KTUL Tulsa and KOMA Oklahoma City under terms of Class A half-hour contract for which arrangements were completed by group shown above, L to r: Tom P. McDermott, owner of Tom P. McDermott Inc.; L. A. (Bud) Blust Jr., KTUL sales manager; W. F. Shoemaker, account executive, Frederic W. Ziv Co.; Pete White, account executive, J. Burr Gibbons Advertising Agency; Walter Engard (seated), head of appliance division, Tom P. McDermott Inc.

New Program Director, Others Named at WFAA

SEVERAL staff changes have just taken place at WFAA Dallas, including the naming of a new program director, Louis Jackobson. Prior to Mr. Jackobson’s appointment, Hal Thompson, program supervisor, had been acting as program director. Mr. Jackobson has been in radio for over ten years, with J. Walter Thompson Co., Chicago, WPEN Philadelphia, WVL Cincinnati and WGN Chicago, where he directed the Chicago Theatre of the Air.

Sidney Pietsch, former managing editor of Scene magazine, has joined WFAA as news editor. New publicity director, replacing Raymond Huffer, is Claudine French Shannon. She has written several NBC programs, and was also radio director and office manager of Grant Advertising Agency in Chicago offices. George Shapleigh, formerly with Pan American Airways, is in the newly-created position of merchandising manager. Marian Kate, formerly of the publicity department of WFAA, is now assistant to the program supervisor, replacing Bill Shapard, resigned. New publicity director, taking the place of Johnny Riddle, also resigned, is Raymond Huffer, of WFAA’s publicity department. Mrs. Betty Balch, former assistant publicity director, has left the station to assist her photographer husband, and she is succeeded by Virginia Bates, of the Wichita Daily Times.

NLRA Postpones Hearing On Charges Against NBC

A NATIONAL LABOR Relations Board hearing of charges brought by the Radio Guild, United Office and Professional Workers of America (CIO), against NBC for allegedly interfering with the organization of its employees last week was postponed to Sept. 2. The hearing had been set for July 14.

The union alleged that the network interfered with the organization of its employees in the guest relations department and also that the company discriminated against the promotion of one employee, Thomas McCullen, because of his asserted union activities.

WQXQ On Fulltime

WQXQ New York, the FM affiliate of WQXR, the New York Times station, went into full time operation July 15 on its new frequency of 96.3 mc, Channel 242. All programs of WQXR from 9 a.m. to 12:05 a.m. are duplicated on the new FM band. As a service to owners of older FM sets WQXQ for the present will continue to broadcast on the former FM band at 45.9 mc on the same full time schedule. Up to now WQXQ has been broadcasting daily from 5 p.m. to midnight.
Complete studio facilities are provided by General Electric's two-studio Consolette—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price every station can afford.

Here is an outstanding control unit that contains all the amplifiers and controls needed for split-second control of two studios, an announce booth, two turntables, and eight remote lines. Two program amplifiers give maximum operating flexibility and program protection.

A reliable push-button system and simplified switching, careful arrangement of controls, and a correctly sloped panel combine new operating ease and operator comfort unmatched by other consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest General Electric broadcast sales office for complete information, or write: General Electric Company, Electronics Department, Syracuse 1, New York.
Top Honors in Fire Awards Go to WTIC
Other Outlets Are Also Cited for Safety Measures

IN RECOGNITION of outstanding public service in educating the public in fire prevention and safety measures, the National Board of Fire Underwriters last Thursday awarded gold medals to WTIC Hartford, the Chicago Sun and the Moberly (Mo.) Message.

Grand winner among radio stations, WTIC was cited "for its consistent year-round effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming."

Among stations, honorable mention went to WGN Chicago for its "...efforts to encourage fire safety on farms, in cities, and in industries, and for its cooperation with and assistance to fire departments."

WPTF Raleigh, N.C., was cited for the "excellence of its campaign to educate school children and householders in fire safety and for stimulating interest of Boy Scouts in community safety."

WHO Des Moines received honorable mention especially for its "...statewide fire safety contest for school children. For encouraging fire safety on farms," WLS Chicago was also awarded honorable mention.

Other Awards

Judges cited WOWO Fort Wayne, Ind., for "special distinction ... as evidenced by its special broadcasts for Fire Prevention Week by helping to raise funds for fire-fighting equipment, and for its excellent public service program throughout the year."

WFNC Fayetteville, N.C., received its award "For special distinction as evidenced by its month-long campaign at the time of Fire Prevention Week to promote community fire safety, cooperating with civic clubs, schools and Boy Scouts."

Radio judges were Edgar Kobak, Mutual president and chairman of the organizing committee of the Broadcasters' Advisory Council; George Rosen, radio editor of Variety; and Arthur Stringer, NAB director of special services.

Transmitter for WTVR Delivered in Richmond

RICHMOND, VA. will have television by late 1947 or early 1948 according to William M. Havens, owner and general manager of WMOR, WCOD-FM and the new WTVR (Television-Richmond).

The arrival last week of WTVR's transmitter equipment prompted the announcement by Mr. Havens, who said he was proud to "the first Virginia radio station owner to bring this latest development in electronics to the Old Dominion."

BEVERLY HILLS club party was given by CBS for Borden's and Kenyon & Eckhardt, sponsor and agency respectively for Arthur's Place on the occasion of its broadcast. Shown, I to r: Arthur E. Moore, former K & E producer, who plays title role; William Lewis, K & E vice president, and Don Thornburgh, CBS vice president in charge of Western Division.

AAW Confers An Award On KPO San Francisco

THE ADVERTISING Assn. of the West July 16 presented KPO San Francisco an award for "distinguished service to advertising and business in interpreting the American way of life." The award went to KPO for its News in Advertising, weekly on the NBC Pacific network.

The certificate of award was presented by N. M. McCready, director of sales of Foster and Kleiser Co. and member of the Association's Awards Committee and Russell Z. Eller, advertising manager of California Fruit Growers Exchange and president-elect of the AAW. John W. Elwood, KPO general manager, creator of the program, accepted the award at a joint meeting of the San Francisco Chamber of Commerce and the Advertising Club of San Francisco.

News in Advertising was created in 1943. It is devoted to news that appears in paid advertisements in national magazines, newspapers, radio and other media.

HERSHEY BITES
Chocolate Firm Has First Show on WLBR

TRADITION has been broken—and successfully—in Hershey, Pa. The Hershey Estates, manufacturers of Hershey chocolate, and long-time believer in a very minimum of advertising, now have a 45-minute amateur jamboree program on WLBR in nearby Lebanon. First radio timesalesman to put Hershey Estates on the air, according to the station is Frank Short.

The new program is being used to advertise the Hershey amusement park, located in the town built and operated by the chocolate firm. Attendance has increased at a rapid rate, and much good talent is being discovered. Prizes include radios, pen and pencil sets, electric clocks and other appliances.
Right Now
WHEAT MONEY
is making cash registers
play a steady tune!

This year's wheat crop for
the Texas Panhandle is es-
timated at 112,000,000 bush-
els, setting an all-time high
for production in this area
and an income of over
$200,000,000!

KFDA SEPARATES THE "CHAFF" FROM
THE "WHEAT"

Make just three comparisons—coverage, cost and audience ratings—and you will
readily see that KFDA is the buy in this great wheat producing empire. KFDA
reaches the farming audience with market reports, weather reports and gen-
eral farm entertainment and information and covers the populated area of
the Panhandle thoroughly. Availabilities on request or ask a John E. Pearson man.

For BMB AND OTHER INFORMATION—WRITE HOWARD ROBERSON, MANAGER

Amarillo, Texas

Nunn Stations: KFDA, Amarillo, Tex.;
W L A P, Lexington, Ky.; W B I R, Knoxville,
Tenn.; W MOB, Mobile, Ala.; WCMI, Ashland,
Ky.; Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON COMPANY
Mothproofing Firm To Organize Small

FORMATION of a new association of small, independent stations is suggested in a circular letter to some 300 stations in the up-to-1 kw-unlimited and up-to-5 kw-daytime categories by J. Mark Kerans, treasurer of Mothimune Laboratories Corp., Durham, N. C., an industrial mothproofing concern.

Mr. Kerans, resident of a Washington, D. C., suburb, admitted last week that he had no radio connections, but said he had talked with some of the "smaller fellows" and had offered to donate his services to test the sentiment among small stations concerning the proposal. His circular letter, dated July 3, explained also that Robert G. Stephenson, owner and general manager of WCNT Centralia, Ill., and "several others" had asked him to ascertain the views of the industry concerning establishment of such an association.

Mr. Kerans said he had not talked with anyone at NAB before sending out his letter. At NAB the reaction—for the moment, at least—was "no comment." A. D. Walter, NAB executive vice president, said the Kerans proposal probably would be taken up by the Small Markets Committee at its next meeting.

Serving in an advisory capacity on matters of common interest to its members but not participating in individual cases, Mr. Kerans said, the proposed association could set up a panel of attorneys from the Federal Communications Bar Assn. to advise on legal matters and a similar panel of engineers to advise on engineering matters. A board of governors, elected by stations belonging to the association, would be charged with determining policy and laying down a program.

Annual membership dues proposed in the circular were set at $425, but Mr. Kerans said $100 to $125 a year would be sufficient if 150 to 150 stations would join, so that approximately $20,000 would be assured to start the association's activities.

Headquarters in D. C.

Mr. Kerans believes such an association should employ an executive secretary, with headquarters in Washington, D. C., to do liaison work and handle administrative duties and should also employ a man versed in publicity matters. He suggests that the association might send out to its members a weekly mimeographed news letter and a monthly eight-page "slick paper" magazine.

Currently the Regional Broadcasters Committee is representing all stations, which fall within the categories of stations to which Mr. Kerans' circular letter was mailed. Several attempts have been made in the past to organize associations such as that proposed by Mr. Kerans, but have met with little success. Mr. Kerans says that early replies to his proposal, most of them from the eastern part of the United States, have been largely favorable.

Rule Notice

NOTICE has been given by FCC of proposed rule making in matters of amendment of Sec. 5.21 of Part 5 of the Commission's rules and regulations governing experimental radio services. The change would conform with frequency allocations made by FCC's final reports of July 19, 1946, and March 29, 1947. Interested parties may file on or before July 23.

FOOTBALL GAMES of Baltimore Colts (All-American Conference) next fall will be broadcast by Ted Husing (r), veteran sportscaster and former director of sports for CBS, under sponsorship of Gunther Brewing Co., Baltimore. Here Mr. Husing completes arrangements for broadcasts with Colts' owner, Bob Rodenburg (center), and Bill Lydband, account executive of Booth, Vickery & Schwinn, New York-Baltimore agency handling transaction.
WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

Within the next few months WMAL-TV, The Evening Star's new television station in Washington, D. C., will go on the air with a regular program schedule.

This station will telecast on Channel 7 (174 to 180 megacycles) using a new 5-kilowatt RCA transmitter—the first unit to be built for the higher commercial frequencies.

Other RCA equipment includes input and monitoring equipment, three image-orthicon cameras and associated field equipment for remote pick-ups, 16mm projectors and film cameras for telecasting sound films, and a six-bay high-gain, wide-band, Super Turnstile antenna.

Plans also call for the installation of a two-section RCA Pylon antenna for this newspaper's FM station, WMAL-FM. The Super Turnstile will be mounted atop the Pylon. By using RCA's recently announced diplexing system, it will be possible to broadcast FM and television picture and sound simultaneously from the same compact antenna system.

The Evening Star (WMAL) is one of the many leading newspapers and top broadcasters to select television by RCA. Everything needed to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Department 18-G-3, RCA, Camden, N. J.
Radio Week Promotion Plans Laid Out by RMA Committee

RMA ADVERTISING Committee, meeting in special session in Chicago last week, gave final approval and "publish to distribution" a comprehensive workbook for National Radio Week.

Workbook, embracing 32 pages in two colors, is expected to be distributed to approximately 30,000 dealers and radio broadcasters throughout the country some time prior to the NAB convention in Atlantic City, N.J., Sept. 18-19. In addition, the committee approved use of some 120,000 three-color posters of four varieties for similar distribution.

W. B. McGill, of Westminster Radio Stations Inc., Philadelphia, in charge of the special session, also revealed that the committee had discussed the promotional possibilities of a contest plan, yet to be submitted to RMA as a whole, which would be sponsored by women broadcasters from country to country at large. Contest, which would offer a grand prize in addition to several individual prizes, would embrace all 17 of NAB districts. RMA approved an appropriation of $20,000 of the program's $120,000 budget for its convention in Chicago last month, for promotion of National Radio Week, with the Advertising Committee, as well as NAB, already assured of cooperation of all broadcasters, retail trade groups, and television and radio sponsors.

Objective of current $50,000 "Radio in Every Room" sales promotion campaign, with its "A Radio for Everyone" slogan keynoting the drive, is to achieve that goal by stressing the theme of a radio for every member of the family as an individual possession. A slide film, "Let's Get Personal," approved by the committee during the NAB convention in Chicago last month, is currently being made available for use by member companies for sales training purposes.

In addition, approximately 3,000 radio store buyers from coast to coast have been notified through their New York representatives that a new slide unit, which may be borrowed for use. A number of large associations in allied industry have already begun to cooperate in the program, including the National Retail Furniture Assn., National Retail Dry Goods Assn., and the National Assn. of Music Merchants. The NAB itself passed a resolution endorsing the program and promising to take an active part.

THREE MILLION RADIOTIS IS 1947 PHILCO GOAL

PHILCO Corporation is shooting for the 3,000,000 mark in its production of radio and television receivers for this year. The company's annual budget in 1947 is $16,000,000. Thomascolor, vice president of all Philco branches, disclosed this week in Chicago, as the corporation displayed 34 new Philco radio models during the furniture convention.

Declaring that such a goal, if attained, would mean about $150,000,000 worth of total business for the year, Mr. Sheer said the outlook portended an increased advertising budget which might well reach $75,000,000. Use of radio will play an important part in campaign, Mr. Sheer stated.

At the furniture show, 12 of Philco's 34 new models are both AM-FM. Also displayed by Philco was a larger-than-average television set with a 15" by 20" screen which, according to the corporation, brings better vision to television viewers at greater distances. Set is being sold, however, only in eastern states at present.

TBA Approves TELEVISION BROADCASTERS Assn. engineering committee has given a passing grade to the master antenna system of Telicon Intra-Video Corp. which the committee recently inspected [Broadcasting, June 30]. Committee reported that it feels "the approach to the problem is fundamentally correct and it understands that a similar approach is being used by other manufacturers who are also developinganimating house antenna distribution equipment."

We aren't stretching it one bit

When we tell you that...

WMC is first in audience—Hooper after Hooper shows WMC convincingly first in Memphis' Billion-Dollar market of 684,460 radio homes!

WMC is first in programming—top NBC and high Hoopered local and regional shows!

WMC is first in results—just ask our clients.

Brother, we aren't stretching it one bit. Give us an opportunity and we'll prove it!

WMC
"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by

The COMMERCIAL APPEAL

National Representatives

The BRANHAM COMPANY

When it's Memphis you want . . . . . . . . . .

It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

Page 34 • July 21, 1947

BROADCASTING • Telecasting
Only ONE other station can claim more listeners in the Cincinnati area than . . . . . . . . . . WCPO

From C. E. HOOPER

Look!

From C. E. Hooper — FIRST in Cincinnati on week-ends.

From C. E. Hooper — right in front all evening.

From C. E. Hooper — look at this!

From C. E. Hooper — why WCPO speaks for itself!

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<th>NETWORK STATION 'C'</th>
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TOTAL RATED TIME PERIODS

21.5 13.5 20.4 28.8 15.3

Represented by THE BRANHAM CO.

WCPO

Affiliated with THE CINCINNATI POST
FM EDUCATIONAL NETWORKS

Interest in Statewide Hookups

TWENTY-THREE states have indicated an active interest in the establishment of statewide FM educational networks, according to an FCC report issued last week. The report is based on response to letters addressed by the Commission to state education officials.

Planning has reached the legislative stage in California, Pennsylvania, South Carolina, Virginia and Wisconsin, the report stated, adding that planning committees are active in Georgia, Illinois, Kentucky, Louisiana, Michigan and Texas. FCC said other states which have indicated interest are Alabama, Iowa, Ohio, Oklahoma, Mississippi, Missouri, New York and Tennessee. The Commission said that the U.S. Office of Education reports planning also in Indiana, Maryland, Montana and New Jersey.

As of July 15, six noncommercial educational FM stations held licenses and 32 construction permits were outstanding. Nine stations were on the air on that date. The assignments of the CP holders were given in BROADCASTING, June 23. Iowa State College of Agriculture and Mechanical Arts, licensee of WOI Ames, Iowa, AM outlet, is permittee for a noncommercial television station. It has FM request pending.

Schools and colleges today operate 32 AM outlets of which 12 are commercial. Eight commercial FM stations are authorized to educational institutions.

 Phillips Is to Direct Du Mont Video Net

LAWRENCE PHILLIPS, for the past six years executive vice president of OWSO-Camp Shows, has joined Allen B. Du Mont Labs as director of the Du Mont Television Network. Presently including two Du Mont owned stations, WABD New York and WWVT Washington, the network will ultimately include video outlets in Pittsburgh, where the company has been granted a construction permit, and, it is hoped in Cleveland and Cincinnati, where Du Mont applications are awaiting FCC action. Plans also call for the addition of independently owned affiliates across the country as interconnecting facilities are extended.

Appointment of Mr. Phillips as network head segregates this phase of the Du Mont operations and permits Leonard F. Cramer, executive vice president who for some time has supervised these activities, to devote himself primarily again to the manufacturing end of the business.

For many years engaged in manufacturing, Mr. Phillips resigned the presidency of Valspar Corp. in 1935 to set up his own business as management consultant. In 1941 he was "drafted" by a group of civic leaders to help organize live entertainment for the armed forces and for the past six years has administered the production and operation of more than 1500 live shows playing throughout the world, giving more than 400,000 performances to a total audience of 225,000,000.

Patten Named Assistant To President of Du Mont

REAR ADMIRAL Stanley F. Patten, USN (Ret.), former naval communications officer, has been appointed administrative assistant to the president of Du Mont Laboratories.

Admiral Patten served during the war as commanding officer of the Rocky Mountain, amphibious command flagship in the Pacific, as communications officer of the 13th naval district, Seattle. He retired from the service last Jan. 1.

He will carry out administrative, liaison and general organizational duties with Du Mont at the company's Clifton, N. J. plant.

CROV Kelowna, B. C., for sixth consecutive year gave scholarships to top pupils in Okanagan school some areas. Three prizes of $75 each were presented to students of three school districts.
Another "FIRST" for Western Electric

**NEW Arc-Back Indicator in Western Electric FM Transmitters**
spots faulty mercury vapor rectifier tube surely ... instantly!

Arc-backs in mercury vapor rectifier tubes are rare—but when one occurs it is essential that you locate the faulty tube at once.

And that is exactly the function of the new Arc-Back Indicator, an exclusive feature of Western Electric FM Transmitters of 10 kw and higher powers.

Gone is the uncertainty as to which tube is at fault, for the Arc-Back Indicator shows you instantly... enables you to get back on the air in a fraction of the usual time.

The new Indicator is only one of the major features which put Western Electric FM Transmitters in a class by themselves. The Power and Impedance Monitor—which gives an accurate, direct measurement of the actual RF power fed to the antenna system and, in addition, a method of measuring standing wave ratio under full power output—is another. The Frequency Watchman for precise, dependable frequency control is a third.

Investigate Western Electric before you buy any FM transmitter. The Western Electric line ranges from 250 watts to 50 kw in power. Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., for full information.

**— QUALITY COUNTS —**

Heart of the new and exclusive Arc-Back Indicator circuit is a saturated toroidal transformer which responds only to reverse current in its associated rectifier tube. When an arc-back occurs, the voltage from the transformer fires a small thyratron tube which removes high voltage and lights the proper indicator lamp, visible through the glass front door of the TRANSVIEW design transmitter. In case of a string of "sympathetic" arc-backs, only one indicator lamp is fired—the one associated with the rectifier in which the original arc-back occurred.
Everybody in the Rochester (Minnesota's International) Market listens to KROC.

BEN MILLER IS SLATED FOR NAB PROMOTION

BEN MILLER, currently assistant director of information at NAB, will become assistant director of NAB's program department as soon as a replacement has been named for him in the information department. Mr. Miller's promotion was announced last week by A. D. Willard Jr., NAB executive vice-president.

Mr. Miller has been with NAB since April 1946, joining the organization after 3½ years of Army service. While in the service, he spent over a year in the War Department Bureau of Public Relations and prior to separation with the rank of captain, he was chief of the Radio Branch, Army Service Forces Group.

From 1933 to 1940, Mr. Miller was with Young & Rubicam where he served on the production staff of WE the People. He re-signed in 1940 and went with the newly-formed WPID Petersburg, Va., as program director. His next jump was to WGAC Augusta, Ga., a year and a half later, also as program director. He remained with WGAC until 1942 when he entered the Army. Since joining NAB in April of last year, he has been assistant director of information.

GROUND BROKEN FOR NEW WJLB STUDIO AND TOWER

Ground Broken for New WJLB Studio and Tower was broken last Monday for the new ultra-modern studio and transmitter tower for WJLB Detroit, with Mayor Edward Jef-fries officiating. The 600-foot Trus-con tower will be capable of carrying both an FM and television antenna, when these services are added. AM power will be 250 w., with a radiated power of 500 w.

Construction costs are expected to total about $150,000, with studios designed for AM, FM, and television facilities, according to John L. Booth, president of Booth Radio Stations Inc., station licensee.

Present at the ceremonies besides Mayor Jeffries were: Eric V. Hay, Booth vice president in charge of sales; Edward H. Clark, Booth vice president in charge of engineering; Harry Hellmann, who broadcasts Detroit Tiger baseball games over WJLB; Barnum Coolidge, advertising manager of Goe-bel Brewing Co., who sponsors the games on WJLB; Hugh Gray, WJLB station manager; Leonard Kamins, of Brooke, Smith, French & Dorrance agency; Richard Werner, of Werner Advertising Agency; Hal Trump, Fred M. Randall Advertising Agency; Robert Powell, of Powell Agency; and Robert L. Balfour, station manager of WBBC Flint, new Booth Sta-tions' Mutual affiliate.

NAB UNIT IS GIVEN NEW INDUSTRY CODE

Standards Group Meets Tomorrow To Examine Proposals

NAB Special Standards of Practice Committee will meet tomorrow (July 25) at NAB's Washington headquarters to discuss the new indus-try code of ethics which it plans to submit to the NAB board at the Atlantic City convention.

Originally, the full committee was divided into two subcommittees—one to work on general program standards and the other on commercial standards—I.B. (BROADCASTING, April 7). At a meeting of the full committee in New York several weeks ago, the subcommittees reported their recommendations and a new drafting committee was ap-pointed to draw up a set of standards on the basis of the subcom-mitee reports. These proposed standards, it will be considered by the full committee tomorrow.

To Attend Meeting

Attending the meeting will be Chairman Robert D. Swazey, MBS vice president and general manager; Ken E. Dyke, NBC vice president; Gilson Gray, CBS; C. T. Lucy, WRVA Richmond, Va.; H. E. Fellow, WERE Boston; George C. Biggar, WBIC Indianapolis; Walter Dannm, WMJ Milwaukee; Eugene Carr, Brush-Moore Stations; Roger W. Clipp, WRTI Philadelphia; John Outler, WSB Atlanta, and Harold Fair, NAB director of programs.

Two other committee members, Edgar Bill of WMBD Peoria, Ill., and Gayle Grubb of KGO San Francisco, will be unable to attend.

NBC CHICAGO NEWSMEN WILL RESUME WAGE TALKS

NEGOTIATIONS for a new wage contract for Chicago NBC news writers, temporarily halted in impasse, will be resumed around July 23, according to Ben Meyers, Chicago RWG attorney. Writers, whose contract with the network expired May 31, are seeking a pay level equal to that of New York writers, as well as the ironing out of other grievances.

Present level of Chicago NBC news writers is $235 a month, with no scale fees, Mr. Meyers said, for commercial programs for which writers supply news. The writers, he said, also are demanding a 10% increase after a year's employment, a provision contained in the for-mer contract. He pointed out that New York news writers currently are making $330 a month, with pro-visions calling for an increase to $475 within two years of time writer is employed.

Some of the other Chicago griev-ances already have been resolved, but Mr. Meyers stated. While present contract has expired, it automatically carries over until new one is signed, he explained.
YOU MAY BE ABLE TO SPEAK 217 WORDS PER MINUTE —

For your message to be effective it first must be heard. Broadcasts originating outside the Western Michigan area suffer from a fading condition that severely reduces reception here. That's one of the several good reasons why a much higher percent of listeners in this area tune in on "home" stations.

Their first choice is the WKZO and WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report shows that this combination attracts far more listeners than any other station, or, for that matter, any other network combination. And that goes for morning, afternoon and evening audiences (from 8 a.m. to 10 p.m.).

We'll be glad to send you the complete report, or if it's more convenient, just ask Avery-Knodel, Inc.

*Floyd Gibbons, the famous reporter, was clocked at this talking speed.
VA Discs
LATEST series of 13 quarter-hour
Here's to Veterans transcriptions
is now in production, according to
the Veterans Administration.
Discs will be available to stations
late in August for use during Sep-
tember, October and November.
Format will be the same as those
VA programs now on over 1,004
stations—capsule versions of net-
twork shows. This series will in-
clude the Breakfast Club, Eve Ar-
den, Tex Beneke, King Cole Trio,
Frances Langford, Alec Templeton,
Woody Herman and Jack Paar, all
of whom have donated their serv-
ices.

GUEST SPEAKER on the first anni-
siversary program, July 13, of "The Vet-
eran Wants to Know" was Edgar Costelow,
Mutual president. Series is broadcast
sustaining over Mutual, pre-

tened by Veterans Administration,
Sunday, 2:45 p.m. (EDST).

Full Cooperation With Radio Industry
Urged by Auto Association Official

AN APPEAL for greater coopera-
tion between industrial enter-
prises and the radio industry is
voiced by Harry Cushing, head of
radio for the public relations de-
partment of the Automobile Manufac-
turers Assn. in a recent booklet

titled, "How To Work With Ra-
dio."

Citing the increasing use of ra-
dio by labor unions, Mr. Cushing
emphasizes the pressing need for
coopera

Click for full resolution

Cover this market FIRST with KPRC

Get the big audience
If you’re aiming your product at the vast gulf coast market that centers on Houston, there’s only one first choice.

Hooper says it’s KPRC. BMB* confirms
And 144 advertisers echo the fact that KPRC delivers the most in listeners ... sales ... results!
There are lots of reasons why we’re tops in this better-than-a-billion dollar market: NBC programming ... our own great staff ... sales merchandising that gives you exactly what you ask for. We won’t go into all the detail. We’ll let the facts speak for themselves ... and for us. Call us first ... by calling Petry. And we’ll oblige with availabilities immediately.

First in Hooper Rating in BMB
First in THE SOUTH’S FIRST MARKET

KPRC
HOUSTON
950 KILOCYCLES
5000 WATTS

* BMB is Broadcast Measurement Bureau, listener yardstick which the radio industry itself created to measure itself uniformly and impartially.

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

Broadcasting • Telecasting
Q. What State has acquired 178 new manufacturing plants since V-J day alone?

A. Illinois? New York? Oh, we’re NOT sorry: it’s IOWA!

Capital investment of 117 of these plants alone is more than $64 million. And Iowa industry’s growing!

Tap this dependable source of wage earners, PLUS that prosperous Iowa farm market, with WMT — Eastern Iowa’s only CBS outlet. Ask your Katz man for details on WMTland’s “twin markets”.

WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

WRNL BUILDS RADIO CENTER

$600,000 Structure in Virginia’s Capital City

Expected to Be Ready by Fall of 1948

CONSTRUCTION of a $600,000 radio center for WRNL and WRNL-FM Richmond, Va., is underway, and the four-story building, which will house studios and offices, is expected to be ready by the fall of 1948. Atop it will be an FM tower 420 feet high.

An auditorium studio, seating 240, will be on the first floor, but most of the operating departments, including studios, master and studio controls, production offices, news room, announcers’ rooms, music department, recording studios and engineering offices will be on the second floor.

A part of one studio, second largest in the building, will be extended through the third floor. On this floor will also be the executive office, mailing room, sales and audition rooms and the telephone exchange. Fourth floor will contain additional offices and the Western Electric FM transmitter. Construction permit for FM operation on 102.1 mc with radiated power of 44 kw has been granted. WRNL’s 5-kw AM transmitter and towers will remain at their present site north of Richmond.

General manager of WRNL, an ABC outlet, is E. S. Whitlock. G. Mallory Freeman is assistant manager and Richard Velz production manager.

Autumn Video Exposition is Planned by St. Louis

PLANS are underway for an industry-wide Television Exposition to be held in St. Louis in October or November if preliminary investigations show such an exhibit to be feasible, according to J. W. McAfee, president of Union Electric Co. of Missouri and general chairman of the Television Committee of the St. Louis Chamber of Commerce. Purpose of the proposed exposition, said Mr. McAfee, is to establish St. Louis as one of the leading postwar television centers in the country and to build even greater interest in television’s possibilities in the St. Louis area.

Serving as vice chairman on the committee are Elmer G. Marshau, president, Gardner Adv. Co.; Joseph E. Vollmar, president, Fruin - Colmon Contracting Co.; George M. Burbach, general manager, KSD-TV; Robert L. Roe, residential sales manager, Union Electric; Stratford Lee Morton, Connecticut Mutual Life Insurance Co., and S. C. Sachs, president, St. Louis Electrical Board of Trade.

CANADIAN COMEDY program, "Wayne and Shuster Show," sponsored during winter months by RCA Victor of Canada, on Trans-Canada network, is being aired during July and August on both NBC and Trans-Canada network as a summer replacement program Saturday evenings, 9 p.m. This marks first time a Canadian comedy show has been aired from Toronto for both American and Canadian network use.

FM TOWER 420 feet high will be feature of the radio center under construction for WRNL and WRNL-FM.

UAW - CIO WILL BUILD CHICAGO FM STATION

UNITED AUTO WORKERS of CIO in Chicago (as differentiated from the UAW of AFL) will have their own radio station late this year or early next, when the union goes into business with its own FM station, Joseph Mattson, regional UAW-CIO director, disclosed this week.

Mr. Mattson said the FCC had already granted the union a permit for station construction, for which an original outlay of $50,000 has been set up. An additional $50,000 will be set aside for anticipated early deficits. Station will be incorporated as part of the UAW-CIO Broadcasting Co. of Illinois. Stock in station will be apportioned to various union locals in other cities as well as the international union, which will be a 51% stockholder.

Station will not be a “labor” station per se, but will compete directly with other Chicago FM stations, allocating 50% of operating time to commercial and the remaining 50% to support of causes in the public and civic interest, according to Alen Saylor, UAW radio representative. Considerable time will be devoted to cultural and educational features, as well as to musical programs.

Mr. Mattson invited local UAW representatives to a meeting July 15 in Chicago’s Ashland Auditorium where such speakers as Norman Matthews, chairman of the UAW radio committee, and Mr. Saylor reported to them on the plans for the new station. Other CIO unions, as well as the Chicago Federation of Labor, are also reportedly planning FM stations.
More Broadcasting Stations...

...for more years...

...have used more
Presto 6 N's than any other recorder

PRESTO RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada
World's largest manufacturer of instantaneous sound recording equipment and discs
HERE ARE TWO WCKY SUCCESS STORIES, BASED ON MAIL AND RATINGS:

MAIL

THE WCKY JAMBOREE OUTPULLS ALL OTHER STATIONS AND MEDIA FOR THE HOUSEHOLD BARGAIN COMPANY

The Household Bargain Company of Lexington, N. C. bought three 5-minute segments of the WCKY morning and evening Jamboree to sell quilt pieces, costing $1.39. In 9 weeks WCKY pulled 13,369 orders. WCKY delivered 44½% of ALL the orders this company received in its campaign, which included radio stations and direct mail media.

The Household Bargain Company has renewed its contract for the WCKY Jamboree.

INVEST YOUR AD DOLLAR WCKY’S-ELY
LOWEST COST PER THOUSAND LISTENERS IN
THE GREAT CINCINNATI MARKET

THE DAILY HIT PARADE
Ratings 6.15 to 7 P.M. Daily

APRIL THRU JUNE 1947 HOOPER RATINGS

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<th>TIME</th>
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S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Trend or Trouble?

DEPARTING from the conventional, WRVA Richmond has announced that, effective Oct. 1, it will be represented in the national spot field by Radio Sales of CBS, with which it is affiliated network-wise. The announcement provoked concern in radio circles because it is seen as the possible beginning of a trend.

Heretofore, network spot divisions have confined representation to stations which they own or operate, those which they used to operate, and stations in which they hold interests.

Networks are principally interested in network sales. They sell competitively against national spot. Yet, as owners in key markets, they naturally are interested in spot.

Once a trend starts, there’s no telling where it might end. If networks should seek to carry such a movement to the ultimate, which is too ridiculous to be considered seriously, it would mean that each network would represent all of its affiliates in spot sales. It would spell the end of the healthy rivalry between networks and independent station owners who create spot business for their station clients.

CBS says it does not plan to do general representation, but proposes to handle a few additional selected stations where affiliates initiate contracts more than $65,000 a year to appear to be any concerted drive by any network to enter general representation.

Radio will perform best for public and client if the competitive spirit is maintained among networks, networks, and independent selling segments. New ideas and new business thus are created. In 1935, net time sales for national spot amounted to less than $14 million. In 1946 they aggregated more than $86 million—in large measure traceable to the creative work of national representatives, of transcription producers and to development of local programs available for national sponsorship.

There is the independent one (some more than others) and the syndicated transcription producers, have opened a vast new market for radio and have developed opportunities for advertisers who otherwise might not have used the medium.

Boomerang

FCC WAS CAUGHT in its own backfire in the first real workout of its “new,” 20-month-old auction plan of handling station sales. A fanatic for low profits, it found it had actually run a sales price up.

The case, decided in proposed findings June 28 [BROADCASTING, July 7], involved the sale of KMED Medford, Ore. Mrs. W. J. Virgin signed a contract with Luther E. Gibson, West Coast broadcaster (KHiB, Watsonville, Calif.), and publisher, to sell the station for $250,000. Under FCC's Avo Rule, the sale was then advertised for public bidding. Medford Radio Corp., a new company, offered to buy on the same terms.

If things had worked out according to FCC’s probable expectations, negotiations would have stopped right there. But broadcasters, like other businessmen, depend more on sound practice than on intuition and the doubtful guidance of so-called experts. Mr. Gibson met the counter-offer with the natural next step of a bidder at any auction. He offered more.

Medford Radio followed suit.

The original price was raised by $29,000 worth of stock by both bidders before FCC, abandoning the role of an auctioneer shouting prices up, took over as judge of the bidders. It chose the newcomer on local ownership. Bidding and counter-bidding are natural and desirable business procedures in the system of free enterprise. They precede the filing of many a transfer application. But FCC's plan gives the picture of a new trend, inviting the public in for a new round after the parties have completed their private negotiations.

The Commission may contend this is an isolated case. But it is also the first instance of real competition under the Avo Rule, and while it may not show trends, at least it shows the possibilities. Admittedly there won't be progressive bidding in every case, any more than there will always be competing bidders. As we have contended many times before, the original price will be set as high as possible to discourage rival applications, and, when competition develops, the system will encourage the bidders to raise the ante. Bidding will be keener when the qualifications of the bidders are more nearly matched, as the KMED case shows.

We find no comfort for FCC in its embarrassment. We have always argued that the Commission is charged with only one concern respecting business matters of radio: To keep its fingers out.

The Great Cool Coup

IN THE WELTER of multi-billion dollar appropriations jammed through Congress last week was an innocent-looking item providing a mere $171,000 for a new "Joint Senate and House Recording Facility," immediately in the Legislative Appropriation Act. It is the nearest pork barrel trick of the session.

The beneficiary was Robert J. Coar, who with his wife, has operated a recording studio in the Old Senate Office Building. Under the law, transcription members of Congress for broadcast back home. Because he had no housing or telephone overhead, he could sell his results at a price lower than prevailing rates.

This year Mr. Coar became ambitious. He proposed creation of a "Joint Senate and House Radio Information Facility," which he would head at $9,900 per year, with his wife, as studio director, to get $4,000 per year. The functions he proposed in secret hearings before the House subcommittee would, in effect, establish him as the radio oracle, if not the commissar, of Congress. He would be all radio things to all legislative bodies (granting, issuing, setting rates, applying the law), arrange forums and interviews, provide all information on radio legislatively, produce programs, provide announcers, arrange for broadcasts of hearings, and ad infinitum.

The House at least heard that the Senate fell for it. It was agreed to in conference between Senate and House. It was smuggled to the Senate floor with everybody in radio evidently oblivious to it. It was legislation in an appropriation bill—contrary to the rules of Congress. At the eleventh hour those on the Washington radio front got busy (after publication of a story in our last issue). It was too late to remove. The damage was mitigated (1) by a reduction in appropriation, (2) by a change in name and, most important, (3) by statements on the floor by the subcommittee chairman that the bill is not intended to authorize the expenditure of anything more than he has done for eleven years—namely, to record.

But the language is there. The legislative precedent is created. If invoked to the letter, Congress could back up a transmitter to Mr. Coar, and he and his partners could use the broadcasting business. Washington's corps of 200 radio correspondents could pack their portfolios; the networks could fold their news operations and special event departments covering Congress and call on Mr. Coar for assistance without limit.

Nothing can be done this session. The first order of radio business next session should be to get Congress out of the radio business.

GOV. ROBERT SAMUEL KERR

GOV. ROBERT SAMUEL KERR, new board chairman of the West Central Broadcasting Co., believes radio is the best form of mass entertainment.

"This is the side I hope to emphasize," he says, "and the one in which I am most interested."

The Governor hasn't forgotten his boyhood. He was actually born in a log cabin in what was then (1896) the Chickasaw nation of Indian territory. He grew up on a farm against a background much like the setting of the musical Oklahoma! Those were the cowman vs. farmer days that have vanished with the end of World War I. It is said that Mr. Kerr has achieved his most spectacular feat in the voice of horse opera.

As a second lieutenant who later went to France he was first assigned to the 335th Field Artillery at Port Logan Root, Ark. The regiment had practically no horses and wasn't expecting any. When 200 cropped-tailed steeds arrived unannounced, they violated regulations by gambling about the post as if they were in range. There were no facilities for them. With night coming on, the frantic colonel called on Lieutenant Kerr.

With a few enlisted men the young officer set to work, next morning the colonel awoke to find his horses quietly feeding within the confines of a complete corral, built from freshly-cut Arkansas timber. The design was so successful that its specifications were used by other artillery units throughout the war.

The Governor worked his way through college, attending East Central State Teachers, Ada, Okla., Oklahoma Baptist U., and the U. of Oklahoma law school. He was admitted to the bar in 1922, but entered the oil business as a driller in 1926. With the opening of the fabulous Oklahoma City field he shifted operations to it. Since then he has opened pools—oilman's parlance for a large quantity of oil covering an extensive area—at Gainesville, Tex. (1935); Magnolia County, Ark. (1938), and Collinville, Tex. Governor Kerr is president of the Kerlyn Oil Co. and a partner in Kerr, Warren & Co., a drilling firm. He is now pioneering in Wyoming oil.

The first contact of radio and Mr. Kerr took place in 1925 when he spoke as state commander of the American Legion in a Legion program over KHJ, Los Angeles. He is now at Tulsa. Other talent on the show consisted of Jimmy Wilson and his Catfish Band, and a young singer, Miss Gracey Breene of Bartlesville.

Miss Breene, a tall blonde who studied voice

(Continued on page 48)
Surprising fads take the public fancy. It takes an alert and foresighted operation to keep abreast, and make the most of, constantly changing listener tastes. When one considers WAGA's imaginative, yet sound programming, perhaps its amazing progress—in popularity and performance—isn't so amazing, after all.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.
Casey to Be PR Director
At Large St. Louis Store

ARTHUR J. CASEY, formerly executive assistant to Merle S. Jones when the latter was manager of WOL Washington [Broadcasting, May 28], has been appointed director of public relations for Stix, Baer & Fuller, St. Louis department store.

Mr. Casey began his radio career as a producer at KMOX St. Louis in 1938, having previously spent several years in the theatre. He became executive assistant to Mr. Jones in 1938, when the latter became manager of KMOX.

In addition, he has done public relations work in St. Louis for the Union Electric Light and Power Co., Southern Bell Telephone Co. and the Pet Milk Co., joining Mr. Jones at WOL in 1944. He resigned his WOL position in May shortly after the resignation of Mr. Jones.

AN AWARD from the National Safety Council for promotion of safety in the home will be presented to "Ma Perkins," sponsored by Procter & Gamble Co., Cincinnati, through Dance-Fitzgerald-Sample, New York. Presentation will be made on the July 22 broadcast of the serial.

Respects

(Continued from page 48)

in New York, had already met Bob Kerr at a tennis court. In fact he talked her out of her music career in four days. They were married Dec. 26, 1925.

They have four children, all of them taking after their parents in being unusually tall. The Governor, who weighs 240, is six feet four. The children are: Robert Samuel Jr., 19, now in the Navy; Breene Mitchell, 17; Kay, 16, and William Grayson, 8. Menage also includes four from to twelve dogs. When the family moved into the Governor's Mansion after Mr. Kerr's election in 1942, their extra-size beds had to go with them.

Mr. Kerr's interests are wide. A national leader in the Baptist Church, he has been a YMCA board member, director of the Oklahoma City Chamber of Commerce, an outstanding worker in Parent-Teacher Asso. activities and youth organizations. As a member of the state's unofficial pardon and parole board, he searched the files and found "forgotten" men who could be rehabilitated. It is said that he is the principal benefactor of a large model orphanage.

Mr. Kerr is a fisherman who takes particular delight in a wall-eyed pike. He is enthusiastic about western music but appreciates good music of all kinds. When he was a guest of the cast of Oklahoma! in New York, he took along a bucket of Oklahoma sorgum. He is avid on Oklahoma history, never passing by a place of historical significance.

Although he had long been interested in politics, Mr. Kerr preferred to work mostly behind the scenes until he was named Democratic national committeee man in 1938. In 1944 he made the keynote speech at the Democratic National Convention and was nominated for Vice-President by the Democratic National Convention.

Mr. Kerr has been heard on many broadcasts since 1925 and has been on all major networks. Recently he was a guest of ABC during Headline Edition, of CBS on We, the People, and made a personal appearance with Bob Hope. His appearance was so keen when he appeared with Edgar Bergen and Charlie McCarthy that Bergen returned to Oklahoma City last fall for another broadcast with the Governor.

Mr. Kerr used radio commerciali- ly in the early '20s to advertise ren- tal stations of the Anderson-Kerr Oil Co. Since entering politics he has used the medium extensively to reach the people.

The Governor will take an active part in West Central Broadcasting Co., which has a grant for a 1 kw station at Peoria, Ill., and an applica- tion pending for a 60 kw at Tulsa. "I believe that radio is one of the dominant factors in our national welfare," he said in an in- terview.

JOHN M. PRINTUP, freelance produc- ter as well as executive director of Wil- liam O. Carney Adv., Milwaukee, has become executive manager of the new Milwaukee independent which is expected to begin operations Aug. 31. Printup previously for 14 years has been sales representative of WBEN that city.

JEROME SILL, radio director of J. D. Tarcher & Co., New York, has been named to become executive vice president and general manager of WMLO Mil- waukee. Mr. Sill was for many years an executive with CBS and Mutual and is the author of "The Radio Sta- tion," book on station management.

FRANK TAYLOR, jr., assistant man- ager of WDPQ Jack- sonville, has been awarded U. S. JCC Distinguished Service Award, annual presentation of highest individual recognition.

RANNY DAILY, former program director at WING Dayton, Ohio, will go to Mid- land, Ohio, as executive director of WPFP, opening there in September. W. J. (Bill) DAVIDSON, program di- rector at KERK Holland, for 15 years and with ABC since August 1944, has been named general manager of KSMA Santa Maria, Calif.

Mr. Sill

DANIEL W. SMITH, manager of KTSB Texarkana, Texas, left July 10 for three- month trip through Western Canada. LES EUGENE, station manager from Provo, Utah, is acting manager during Mr. Segal's absence.

ROBERT D. SWEEZY, WBSM presi- dent and general manager of WATTS St. Louis, Missouri, will spend the first week in New York City in negotiations with ABC, the Columbia Broadcasting System, and with representatives of the Mutual Broadcasting System.


GILBERT HARDING, Toronto, assist- ant representative for CBC, is returning to England this summer, and is later reported back to Toronto by JOHN POLWORTH, former program se- nior at NBC Cleveland, as new manager of WATTS.

WILLIAM H. HARDY, general manager of WFMF Frederick, and president of local junior Chamber of Commerce, is part of General Early, when Frederick Jacobs presented a Civil War pageant July 9.

JOHN F. ROYAL, NBC vice president in charge of affiliates in Canada from New York to England July 11 on first lap of Euro- pean visit, will return in August.

CLARENCE S. MENKER, NBC vice president in charge of programs, HOWARD S. MEIGHAN, CBS vice president in charge of station administration, and FRED THORWER, ABC vice president in charge of sales, have been appointed to National Advisory Board of Veter- ans Hospital Programs.

WALTER J. BROWN, president of WNTT Augusta, Ga., and majority owner of WORO Spartansburg, attended the Governors' conference at Salt Lake City last week as an appointee of Gov. J. Strom Thurmond of South Carolina.

OSWALD F. SCHUTTE, Washington representative of RCA, returned to his home last week following a serious illness. He expects to return to his post. Beg. office this week.

HENRI LEFAIGE has been named general manager of CHRB Quebec, in an official notice of new executives issued by the president of CHRB Limited. HARRY BARIBEAU, other executives appointed are George DeFonseca, city commercial manager; MAGGIE ALAIN, program director, and S. LEVY, secretary-treasurer.

DANIEL W. SMITH, manager of KXMB Tucson, Arizona, left July 10 for three- month trip through Western Canada. LES EUGENE, station manager from Provo, Utah, is acting manager during Mr. Segal's absence.

WBTM DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region
(SOON 5000 WATTS)

PARK SARNOC GUYER
DANVILLE 2350

American Broadcasting Company
GEORGE F. HOLLINSBURY CO.
National Representatives
Perhaps it would not be correct to attribute the "deft touch" which characterizes Helen Alexieve's radio writing to her early training for the piano. Be that as it may, Helen is a sensitive and intelligent writer to her very finger tips. The radio industry has sometimes been accused of underestimating the value of good writing, but KGW has always believed that a strong writing staff is the backbone of a station's operation. As Continuity Chief, Helen is doing much to perpetuate this KGW tradition for outstanding creative writing. We're writing this to let you know that if you're a KGW advertiser there's a girl named Helen, in Portland, Oregon, working for you.

HELEN ALEXIEVE
Continuity Chief

Next Week
WALLACE KADDERLY
KGW Farm Director

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

July 21, 1947 • Page 49
Radio on Santa Fe

PASSENGER TRAIN radio and communications system is being readied for use on Santa Fe railroad streamliners. It was announced this week by G. Minchin, operating vice president of Santa Fe lines. Built by Farnsworth Television and Radio Corp. of Ft. Wayne, Ind., equipment provides a system whereby four different types of programs may be heard. Installations have been completed on three dinner cars and one lounge car. When system is ultimately finished, an entire train, passengers in rooms will be able to select any type of fare they choose.

L. Pierce, formerly with Merchandise Stores Co., has been appointed district merchandising manager of Spartan Radio and Appliance Div. of Sparks-Withington Co., Jackson, Mich. His territory will cover all Eastern Pennsylvania and Southern New Jersey. Sparks-Withington also has announced new Spartan Challenge line of radio receivers.

Ruth Johnson, former timebuyer of R. Morgan & Co., Hollywood, has joined Helen Edwards & Staff, Los Angeles, personnel agency specializing in advertising and merchandising placement, in an executive capacity.

U. S. TELEVISION MFG. CORP., New York, has appointed Robert H. Rubin as its sales representative in Washington, D.C., where company has show room at 2409 26th St. N.W.

J. H. Stickle, former headquarters merchandising manager of radio division for Radio Corp., has been appointed advertising and sales promotion manager of Home Radio Div. of Westinghouse Electric Corp., Baltimore. Mr. Stickle has been with Philco Corp. since 1929. Herbert W. McKeague and J. Russell Todd have been appointed purchasing agent and assistant purchasing agent, respectively, for Westinghouse Home Radio Div. Mr. McKeague formerly was assistant vice president in purchase and traffic division at Pittsburgh, and Mr. Todd has been with firm since 1941 working in purchasing department at East Pittsburgh, East Spring-Field, Baltimore and Sumbury.

Diary of the week

RCA has announced completely new parts-packaging program involving 33,000 radio phonograph, television and miscellaneous parts and products comprising Renewal Sales Section of RCA Tube Department of Renewal Sales Section products to sport new bright red and white packages, are RCA photographs.

Reeves Sound Studios, New York, last week completed opening of new headquarters at 213 East 78th St., with a reception.

RCA Victor Home Instrument Dept., Camden, N.J., has announced two new model radio combining advanced styling with modest prices. Models 6X1 and 6X12 suggested list prices including Excise Tax are $34.95 for 6X1 and $36.95 for 6X12.

U. S. TELEVISION MFG. Corp. has announced its 1948 catalog model video set, with screen 29.7 inches and including AM and FM as well as radio reception. Specially designed for use in clubs, bars and restaurants, and other public places where picture can be seen by large groups of people, new model is housed in a cabinet 60 inches high, 40 inches wide and 42 inches deep, and utilizes reflective optical projection system. Model is priced at $1,005, including federal excise tax, with a fee of $100 for installation and guarantee.

NEW STATION has been licensed to Maj. J. F. Peterson at St. Thomas, Ont. No data is available yet as to power, frequency and call letters.

Authentic Portrayal

WALT NEWTON, WGN Chicago, portrayed Lt. Col. William E. Dyess in the station's On Special Assignment broadcast recently. M. Newton, turning actor for the dramatization of the Battle of the Bataan death march because of the resemblance of his voice to that of the late colonel, was called to the phone after the program. Calling was Col. Dyess' widow from Champaign, Ill., to say: "I just wanted to tell you how much I enjoyed the program and your performance. You played the role just as my husband would have done it. You even sounded like him."
WHEN the most desirable FM location happens to lie in a congested area, tower design is of prime importance.

It is therefore necessary that such a structure be designed to have an adequate margin of safety, and be of pleasing appearance.

This installation has back of it the experience and engineering ability acquired in building thousands of Towers and Vertical Radiators, both here and abroad... This obvious advantage adds nothing to the cost of a Blaw-Knox job.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS
WILLIAM S. CLARK, former New
York manager of Howard H. Wil-
son Co. and before that New York
manager of Clark & McElhaney, has
joined WBOB Albany, N. Y., as com-
mercial manager. WBOB operating
with 5 kw day and 1 kw nighttime on
560 kc, will be on the air at the end
of this week.

ROBERT M. FLEMING, formerly with
Fred A. Palmer Co., Cincinnati, and as
one-time program director of WCCK
Cincinnati, has returned to WCCK as
sales account executive. Mr. Flen-
ing previously was radio director of
Stokes, Palmer and Dierman, and be-
fore that was vice president and radio
director of Harry M. Miller Co., Col-
lumbus and Cincin-
naît, Ohio.

EDWARD J. DE-
HENRY, call-er, last
five years manager of New York office
of Howard Wilson, station representa-
tives, has joined staff of Headley-Read
Co. New York, effective Aug. 1.

CICELY KNIGHT, formerly with sales
staff of WTAG Worcester, Mass., and
commercial manager of WFMN Pitts-
burg, Mass., has been appointed com-
mercial manager of WTOM, WFMN
and WGMB, New York. Mr. Knigh-
t has been with WFMN since 1949.

WILLIAM G. RAMBEAU Co. has been
appointed national representative for
KHKN Fort Smith, Ark.

RUSSELL WALKER, former salesman at
WOC New York and RICHARD
C. LANDMAN, formerly of WNOX Nor-
wich, Conn., have joined sales staff of
WHN New York. Mr. Walker has been
with WHN since 1929 for three
years of service in AAF. Mr. Land-
man, before war was with WATR-WATX
Conn., and WNB Bridgeport, Conn.,
and joined WNOX after service with
AAF.

DORIS KENNEDY has joined traffic de-
partment of KBOK St. Louis.

BILLY BERNARD, who formerly operated
own advertising agency in San Fran-
cisco, and BRUCE HIGHT, recent
graduate of Stanford U., have joined
KRTA San Francisco, as account execu-
tives.

EDWARD P. EHRICH, of ABC’s sales
representations presentations, has been
assigned as coordinator on commercials
for “Paul Whiteman Club,” ABC’s new
record show, for four participating spon-
sors. Mr. Ehrich will adapt commercials
during on KZDIS’s de-

BURRE, KUPERS & MAHONEY Inc. has
been appointed national representa-
tive for WNOE New Orleans, and
KNOE Monroe, La., effective July 1.

H. FREY & PETERS Inc. has been named
national representative for KZOM Eu-

aRHT, who has joined KOFY Hollywood, as
account executive.

HAIL, HUGH, salesman at KMBC Kan-
sas City, and ANNETTA HERSHEN,
KMBC music librarian, have announced
their engagement.

MADISON HEARTMAN, assistant to
HARRY SMITH, vice president in charge
of station KAVK, Columbus, and Neil
Alan McKinney were married

RUTH BARNIER, formerly of KBNC Pul-
man, Wash., and traffic de-
partment of KOMO Seattle, Wash.

JOHN SCOTT KECK, salesman of NBC
Central Radio Recording division, and
Sally Gaillant, of Greensburg, Pa., have
announced their engagement. They
are to be married some time in No-
ember.

NEAL J. MURPHY, budget officer of
NBC Central Division, and MARY
WALSH, secretary in office of L. E.
SHOWMAN, division general man-
ager, are to be married Aug. 9.

GEORGE DIFERENDERFER, salesman of
NBC Central Division, is the father
of a girl, Leslie.

FRANKLIN LITTLE, member of KXAB
Phoenix traffic department, has been
accepted as student by dental school
of College of Physicians and Surgeons,
San Francisco.

GERRY COTTON, sales manager of
WHK Yopex, and Anna Glavac were
married July 11.

R. I. P. VICTORY, national sales man-
ager of CKWX, Vancouver, has resigned
to go into business for himself.

Handles Repeat
AFTER 14 years at WTOP Washington's switchboard, Marie McGain finally put on
her own program—complete with sound effects, and unex-

heard. Because the switch-
board was unusually busy one
day last week around 10 a. m.
when WTOP's daytime serial,
“Janice Gray is broadcast, she
missed the show. So she im-
mediately got hold of the
script and was starting to
read it when a listener called
to say she, too, had missed the
broadcast, and could
Marie tell her what had hap-
pened. Thereupon WTOP's switchboard j o o r p r e s s s a r i a
started in on the dialogue,
taking both male and female
parts, through the complete
broadcast. She was even able
to supply the sound effects—
the ringing of a telephone.
Eavesdroppers say Marie’s
version was better than the original.
Orrin Dunlap is made Vice President of RCA

Election of Orrin E. Dunlap Jr. as vice president in charge of advertising and publicity of RCA was announced last week by Brig. Gen. David Sarnoff, RCA president and board chairman.

Mr. Dunlap had been RCA director of advertising and publicity since 1944, after serving for four years as manager of the corporation's Dept. of Information.

Before joining RCA in 1940 he was for 15 years radio editor of The New York Times.

Mr. Dunlap's career in radio dates back to 1912, when he built an amateur wireless station at Niagara Falls, N. Y. He was chief operator of the Marconi Wireless Telegraph Co. of America aboard the S. S. Octorora in 1913, and served during World War I as a radio operator in the U. S. Navy, graduating from the U. S. Naval Radio School at Harvard as one of three honor men of his class.

A graduate of Colgate U., Mr. Dunlap attended Harvard Graduate School of Business, specializing in advertising and marketing. He is the author of ten books on radio, including two on Advertising, Advertising by Radio and Radio in Advertising. Mr. Dunlap was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Assn. and a senior member of the Institute of Radio Engineers.

Andrew "KNOW-HOW" in FM makes W-E-L-D technically outstanding

- Andrew Co. congratulates Lester H. Nafzger, chief engineer of Ohio's first FM station, WELD in Columbus, on a technically outstanding installation.
- The entire transmission line system was supplied by Andrew Co. and installed by WELD with the assistance of skilled Andrew Engineers.
- The Andrew reputation for supplying quality components, and for engineering skill, already is well established in the FM field. Call on Andrew for assistance in solving your FM problems!

Andrew Co. Equipment at WELD

- Duplicate 3½" FM transmission lines, expansion joints, elbows, tower brackets, and all fittings.
- Horizontal "bazooka" sections for isolating WELD (FM) from WBINS (AM).
- Auxiliary antenna for standby service.
- Assistance to WELD personnel in installation of transmission line and "bazooka."

Andrew Co.
363 East 75th Street • Chicago 19

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

Write for Complete Catalog.
Fulton Lewis, jr.

CARFAN PRODUCTS Inc., New York (4 Carter's Little Liver Pills), will increase its current spot campaign from 120 stations to 380 stations, supplementing its network shows, starting in most markets on Aug. 1. One minute electrically transcribed spots will be placed from three to five times weekly in non-metropolitan markets and will run for 52 weeks. Agency: Ted Bates Inc., New York.

BARNUM COOLIDGE, former sales representative for Crowell-Collier Publishing Co., has been appointed advertising manager of Guebel Brewing Co., Detroit and Muehlegar. Prior to the war, during which he served in AAF, he was with Hiram Walker & Co. and at one time was assistant advertising and sales manager for Floridas' Tele- Fresh Delivery Asn.

Mr. Coolidge

JUSTIN W. DART, president of Rexall Drug Co., Los Angeles, was named one of six national vice-chairmen of the Community Chest of America. E & J GALLO WINERY, Modesto, Calif. (Gallo wines), has appointed Harrington, Whitney & Hurst, Inc., Los Angeles, to handle national advertising. Plans for 1947-48 advertising are in "formative stage, with extensive fall and holiday season spot radio campaign contemplated.

TOM P. McDERMOTT Inc., Southwest distributor of home appliances, has contracted with KOA Oklahoma City, "KTLU Tulsa, for weekly half-hour "Pricewide Story," featuring Ronald Colman. In Frederic W. Ziv Co. transcribed open-end dramatic show, sponsor is planning heavy dealer promotion. Agency is Gibson Adv., Tulsa.

GENERAL DRY BATTERIES, Toronto, starts this autumn thrice weekly spot announcement campaign on large number of Canadian stations, coast-to-coast. Agency: McKim Adv., Toronto.

DOMINION CORSEY Inc., Montreal (foundation garments), Sept. 1 starts weekly Charles Jordan Show, quarter-hour musical program recorded at Montreal, on a number of Canadian stations, coast to coast. Agency: Ronalds Adv., Montreal.

RIO GRANDE DISTRIBUTORS, Los Angeles (petroleum products), July 15 started for 13 weeks sponsoring weekly half-hour "Out of Ocdell Brown, Commentator" on KHJ Hollywood. Expansion is planned.

O'KEEFE & MERRITT CO., Los Angeles (stoves), in recent expansion of present Pacific Coast campaign has started spot announcement schedules on KPSD, KMJ, KTM, KFXM. Contracts are for 52 weeks. Agency: R. B. Atchison Adv., Los Angeles.

WYNN'S Co., Los Angeles (tire distributors), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising, with local spot campaign planned.

VENUS PACKING Co., Vernon, Calif. (packaged dried fruits, beans), has appointed The Tullis Co., Hollywood, to handle national advertising. With advertising appropriation estimated at $200,000 for coming year covering all media, approximately 50% has been budgeted for radio, with a fall regional network program being considered.

TRINITY ALPS RESORT, Trinity Alps, Calif. (resort), has appointed Patrick Co., Oxnard, to handle national advertising. Resort on July 1 opened for 51 weeks, quarter-hour live musical on KLAC Hollywood, with recorded programs on KFYA KJBS San Francisco.

GEORGE FULLER Co., Toronto (pork products), has opened noon-hour newscast six days weekly on CHUM Toronto, and plans to expand to other Canadian stations in autumn. Agency: Wulf Clement, Toronto.

"Testing"

SPONSOR on WIPEN Philadelphia, lost a spot announcement recently but gained a customer. In reading Shellenberger Candy spots, announcers were not punched up, according to sponsor. Sponsor suggested staff try his conception before attempting to express the excellence of his product. WIPEN Announcer Steve Jarrett popped a piece of candy in his mouth 15 seconds before he was scheduled to go on the air. When his cue came, Mr. Jarrett, still munching on the chocolate, could not read the spot—but he liked the candy.

BROWN-THOMSON'S, Hartford, Conn. (department store), has received award of merit for its 8 a.m. news program over WDBR Hartford. Award was given by National Adv. Agency Network, of which Julian Gross Adv., firm's agency, is Hartford member.

WALLACE SILVERSMITHS of Toronto, Canada, has appointed Ellington & Co., New York, to handle its advertising. Appointment is in addition to Wallace Silversmiths advertising in U.S. which agency has been handling for past two years.

SY MOORMAN, who has been in charge of the Walt Disney Co.'s advertising for Schick Inc. ("Chuck's" dry shaver), has been promoted to service sales manager, with headquarters at San Francisco.

FORD MOTOR Co. has renewed, for second fall and winter season, "Parade of Sports" covering events at Madison Square Garden, and seasonal boxing, over WCBS-TV New York, CBS network station, WJ, and station, WJ. Walther Thompson Co., New York.

SOUTH CAROLINA PEACH GROWERS Assn. has signed with WEAN Providence, and WMTW Portland, Me, for series of 36 one-minute station breaks on each station. Contract is from July 30 to Aug. 15. Agency: Parks & Peart, New York.

SLOANE-BLACON Corp., New York (makers of floor base and other floor and wall coverings), has appointed Heyer, Newell & Ganger, New York to handle advertising. Its first national consumer advertising will be launched this fall with details to be announced near future.

REY. RICHARD BARON, Oxnard, Calif. (religious), has started sponsoring weekly quarter-hour program, "A Voice of Youth" on KTMS Santa Barbara, and KCOY Santa Maria. Other stations will be added. Agency: Lalita Sheldon Adv., Los Angeles.

FOR BLANKET COVERAGE IN IDAHO

POCATELLO

ROSE

BROADCASTING • Telecasting
Marine Corps Preparing Enlistment Disc Series

U. S. MARINE Corps Radio Section is making available this week a transcribed series, Music You Like, featuring well known disc m.c.'s, on behalf of Marine recruiting. The first to be sent out to local recruiting offices includes Ted Husing, Bea Wain-Andre Baruch, Martin Block, Bill Anson, Al Jarvis, Woody Herman, Gene Norman, Curt Webster, with others to be selected later.

With each show running 15 minutes, the series is now planned to run 20 weeks. Part of the series is devoted to regular Marine recruiting, part to reserve recruiting. The Ted Husing show was sent out first for a "trial run" and between 750 and 800 stations responded.

Talent is donating services, and permission for a free hand to the Marine Corps in handling the series has been given by AFM, AFRA, ASCAP, BMI and all other organizations concerned. Discs are available from local USMC recruiting offices.

Canada License Fees

RADIO LISTENERS in Canada paid $4,095, 975 for receiver licenses in the fiscal year 1946-47, it was announced in Parliament at Ottawa by Reconstruction Minister C. D. Howe. Of the 1,816,180 receiving licenses issued, 231,470 were for battery-operated sets. Cost of collection was $544,672. Receiving licenses cost $2.50 annually, battery receivers $2. Parliamentary Radio Committee recommended that Canadian Broadcasting Corp. receive full revenue from listener license fees, with Parliament voting funds for Dept. of Transport collection and administration costs.

BONUS-$-$-$
Again-WTAR Tops Nation in Audience Delivery

"WTAR Sensational", says The Billboard's "Continuing Program Study" of Bonus Audience Stations, 5-31-47

"—ratings higher than the national average on 10 of the 15 top nighttime shows and, most amazing, delivers the highest single rating of any station in any Hooper city in the country on 6 of these 10. In all, WTAR delivers 124.1 Hooper points in excess of national ratings of the 10 shows. In Norfolk 124.1 Hooper points represent a lot of ears."

Of daytime shows The Billboard, 6-7-47, says WTAR is "pulling the somewhat terrific caper of landing among the first 5 rating producing stations on all 7 of the shows NBC has in the standings"—with first place in 3 of them.

Thrifty Choice
You have MORE customers and MORE "buying dollars" ready for you in the Norfolk Market NOW than in '46, '45, or '44 (Sales Mgt.'s Survey of Buying Power, '44 through '47). And WTAR delivers them at less cost per sale, with MORE listening customers, national and local programs, than all other stations combined [Hooper CM, Fall-Winter, '46-47]. Listening to outside stations almost nil.

Let Us Tell You More About It
Tests Completed
FIRST ANNUAL examination by American Assn. of Advertising Agencies to attract and screen high calibre young people for the agency business has been completed under auspices of area AAAA councils and chapters. In 10 cities across the country 544 candidates were tested. Following examination, successful records and candidates will be referred to members’ agencies. Field, in addition to radio, covers copywriting, contact, plans and merchandising, mechanical production, media, research, layout and art.

of Albert Frank-Quencher Law Inc., New York, has been elected a vice president of the agency.

ROGER L. WENSELEY, president of G. M. Bastad Co., New York and Cleveland, and Mrs. Wensley have left for Europe, on the Queen Elizabeth, where Mr. Wensley will consult with officials of and, Inc. Practitioners of Advertising and the Advertising Assn. in connection with British export advertising activities.

GEORGE JANDA, former freelance writer for Chicago stations and also statistician for sports announcer for WIND Chicago and Midwest Baseball Network, has been appointed radio director of Agency Service Corp., Chicago.

CLIFFORD M. STODGILL, Jr., former radio director, Illinois and California, has been appointed public relations advisor to the agency, Chicago.

AL REIWITZ, former account executive with Chicago office of Bozell & Jacobs, Inc., and named as an associate with the agency, Chicago.

H. ROSS POTTER, formerly with La Roche & Ellis, New York, as account supervisor, vice president and director, joins Jameson & Co. to establish an agency, New York, effective July 1, 1947.

RUTH JAROS, formerly with Joseph Katz Co. and prior to that with Ben- ton & Bowles, New York, has joined copy staff of chalk-fitzgerald-Sample, New York, effective July 1, 1947.

FRED STRAUSS, vice president of Hugo Schacht, Inc., is on leave of absence to take over duties as executive director of Textile Assn., that city.

DOROTHY STREETER, former account executive of Pat Morgan, Glendale, Calif., has been appointed assistant director of the agency, that city.

JACK DONAHUE, account executive of Pat Morgan, Glendale, Calif., has resigned to establish his own agency, that city.

IRVING ATKINS, writer-producer, has been named director of Coast, representative of Chuttenden & Eger, Chicago agency, and is headquartered at 1800 N. Vine St., Hollywood.

Don’t just advertise—SELL with full coverage of 400,000 listeners in Topeka’s 21-county Kansas trade area! Soon—5,000 watts nighttime too!
A CHAIRSIDE facsimile recording unit, containing a 4-inch recorder manufactured to RMA standards and an amplifier, housed in a mahogany cabinet made specially for home use and becoming a smooth-surfaced end table when the recorder is not in use, can be purchased for $250 from Alden Products Co., Brockton, Mass., according to a tentative price list issued by the company.

An affiliated company, Alfax Programs Inc., Wellesley, Mass., for $500 offers a three-fold service to purchasers of Alden facsimile equipment: 1, to assign a person to representatives of the customer to familiarize them with the equipment and to demonstrate it to them for three days at the Alden plant; 2, to supply a technician to go anywhere in the country for customer instruction for five days; 3 to provide a limited number of tests for the customer and typical programs for use with the scanners, and to consult on program possibilities.

Tower Work Halted
DELIVERY of a 410-ft. AM-FM tower for WJMj Philadelphia was made to the tower site in Delair, N. J., within 31 days by Stainless Engineers, 50 Church St., New York, but a court order in the WCKY-PCC dispute [Broadcasting, April 28] stopped construction work when 210 feet of the tower had been erected, Henry J. Guzewicz, of Stainless Engineers, reports. Mr. Guzewicz and Richard J. Eberle organized the construction firm upon their release from service last year. Firm is headed by Walter L. Guzewicz, who resigned recently as engineering and works manager of Piasa Helicopter Corp.
WRVA Manager Critical Of Radio Sales Story
EDITOR, BROADCASTING:
Your story in the July 14 issue of BROADCASTING concerning Radio Sales representation of WRVA is so contrary to our understanding of the intention and desires of Radio Sales in pursuing the matter of spot broadcasting that I urge you to get direct from Mr. Van Volkenburg of Radio Sales a corrected statement.

We are distinctly and very definitely not interested in any move to line up affiliates in network representation of spot broadcasting, and the fact that Radio Sales intend to add only two or three stations to their present small list is a big reason why we felt they could satisfactorily represent us.

Your opening paragraph is "news to us." Maybe your writer has some inside information that we don’t have, but I rather imagine he has put into words some very erroneous impressions.

C. T. Lucy
General Manager
WRVA, Richmond, Va.
July 15

Van Volkenburg Clarifies His Point:
EDITOR, BROADCASTING:
There is need for clarification of your article in last week’s issue of BROADCASTING as to the “expansion” plans of Radio Sales. We do not have a campaign under way to sign up network affiliates for purposes of national representation nor do we have any such plans.

Station representation is the business of Radio Sales and, while it does not plan to engage in widespread expansion in this field, it will consider sales representation for those stations which request it and for whom Radio Sales feels it can be of real service.

J. L. Van Volkenburg, General Sales Manager
Radio Sales, New York.

Editor’s Note: See editorial, “Trend or Trouble?” on page 46.

Craven Explains WOL’s Use of Race Results
EDITOR, BROADCASTING:
I noted with interest the article in the current issue of BROADCASTING by Jeremiah Courtney, relative to broadcasting racing news. I also note that in this issue you mention that WOL will commence broadcasting the racing results as a matter of “public interest.”

I consider Courtney’s article a reasonable analysis of the situation. I do not accept, however, the implication that the FCC has any jurisdiction in the matter. Also, how the broadcasting of racing news can be considered unfair trade practice is still difficult to comprehend in spite of Courtney’s explanation.

I have analyzed the radio situation here in Washington. One fact that is clear is that the people of Washington are sports conscious and like to be informed of sporting results. To deny them this type of service merely because some persons in authority believe that horse racing, prize fights, wrestling, and other similar sports, are obnoxious would be utterly foolish. As Manager of Station WOL, I believe it is our duty to recognize the desires of the people of Washington. One of our policies is to become a part of the community life of this city.

I was tremendously impressed by an unsolicited telephone call from a former secretary to a former president of the United States. He did not know me personally. He demonstrated that he was a student of radio programs. He has been listening to Washington radio programs for a period of years. He is a very intellectual gentleman, experienced in life, experienced in public affairs and has as good a cultural background as anyone would desire. His opinion of Washington programs was they had been deficient in furnishing the public of Washington with sporting news. He stated that this public wanted such news.

Fortunately, just prior to his call, we, at WOL, had adopted a policy to fill in this gap. We had moved Art Brown, who is an able sports analyst, from his position as “Morning Man” at WOL to an afternoon program consisting of music, news and sports. The following is our policy concerning this program:

1. This program is designed to interest the entire public.
2. Our objective is to secure and sustain a large listening audience from all sections of the public.
3. The music and continuity is to be broadcast in Art Brown’s

A WHALE OF A DIFFERENCE!
Our five-times-stronger voice makes a huge difference in your plans for selling the rich Pittsburgh market. With a 500% greater daytime and 65% greater nighttime audience in the five MV/M area, we’re blanketing 1-1/3 million people with a strong signal. This, plus our reasonable 5,000 watt rates, makes KQV the real buy in Pittsburgh.

KQV PITTSBURGH’S AGGRESSIVE RADIO STATION
Basic Mutual Network - Net. Reps. WEED & CO

WRVA: 5000 WATTS DIRECTIONAL OVER NEW YORK
America’s Leading Foreign Language Station
Bands Read ‘Press’... Not ‘Radio’
EDITOR, Broadcasting:
Correct me if I’m wrong, but aren’t those clever little arm bands worn by Nelson and Murray a nice plug for radio? Aren’t I a rebel?
Ed J. Hennessy
Program-Promotional Mgr.
WRBL Columbus, Ga.
July 10

Portion of the picture in Broadcasting July 7 showing coverage of the Golf National Open at St. Louis.

SPOSA WRITES BOOK ON TV PROGRAMMING


TELEVISION—and what makes it tick from the program end—is the theme of a new manual by Louis A. Sposa, director of commercial operations for television station WABD New York, and television instructor at New York’s City College and New York U.

Mr. Sposa sets out to correct the impression held by many that television is some glamorized, furbelowed, distorted fantasy and presents it simply and clearly as a medium of electronic circuits, ideas, entertainment and service. With his wide experience he is able to cover the vast latitude of techniques involved in putting on a show, from script writing to use of the camera, make-up and costuming. In addition, he covers such other phases as programming, scenic designing, lighting methods, art work, titles, video effects, microphones and televising motion pictures.

Looking to the future, Mr. Sposa predicts that “international television across the ocean is a development barely a decade away.” This, he says, “will mean international standards, international language, international programming hookups and international thinking.”

Your Best
MOVE for
Greater
SALES

Here’s a good move for you. Use Cleveland’s Chief Station and win bigger sales!

Cleveland listeners have made their move. The recent Cleveland Press Radio Poll gives WJW more firsts in listening popularity than any other.

Now... for increased sales and greater profits... it’s your move!

The Shortest Route
to Results in
This Area is Via

CHNS
HAULFX NOVA SCOTIA
Maritimes Busiest Station
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS SOON!
WARREN McCOY, former head of Radio Division of Veterans Administra-
tion in Pacific Northwest, has been appointed continuity director of
KIRO Seattle. He succeeds EVELYN N. SMITH, who resigned to devote
time to domestic duties. Mr. McCoy was formerly director of con-
tinuity for KOMO, Seattle, and was associated with KIRO contin-
tuity staff.

Baldwin Harper, producer-director of WTOP Washing-
ton, has been ap-
pointed pro-
ducer-direc-
tor of WNEW
Youngstown, Ohio. Mr. Harper has been in radio for
20 years, starting with WYW Chicago and later moving to
station in New York. He is a veteran of World War I 
and served in World War II.

Mr. Harper is New York Branch of Office of War In-
formation and supervision of production. PAUL PATRICK, continuity director of
KGLO Mason City, Iowa, has resigned to join program department of WLOX
LaCrosse, Wis. ED HASKINS has joined KGLO staff as continuity director.

DEAN LUCE, former staff announcer at WHON, Dayton, Ohio, has joined
announcing staff of WMAL, Washington.

TONY STEPHEN has joined announce-
ing staff at KBIB, Rock, Tex.

DONALD L. ENGLE, formerly with NBC in Dallas, has resigned to
join WINX and WINX-FM Washing-
ton, as music director. Mr. Engle
announced the Library of Con-
gress while he was member of music department.

JAY SERWIN, formerly with WLAW Lawrence, Mass., and WTTM Trenton,
N. J., has been appointed program manager of WOTW, New Am
grant at Nashua, N. H.

BILL CARLSON, formerly with stations in Madison, La Crosse and Kansas City,
has joined announcing staff of WTMJ and WJMJ Milwaukee.

FRANK LONDE, of engineering depart-
ment of WING Dayton, Ohio, has been
named assistant music director of that station.

LEE KELLY, former record m. c. at
WFPG Fayetteville, N. C., has joined
announcing staff of WEEI Boston, as
summer replacement

JACK LYMAN, producer of NBC Hol-
lywood, and KEN BOHNE, former-
ly of network's production department, were
married on July 12

STEVE ALLEN, of NBC m. c. at
KJJ Hollywood, has shifted to KNX, that city
as m. c. of six weekly "Breaking All Records."

ROBERT SCHILLER, winner on NBC
"Duffy's Tavern," and JOYCE HARRIS,
Hollywood radio actress, were married
July 20.

GENE BOUCHER has joined an-
nouncing staff of WFQC Jackson, Miss.

CHARLOTTE GRAY, new to radio, has
joined WHB Gardner, Mass., as woman
driver and traffic manager and traffic manager and traffic manager, is the wife of GEORGE GRAY, WHOB
news and special events director.

JAMES OLIVER TURNER, formerly with WSTP Saltburn, N. C., has joined
announcing staff of WBGO Richmond,
Va.

ROBERT CONCIE, former announcer at
KWSJ Pullman, Wash., has joined
announcing staff of KFPO Spokane.

LEROY HALE, formerly of KWSJ Pull-
man, Wash., has joined writing-pro-
ducing staff of KTEL Tacoma, Wash.

WARREN DURHAM, former announcer of
KWSJ Pullman, Wash., has joined
announcing staff of KFLY Spokane.

CLIFF OLIVER, formerly with WOPA
Denver, Colo., and ROBERT K.
SMILEY, formerly with WAKR Akron,
Ohio, have joined announcing staff of
WBHC Canton, Ohio.

ED COVILL, director of CBS talks and special events, is the father of a girl, Aimee, born
full term premature last week.

RUTH ROBERTSON, formerly with WOTM
Allentown, Pa., and recently on news staff of
WJOL, Chicago, has rejoined continuity staff at WJOL.

WILMA MONK, of KGLO Seattle
music library staff, has been named head of
network department, succeeds
VIVIAN OGDEN, resigned.

JACKIE PERONE, formerly with UP
and sister to WBNZ, New York City, has
joined announcing staff of WBTB Raleigh, N. C.

VINCENT LEE, formerly of WBTB
Brockton, Mass., has joined announcing
staff of WCAU Philadelphia.

PEGGY COMFY has joined contin-
uing staff of KVNO Omaha, Nebr., and
recently announced by

HENRY SENFT, formerly of WKAP Al-
lentown, Pa., and JOEL KRUEGER, for-
merly of WOR, New York City, have joined
WHNL and WINY (FM) Hemp-
stead, L. I., N. Y., as announcers.

CHESTER WILSON, formerly with AAF and an Oklahoma oil company, has
joined WKT Oklahoma City, contin-
uing department as copy writer.

EARL ZEIGLER, staff photographer of
NBS Hollywood, has rejoined the network, for active duty with Army as
chief.

ROBERT Q. LEWIS, CBS commentator, was
taken to New York's St. Clare Hospital
July 11, reportedly suffering from Rocky
Mountain Spotted Fever which he may have
contracted while visiting parents.

James A. BERNSTEIN replaced Mr. Lewis on Friday night program and BILL
CULLIN, m. e. of "Winner Take All," will substitute on Mon.-Fri. strip.

DAVID H. BARRIS has been appointed
director of the office of WBC Washington, has been
taken to chairman of Washington, D. C.

NANCY OSGOOD, director of women's
activities for WBC Washington, has been
named head of membership committee of WBC's
Ad Club of Washington.

DENNIS OLSON, from England, has
joined CHUM Toronto, as public-
ity director. He served with the RAF
during the war, training in Canada,
and prior to war with advertising
department, radio division, of Lever
Bros. Ltd., London.

"Lego dog—I gotta get home
to mah soap opera on WDFD
Flint."
America's favorite
250-watt AM transmitter
model BTA-250-L

With operating features as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters ... more than 350 of them ... have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 19-G, Camden, New Jersey.
In addition, 1010 FM and WILLIAM Munsey Bldg. is also being sponsored.

Combination of musical entertainment and a quiz is based on "Your Name" program on WPTZ Philadel-
phia, which is replacing "Where Can I Buy," a show sponsored for many years by Quaker Storage Co., Philadelphia. Craftsman" is also airing on "Your Move." Four new program con-
stantes are being added to Four Famous Philadelphia. First listener to phone in correct identity receives $5 prize.

Civic Quiz

TO FAMILIARIZE citizens of Hartford, Conn., with the provisions of the mayor's charter, guests on the early morning program on WDRF, Hartford, are asked a jack-
ket question relating to some feature of the charter. Correct answer wins a valuable award. Failure to respond accurately means an additional award next day.

Radio Baseball Fans

TO CREATE interest for baseball among its women listeners, KCRC Rnd, Okla., now has "Run and Roll Club" membership limited to women only.

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Robert T. Kaufman

Organizations

Technical Maintenance, Construction

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Money Bldg. for Broadcasting

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Radio Towers

Erection, lighting, painting &

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AND ASSOCIATES

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Washington 5, D. C.

Drexel Hill, Pa.

Dist. 4923

Sunset 2572W

REPRODUCTOR REPAIRING SERVICE

ALL MAKES—SPECIALISTS 5A & 9B

NOW—48 HOUR SERVICE

BROADCAST SERVICE CO.

834 ARCADE BLDG., ST. LOUIS 1, MO.

ROBERT W. SILLAMAN

CONSULTING RADIO ENGINEER

Specializing in Station Problems

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PUEBLO, COLORADO

Pueblo 5034

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Consulting Radio Engineer

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PHONE 845-W

JAMESTOWN, NORTH DAKOTA

Vacancy

Your firm's name in this vacancy will be seen by 13,500 readers—owners and managers, chief engineers and technicians—applicants for AM, FM, Televised and FM/TV facilities. Write or wire.

BROADCASTING
<table>
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<td>License to cover CP as mod. which authorized installation of new trans., new vertical ant. and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power.</td>
<td>Also mod. CP, as mod., which authorized installation of new trans., new vertical ant. and ground system, and change in trans. and studio locations, to change studio location.</td>
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**July 11 Decisions**

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**Antenna-case actions**

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<td>KVLOL Lafayette, La.</td>
<td>Commission on its own motion removed from hearing docket application.</td>
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<td>KGM San Antonio, Tex.</td>
<td>Granted petition to withdraw as party respondent in proceeding to re-application of Independent Bstg. Co.</td>
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WWNF Fayetteville, N. C.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. and trans. location.
License for CP
WBRC North Wilkesboro, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
KGNU Oregon City, Ore.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
WCAE-FM Pittsburgh—Mod. CP as mod. which authorized new FM station for extension of completion date.
License for CP
WCMM Arechib., P. E.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.
KUYW Huron, S. D.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.
Assignment of License
KWTX Waco, Tex.—Assignment of license to KWTX Bosigt, Co.
License for CP
WDVA Danville, Va.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.
AM—460 kw
WQAQ Oak Hill, W. Va.—CP to increase power from 250 w to 1 kw and install new trans. to improve service.
License for CP
KWLK Long View, Wash.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.
Modification of CP
WJPG-FM Green Bay, Wis.—Mod. CP as mod. which authorized new FM station to change trans. and studio location.
Assignment of License
KVOC Casper, Wyo.—Voluntary assignment of license to KVOC Bosigt, Co.

Timberrrr!
IN BOSTON the usually harmless act of felling a tree was not so harmless a fortnight ago, for it cut off power to the WCOIP transmitter and telephone lines between studios and transmitters. But the station is thankful its lucky stars it had an auxiliary generator and emergency studio, for they saved the day after only four minutes of silence. The transmitter operator filled in with recordings and announcements from the emergency studio, until station personnel could arrive with additional music and commercials.

July 14 Applications

ACCEPTED FOR FILING

Modification of CP
KJKO San Bernardino, Calif.—Mod. CP to increase power from 1 kw to 5 kw and install new trans. and change DBA, using DBA-URL on 1290 kc.
Assignment of License
KCOL Fort Collins, Colo.—Consent to assignment of license to The Northern Colorado Broadcasting Company corporation.
AM—1230 kc
KBST Big Springs, Tex.—CP change frequency from 1490 to 1230 kc, using 250 w untl. (Request 1236 kc, being vacated by KBED.)
AM—960 kc
K. G. LeTourneau, near Longview, Tex.—CP new standard station 960 kc 5 kw D.
Modification of CP
KVNU Logan, Utah—CP to mod. DA-N, using 1 kw untl. DA-W on 610 kc.

TENDERED FOR FILING

Modification of CP
KBST Big Springs, Tex.—CP change frequency from 1490 to 1230 kc, using 250 w untl. (Request 1236 kc, being vacated by KBED.)

The Standard of Comparison in Broadcasting

High-Power Air-Cooled Tubes

Nothing like them for on-the-air dependability. Nothing like them either for maximum hours of service for every dollar you invest. And for good reasons.
The ever increasing demand for air-tube transmitters and tubes pioneered by RCA, enables us to build them in quantity to surprisingly close tolerances—through improved manufacturing technique and thorough quality control.

Choice of types? A wide line, in all power classes, including the well-known RCA-7C24, 891-R, 892-R, and 9C22. For greater tube economy in your high-power amplifiers and modulators, buy RCA's...confidently. For information on types of all atlas for broadcast services, write RCA, Sales Division, Section P-36G2, Harrison, N. J.

The Foundation of Modern Tube Development is RCA
FCC Actions
(Continued from page 85)

Applications Cont.:

AM — 1320 kc
Wharton County Bstg. Co., El Campo, Tex.—CP new standard station 1460 kc 250 w unam. AMENDED to change frequency from 1490 to 1250 kc, power from 250 w to 500 w D; hours from unam. to D; change type trans.

AM — 1320 kc
Graham Bstg. Co., Graham, Tex.—CP new standard station 1330 kc 500 w D.

TENDERED FOR FILING

AM — 1450 kc
Bessemer Bstg. Co., Bessemer City, Ala.—CP new standard station 1450 kc 250 w unam. (Cocontingent on WTB5 moving to another frequency.)

Modifications of CP

WIRD Tomahawk, Ala.—Mod. CP to change proposed trans. location, using 1 kw-N 5 kw-D unam. on 1150 kc.

Dr. Asa C. Baker, Seymour, Ind.—CP new standard station 1370 kc 250 w D.

The Henderson County Bstg. Co., Athens, Tex.—CP new standard station 1410 kc 250 w D.

AM — 1230 kc
KOSA Odessa, Tex.—CP change frequency from 1450 to 1250 kc. (Cocontingent on KCRS vacating 1250 kc.)

July 15 Applications...

DOCKET CASE ACTIONS
(By the Commission)

Philadelphia FM

Annoncer ordered severing from hearing docket and granting following applications for Class B FM stations in Philadelphia: Unity Bstg. Corp. of Pennsylvania, Channel 435.5 mc, ERB 20 kw, ant. 500 ft above average terrain; Independence Bstg. Co., Channel 337.5 mc, ERP 20 kw, ant. 500 ft above average terrain; Good Day, Inc., Channel 337.7 mc, ERP 20 kw, ant. 500 ft above average terrain; William Goldman Thater Co., Inc.—leave to amend its application for FM station to show transfer of ownership to William Goldman Thater Co., Inc. and make other changes. Said amendment accepted and application received from hearing docket. Further ordered that request of Joseph Patricia Blanton for reconsideration and grant forthwith of his application be denied; said application continued in hearing status with oral argument to be held on his exceptions at 90 days to be designated.

By the SECRETARY

WDRE Chattanooga, Tenn.—Granted mod. CP to extend completion date to 8/1/47.

KSSA San Angelo, Tex.— Granted mod. CP to extend commencement and completion dates to 8/10/47 and 2/24/48 respectively.

KYOS Memphis, Tenn.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on top of AM tower. KIVI Shelby, Mont.— Granted mod. CP to change type trans., approval of ant. and trans. location, and specify studio location.

WRNN Columbus, Ohio—Granted li- cense to cover CP for installation of new site trans.

KINK Decatur, Iowa—Granted li- cense for new site and for change of station location; 1340 kc 250 kw D. WHPE High Point, N. C.—Granted li- cense for new station 1070 kc 1 kw D. WJZ Alexandria City, Ala.—Granted license for new station 1550 kc 1 kw D.

DAMO Carthage, Mo.—Granted license for new station 1420 kc 250 w unam. WKKI Kankakee, Ill.—Granted li- cense for new station 1220 kc 1 kw D. WGYN New York— Granted mod. CP for extension of completion date of FM station to 9/30/47.

WNEV New York—Granted mod. CP to make increase in ant.

WAEM Birmingham, Ala.—Granted CP to change type trans., approval of vertical and ant. location, and specify studio location.

WAFM Birmingham, Ala.— Granted mod. CP to change trans., ant., and to change type trans., ant. and studio loc.

KENI Anchorage, Alaska—Granted mod. CP to change trans. site.

WJJD Chicago—Granted mod. CP for extension of completion date to 8/25/47.

KBBKY Tyler, Tex.—Granted mod. CP to change type trans. and make changes in combo.

WBRG-FM Altoona, Pa.—Granted mod. CP for extension of completion date to 10/10/47.

WNJQ Uniontown, Pa.—Same to 11/10/47.

WINX-FM Washington, D. C.—Same to 11/25/47.

KTFT-FM Twin Falls, Id.—Same to 8/25/47.

KTRM Beaumont, Tex.—Granted li- cense for new station 990 kc 250 w D and for change of studio location.

KJRA Fort Worth—Granted mod. CP for extension of completion date to 10/20/47.

WHLS-FM Bluefield, W. Va.—Same to 11/15/47.

KPHN-FM Palo Alto, Calif.—Same to 10/27/47.

WMAQ Chicago—Same to 1/15/48.

KOB-TV Albuquerque, N. M.—Same to 1/25/48.

WNBT New York—Granted license for installation of new AM-FM station.

WNJG Hartford, Conn.—Granted license for new station 1230 kc 250 w D.

KAYX Watson, Idaho—Granted li- cense for new station 1950 kc 1 kw D and for change of studio location.

WSCR Scranton, Pa.—Granted license for new station 1000 kc 1 kw D and to specify studio location.

KOPO Taseo, Ariz.—Licensed for new station 1500 kc 250 w unam.

WLOA Braddock, Pa.—Licensed for new station 1500 kc 250 w D.

KVAI Amarillo, Tex.— Granted license to 9/14/47 for trans. and make changes in DA.

WJOK Jackson, Miss.—Granted li- cense to cover CP for installation of new studio location.

WKGX Knoxville, Tenn.— Granted CP to change type trans., approval of ant. and trans. location, and specify studio location.

WFLC Minneapolis, Minn.—Granted license to cover CP for changes in vertical ant. increase power, install new trans.

WTPS New Orleans—Granted mod. CP for extension of completion date to 9/1/47.

KTRM Rattlesnake, Minn.—Granted mod. CP to completion date to 9/15/47.

KGUC-FM Amarillo, Tex.—Same to 11/15/47.

The Western Connecticut Bstg. Co., area of Stanford, Conn.—Granted li- cense for new remote pickup trans. at Westport to be used with WTYC.

American Colonel Bstg. Corp., area of Island of Puerto Rico— Granted CP for new station; commencement and completion dates to 7/1/47.

HIORACE N. STOVIN
AND COMPANY

RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

BROADCASTING • Telecasting
and 12/17/47 respectively for remote pickup WIBW.

Granite District Radio Bestg. Co., area of Salt Lake City—Granted CP for new remote pickup station to be used with KNAS. 

WFBF-FM Syracuse, N. Y.—Granted license for new FM station 93.1 mc. Channel 226, ERP 8.5 kw, ant. 680 ft. (height above average terrain). 

WOFI-FM Bristol, Tenn.—Granted license for new FM station 98.3 mc. Channel 245, 10.4 kw, 2,140 ft. (height above average terrain). 

WINC-FM Winchester, Va.—Granted license for new FM station 100.5 mc. Channel 223, 10 kw, 550 ft. (height above average terrain). 

WIBN-FM Bridgeport, Conn.—Granted license for new FM station 101.5 mc. Channel 273, 2,390 ft. (height above average terrain). 

By CONGRESSMAN HYDE

Community Bestg. Co., Fort Worth, Tex.—Granted petition requesting 80-day continuance of hearing upon application for CP; continued hearing to Sept. 22.


July 15 Decisions . . .

ACCEPTED FOR FILING

Modification of CP

WKLF Clinton, Ala.—CP as mod, which authorized new standard station to make changes in trans., equipment to change frequency from 780 to 980 kw, to increase power from 3 kw to 1 kw and make changes in vertical ant. 

WSFA Montgomery, Ala.—Mod. CP as mod, which authorized change in power, installation of new antennas for, extension of completion date. 

AM—1290 kw

KHSJ Chico, Calif.—CP to increase power from 1 kw to 1 kw, to modify NA-D and change trans. location.

Modification of CP

KFKX Fremont, Nebraska, Calif.—Mod. CP as mod, which authorized change in frequency, power, new antennas and DA-ON and change trans. location, to make changes in DA and trans. equipment. 

AM—1050 kw

Melbourne Bestg. Corp., Melbourne, Fla.—CP new standard station 1240 kc 250 kw, AM DENIED to change frequency from 1360 to 1050 kc, hours from 1 am to 7 am, to make changes in amplifiers and system.

AM—1290 kw

Peach State Bestg. Co., Macon, Ga.—CP new standard station 1280 kc 1 kw D AMENDED to change trans. location. 

WQAA Oklahoma City, Okla.—CP as mod, which authorized change in frequency, power, new antennas and DA-ON change trans. location, to make changes in DA and trans. equipment.

AM—1290 kw

Wheeling Bestg. Inc., Wheeling, W. Va.—Modification of CP.

Modification of CP

WIBC Elkhart, Ind.—Mod. CP which authorized installation of new trans. install new vertical ant, and mount FM ant. on top of AM tower, for extension of completion date.

KPH Wichita, Kan.—Mod. CP as mod. which authorized installation of FM ant. on AM tower, and make changes in Ant., for extension of completion date.

AM—1340 kc 

Shreveport Bestg., Shreveport, La.—CP new standard station 1400 kc 250 kw, UNAMENDED to change frequency from 1340 to 1460 kc. (Continent on KRMD to change from 1340 to 1460 kc). 

FM—95.3 mc

Annapolis Bestg. Corp., Annapolis, Md.—CP new FM station (Class B) on Channel 228, ERP 11.2 kw.

AM—1130 kc

WNEW New York—CP to make changes in DA.

AM—800 kc

Spencer Bestg., Coral Gables, Fla.—CP new standard station 1200 kc 1 kw D AMENDED to change frequency from 1200 to 1390 kc, to change trans. from 1 kw D to 250 W D, change type trans. and change trans. location.

License for CP

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

FM—Unassigned

Century Bestg. Corp., Johnstown, Pa.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 20 kw.

Modification of CP

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

AM—800 kc

Samuel L. Mod., Bridgeport, Conn. —CP as mod, which authorized new standard station to change frequency from 780 to 800 kc.

License Renewal

WFTL Fla. Lauderdale, Fla.—License renewal. 

WRFJ New Kensington, Pa.—Same.

Modification of CP

WECC Hartford, Conn.—Mod. CP which authorized change in frequency, type trans. and for approval of amplifiers, trans. location. 

WGGG Baldwin, N. Y.—Mod. CP which authorized new standard station in Ant. 

License for CP

WLIB New York—License to cover CP which authorized new standard station.

(Continued on page 68)

SPECIIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30, to 15,000 cycles. 

Output Noise Level: — 60 db. 

Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms. 

Input Impedance: 30, 125, 250 and 500 ohms. 

Output Impedance: 600 ohms. 

Power Output: Maximum + 10 dbm. 

Dimensions: 7 x 9¾ x 9¾”. 

Weight: 9 lb. 

Finish: Crackled Gray. 

Equipped with Cannon Male Chassis Connectors.

INTERNATIONAL ELECTRONICS CORPORATION

Dept. C, 4145 Commerce St.

DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications.
Talk to the South's Zone through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisianalistener.

By Daily association with prominent New Orleans institutions, WDSU has developed a high quality of intelligence. WDSU devotes program time regularly and exclusively to the Music, Orchestras, Symphonies and Operas.

ORLEANS

Symphonies and Operas.devotes a number of programs to the world's most important orchestras. The orchestra is represented on the program by a complete opera or symphony. The conductor, the soloists, and the soloists of the symphony are presented on the program.

JULY

high species of orchestras, symphonies, and operas of the world. The program is presented in full, including all the works printed in the programme.

BLAIR

Tulane University,

ABC

including the art work of the week.

GILLIN

Tulane University, St. Louis, Missouri, has hono-...
KFXJ

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

WESTERN SLOPE BROADCASTING, Inc.
the pioneer VOICE OF WESTERN COLORADO

GRAND JUNCTION

BROADCASTING • Telegarding

KXOK

2 to 8 CONSECUTIVE YEARS

OF KXOK FROM ST. LOUIS 1 MO. 33F 5000 Watts FULL TIME

For complete details, call a JOHN BEAK representative

49.5% of all Iowa radio families "LISTEN MOST" to

WHO

(during daytime)

11.4% to Station B

50,000 Watts DES MOINES

Free & Peters, Inc. Representatives

July 21, 1947 • Page 69
When It's "Bim" It's Yours
Another BIM "Pin Up" Hit—Published by Republic

MY PRETTY GIRL

On Transcriptions: CAPITOL—Jan Garber, Del Porter; STANDARD—Lawrence Welk; MARS—Gregor—Barclay Allen; WORLD RECORDS—Lang-Worth—Randy Brooks, Lenny Berman.

On Records: Spike Jones—Vic. 20-2023; Cliffe Ellis—Vic. 12-1468; Stone—Cap. 378; Lawrence Welk—Decca 200; Ted Sareer—Sonora 2022; Dick Jurgens—Voy. 37399.

WSPA

FM 500

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the champion sandwiches that she had just described. There wasn't enough left to make a doll's dress!
Eight AM Outlets Authorized With Alf Landon in One Firm

AUTHORIZATIONS for eight new standard stations, comprising five daytime and three fulltime outlets, were announced last week by the Federal Communications Commission. Three of the grantees include individuals who have interests in existing AM stations.

The grants and ownership of respective applicants:

Englewood, Colo., 1250 kc, 1 kw, daytime, Alf M. Landon doing business as Englewood Broadcasting Co. Mr. Landon is a stockholder and president of Enterprise Broadcasting Co., AM permittee at Liberal, Kan.

Antigo, Wis., 550 kc, 2 kw, daytime, Langelande Broadcasting Co. Inc. Principals: W. J. Rosenzweig, potato grower, president, 41.33% stockholder; P. D. Landon, attorney, secretary-treasurer, 15.13% interest; Emil F. Dale, attorney, 14.5% interest; W. C. Page, 9.39%; J. R. Schneider, operator of news agency, 9.59% interest; and Frank W. Stebbins, attorney, 9.59% interest.

The Mariani grant is subject to the condition that no operation shall commence until the outstanding construction permit of WTLA for 1270 is covered by a license.

KJIV Launched as 250-watt Huron, S.D., MBS Outlet

KJIV, new 250-watt station on 1340 kc at Huron, S. D., held its inaugural program 8:30 to 9 p.m. on June 30, with civic officials and Huron College musicians participating. The station, owned and operated by George W. Chitty, president and general manager, in association with Max Stanley of Sioux Falls, S. D., inaugurated a full schedule of operation July 1, 18 hours daily, 6 a.m.-12 midnight.

Affiliated with Mutual, KJIV also is using transcriptions from NBC, Mr. Chitty announces. Name of the licensee, James Valley Broadcast Co., and the station's call letters refer to the James River Valley, in which Huron is located.

Zoomar Lens Test

THE ZOOMAR lens, designed to permit an uninterrupted change of focus from a wide-angle long shot to a close-up close-up, was to be tested by the camera crew of WBCB-TV New York last Saturday afternoon in covering the gold cup race from Belmont Park and again this afternoon (July 21) in covering double header ball game between the Brooklyn Dodgers and the Cincinnati Reds. Alfred Gwynne Vanderbilt, millionaire horseman, was to announce the race. Bob Edge handles the ball games.

OGLING a recent issue of BROADCASTING, Jerry (The Mustache) Colonna seeks protection from autograph hunters and relaxes in the chair belonging to KOIL Manager Bill Newens as the latter attempts to evict him. Mr. Colonna, appearing with his All Star Revue at Omaha's Orpheum Theatre, participated in a broadcast over KOIL.

KDAL (610 kc) to Boost Power to 5 kw on Aug. 1

KDAL, CBS affiliate in Duluth, Minn., now operating on 1 kw, will increase its power to 5 kw on Aug. 1. Dalton A. LeMasurier, owner and manager of the station, announces. Testing for the 5 kw operation is now in progress.

Station used the current flying saucer theme to advertise the power increase. Five thousand 9-inch aluminum-type "saucers" bearing the inscription, "Flying Saucers in Duluth - Soon 5,000 Watts - Sharp! Clearer! Stronger!" are to be dropped from a plane July 12 over Duluth, Hibbing, Virginia, Chisholm, and other communities, as well as the Wisconsin areas of Superior, Ashland and Bayfield.

Attached to many of the discs was a label stating that that particular "saucer" was worth $5.00 in cash if returned to KDAL before July 15. The disc stunt was described for KDAL listeners by station's news editor, Bill Xeugeer.

Station Directory

NEW directory of Pacific Northwest stations issued last week by John Keating, station representative in Portland-Seattle, covers the 33 stations in Washington, Oregon and Idaho which the firm represents. The booklet takes up each station separately and reviews its history, plus pertinent facts about the city in which it is located.

Spots on Wisconsin

CURTIS Publishing Co., Philadelphia, will run a three-day spot announcement campaign using 100-word live copy, Aug. 6-7-8 on Milwaukee stations only for one of the August issues of the Saturday Evening Post, which will have spot story on Wisconsin. BBDO is the agency.

SELL
No. 1 Market
— WINSTON-SALEM — GREENSBORO — HIGH POINT
IN THE SOUTH'S
No. 1 State

WSJS
WINSTON-SALEM—THE JOURNAL-SENTINEL STATION

NBC AFFILIATE
Represented by HEADLEY-REED COMPANY

Making the best even better!

THE Original Songs:

The Texas Rangers SING and SCRAPBOOK ALBUM

A sure-fire giveaway or self-liquidating offer! Attractive 48-page Original Songs The Texas Rangers Sing and scrapbook album. Provided sponsors of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.
ALL BOILS DOWN to this: KDYL is the station most Utahns listen to most.

FCC Reorganization
(Continued from page 18)
facsimile, developmental and auxiliary radio services (studio link and remote pickup).

The entire Commission is given jurisdiction over all matters not specifically delegated to a division; over rules and regulations, including rules for the FCC Divisions; over assignment of bands of frequencies to various radio services; over the appointment and tenure of all officers and other employees of the Commission and its Divisions; over applications for reconsideration of actions taken under a delegation of authority; and over all matters which fall within the jurisdiction of two or more divisions.

Where a conflict arises as to division jurisdiction or where jurisdiction is not allocated to a division, the Commission will determine whether the entire Commission or a specific division should exercise jurisdiction.

Other Levels Conform

The new division setup, Mr. Denny had told the Senate committee, would conform with the present FCC structure below the Commission level. In each of the Commission professional departments—engineering, law and accounting—there is a broadcast division and a common carrier division and, in addition, the Engineering and Law Departments have safety and special service divisions.

In writing Chairman White, Mr. Denny pointed out that the draft order which “could be used” to establish the three divisions he had discussed in his testimony had been prepared by the Law Department.

“The exact details of the order itself,” he said, “will depend on the specific plan that may ultimately be adopted by the Commission.”

The draft order brings out that three members of a division constitute a quorum and that the majority decision prevails. Where opinion is evenly divided (2-2) on any matter, it is referred to the entire Commission for determination.

Actions taken by any division or referred to individual Commissioners shall be enforced in the same manner as if made or taken by the full Commission.

Any person affected by an order, decision or report of any division or other delegation of authority is permitted under the proposed procedure to petition for reconsideration within 20 days to the full Commission.

Increase Expected

AS A RESULT of recommendations made by Canadian Parliamentary Radio Committee on removal of ban on ceiling of 5 kw for Canadian independent stations, a number of Class II stations are understood to have immediately applied for power increases to 10 kw. Recommendations have not yet been accepted by board of governors of Canadian Broadcasting Corp., but judging by acceptance of past recommendations of Parliamentary Committee, it is expected that CBC will recommend to Department of Transport that stations asking for power increases be licensed for the increased power.

BROCHURE has been sent to advertisers and agencies by CBC radio stations containing BH audience maps for nine stations represented by spot sales division.

NEW ORSON WELLES
Goerch of WPTF Finds People Believe Most Anything

CARL GOERCH, whose Carolinian Chat has been a Sunday feature on WPTF Raleigh, N. C., for 15 years, used his stint on July 13 to tell about his encounter with a mythical flying saucer while flying his private plane home from Wrightsville beach.

Without labeling the story as fictional, Mr. Goerch spun a hair-raising yarn, complete with helmeted men having green skins and bulging yellow eyes, and said that he engaged in an interesting conversation with them by means of sign language as their saucer drew alongside his plane.

Numerous phone calls were received by WPTF, most persons wanting to know if the story was authentic.

Says Mr. Goerch: “From now on, regardless of how absurd a story is, I’m going to label it plainly and distinctly as a joke so there won’t be any misunderstanding.”

The station, since it had not received an advance copy of Mr. Goerch’s script, had no opportunity to edit it, according to R. H. Mason, WPTF general manager. “In view of the many obviously absurd statements contained in the broadcast,” Mr. Mason continued, “it was presumed that the audience would realize that the story should not be taken seriously by anyone. Mr. Goerch did not see a flying saucer—period.”

AFM-CBC Negotiations
NEGOTIATIONS BETWEEN American Federation of Musicians and Canadian Broadcasting Corp., regarding dual pay for AM and FM broadcasting and shortwave broadcasting of AM programs is still continuing, Walter Murdoch, Canadian executive of AFM, told the Parliamentary Radio Committee at Ottawa in answer to questions. He would not give definite policy on FM and shortwave broadcasts in view of negotiations, when pressed if Canadian FM development would be subject to same policy as that in the U. S.
Text

(Continued from page 18)

to read as follows:

Divisions of the Commission
1.8 Broadcast Division, which
performs those functions relating
to the regulation of common carrier
in the field of broadcasting and
deleagated to the Division by the
Commission in Section 1.108
of these Rules and Regulations.

1.7 Common Carrier Division, which
performs those functions relating to
common carriers, including radio
and television, and deelagated to the
Division by the Commission in Section
1.108 of these Rules and Regulations.

1.6 Safety and Special Services Divi-
non, which Sections those functions
relating to safety and specialized
services and industrial uses of radio
and television, and delegated to the
Division by the Commission in Section
1.108 of these Rules and Regulations.

1.5 Reorganization with regard to
action taken under delegation of au-
thority.—(a) Any person affected by an
order, decision, or report or other ac-
tion taken or made under any delega-
tion of authority vested therein may
file a petition for reconsideration within
20 days after public notice is given of the
action complained of. Such petition shall
be passed upon by the Action Appraisal
from action of the
Motions Commissioner must be taken
within 2 days in accordance with Sec-
ction 1.174.

(b) Within 20 days after public notice
has been given of any action taken or made
under any delegation of authority vested
in the Commission or the authorized Divi-
sion, Commissioner or individuals mak-
ing or taking such action may set such
action aside on its or his own motion;
or, in the absence of such motion, the
Commission, at its discretion, may set
aside any action taken or made by a
Commissioner or the individual so author-
ed, and made or referred shall have the
same force and effect, and may be made,
valid, and enforced in the same
manner as if made or taken by the
Commission.

(c) The entire Commission shall have
and exercise jurisdiction over all mat-
ters with respect to which authority is
not conferred by specific delegations in
these Rules and Regulations.

(d) Wherever, in these Rules and
Regulations, reference is made to the
Commission and to the exercis of Com-
nission authority, such references shall
be made to any respective Divisions of
the Commission with respect to any matter
delegated to the Divisions by the Com-
nission.

1.108 Reservation of Authority.—The
entire Commission shall have and exer-
vice jurisdiction over all matters
not herein otherwise specifically dele-
gated to a Division; over any amend-
ment of the Rules and Regula-
tions, including rules for the conduct
of the Commission; over the assign-
ment of bands of frequencies to common
carriers; and over applications for
consideration of any matters over a
delegation of authority; and over all
matters which fall within the jurisdic-
tion of two or more of the Divisions
established by these Rules and Regula-
tions.

1.109 Conflicts of Authority.—In any
case where a conflict arises as to the
jurisdiction of any Division or where
jurisdiction of any matter or service is
not allocated to a Division, the Com-
nission shall determine whether the
entire Commission or the Division thereto
shall have and exercise jurisdiction,
and in a Division, the one which shall
have and exercise such jurisdiction.

1.110 Record of Actions of the Divi-
sions.—Orders, decisions, and orders
shall be recorded each week in writing and filed
in the minutes of the respective Divi-
sions.

It is further Ordered, That this Order
shall remain in full force and effect
and including March 31, 1948, after
which time all Sections herein shall
expire and the rules and regulations
thereof shall be reinstated in their present form
and content, unless otherwise ordered by
the Commission.

FEDERAL COMMUNICATIONS
COMMISEION

T. J. BLOWS, Secretary.

Jones

(Continued from page 15)

Conrr. Durr being in Alabama.

While Messrs. Denny, Jeff and
Webster have returned to Wash-
ington interminably for ses-
sions with their colleagues
from other states, the
sources expect that during the
remainder of the interna-
tional sessions their visits will be rare
less questions of a high policy level
occupied.

The policy of resolving
ions major policy problems until
the full Commission can be
assembled is expected to help Mr. Jones
himself somewhat more gradually in
FFC activities. Otherwise he
would be plunged immediately into
the maze of problems, both large
and small, which confront the
Commission.

Meanwhile he is still working
fulltime on Capitol Hill as Con-
gressman from Ohio in Dis-
tric. He expects to do so until
Congress adjourns about July 26
and then, after getting his desk in
order, plans to take a short rest
before he is swamped again by
his duties at the Commission.

WIB

(Continued from page 15)

WIB advertisers don’t think our
methods of selling to farmers are
corny. Not when they check sales
figures in Kansas and nearby states.
Petrillo
(Continued from page 17)
the most the committee will achieve will be an unofficial and informal agreement that the music chief will comply with the law as it stands in return for easy treatment at the hands of the committee. Talk of additional legislation has died completely for the present.
The Committee is beginning to lose interest in Petrillo alone, and according to a statement issued last Thursday by Chairman Harley, "is authorized to investigate labor union activities generally." This broad approach will be initiated in Hollywood. Hearings there will be conducted by Rep. Kearns and Richard M. Nixon (R-Calif.).

Murrow
(Continued from page 20)
and is a former president of the National Student Federation. In 1932 he was appointed assistant director of the Institute of International Education, leaving that post to join CBS.
Winner of many journalistic and radio awards, Mr. Murrow shot the first Overseas Press Club award for distinguished foreign news coverage. In 1941 he was voted "Man of the Year" by Kappa Sigma, his fraternity. His CBS show, London After Dark, won a first prize at Ohio State U.'s Institute for Education by Radio in 1941. He is the author of one of the first best-sellers of the war, This Is London.
His probable successor at CBS, Mr. Taylor, who is 40, broke into radio in 1929 as an announcer for WHAS Louisville. He joined CBS as an announcer-producer in 1933 and was made head of the network's Music Division in 1936.
In the spring of 1944, Mr. Taylor was granted wartime leave from CBS for assignment to Gen. Eisenhower's headquarters. He later headed the SHAOF radio station. He rejoined CBS in November 1945 as director of programs and in December of that year was made a vice president. He shared with Mr. Murrow the responsibility for all CBS broadcasts.
Mr. Robinson recently resigned as vice president and national radio director for Foote, Cone & Belding. He joined Young & Rubicam as a messenger in 1928 and rose to become a vice president and associate director of radio for that agency. He set up Young & Rubicam's Station Relations Dept. in 1933 and took over the agency's radio production in 1938. He was named radio director in 1943 and a vice president the next year. Mr. Robinson left Young & Rubicam in 1941 to become a vice president of the Blue Network, which later became ABC.
RCA Claims Its 50-kw FM Transmitter Is ‘First’ of Kind

Dana Pratt, manager of RCA Broadcast Equipment Sales, examines one of the grounded grid tank circuits and the newly-developed tube used in the amplifier circuits of the transmitter.

RCA Victor claimed this week to be the first to develop a commercial 50-kw FM transmitter. It was stressed that the transmitter is of pre-production design. The announcement was made by Dana Pratt, manager of the Broadcast Equipment Sales Section of the RCA Engineering Products Dept., who said the transmitter is constructed to permit flexibility of installation. It consists of a series of vertical chassis, supported by steel frames and mounted in cabinets of uniform height. It breaks down into small units for easy installation in skyscrapers or in other difficult locations.

Transmitter makes use of a unique type of construction in the tank circuits of the power amplifier section. The power tubes are operated in metal-enclosed concentric tank assemblies, which are grounded and form an integral part of the transmitter. Since this housing is at zero potential, it acts as a shield and eliminates the need for special guard cages or enclosures, ordinarily required for the protection of personnel from dangerously high voltages.

A specially designed high-frequency power tube (RCA-5592) was developed by the RCA Tube Dept. for the new transmitter. It is an air-cooled triode, designed for grounded grid operation. The same type is used in the driver and final amplifier stages.

The new transmitter, RCA Type BTF 50-A, employs grounded grid circuits which have certain inherent advantages over conventional circuits, according to Mr. Pratt.

Actual frequency modulation is accomplished in the exciter unit directly by push-pull reactance tubes connected across the frequency-determining circuits of the modulated oscillator. This direct modulation process eliminates numerous multiplier and converter stages, resulting in lower noise and distortion levels and lower power consumption. A frequency control circuit of special design instantly corrects any deviation from the mean carrier frequency, RCA Victor explains.

Circuit Protection

All high power circuits are doubly protected by high-speed overload relays in addition to magnetic trip circuit breaker switches. Circuit indicator lamps provide a quick means for analyzing faults such as air failure and circuit overload. Protection from antenna or transmission line failure is provided by a transmission line monitor which automatically shuts down the transmitter when any unwarranted change in signal intensity is detected.

To insure continuous broadcast service, provision is made for antenna cutback operation, a single control switch transferring the antenna from the final amplifier to an intermediate amplifier, which supplies approximately 8 kw. At the same time, the driver and power amplifiers are isolated, making it possible to service these units in complete safety while a regular program is being broadcast at reduced power.

A new control console is supplied as standard equipment with the transmitter. It contains audio mixing and monitor controls, and primary power switching for the transmitter and for the antenna tower lights.

NEWSMEN WATCH NEW FM ‘PILOTUNER’ WORK

PILOT RADIO Corp.'s new FM “Pilotuner” was given its first metropolitan preview at a demonstration for newsmen and FM broadcasters in New York's Hotel Dorset on July 15.

The “Pilotuner” is described by its manufacturers as an FM “translator” that may be attached to any AM radio set by a single wire and “provide the full benefit of superior FM reception.” The price is $29.95.

In last week's demonstration it was attached successively to a 1932 table model Pilot radio, a 1940 FM-AM Pilot radio-phonograph combination and a standard public address system.

The “Pilotuner” itself is 8¾ inches wide, 8½ inches high and 5¾ inches deep, finished in walnut. It has five tubes, a selenium rectifier, a three-gang, upper condenser and built-in FM aerial. Circular letters on the “Pilotuner” have been mailed to all FM stations, Pilot Corp. officials said.

It Takes Only One Buy to Cover

—the Pacific Northwest's 5th Major Market!

Where per capita retail sales are TRIPLE the National average.

You can cover this market with just one buy because—

KIDO
Basic NBC Owner

Dominates the
Boise Market
Represented Nationally by John Blair & Co.

We Cover the Baltimore Market

Baltimore's Listening Habit

In Mutual Broadcasting System

Free & Peters, Inc.
Exclusive National Representatives
John Emmer, President
George H. Mooder, General Manager

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advertising manager, who has been with the company for 22 years, sets forth the aim of its advertising in these words: "We want the good will and selling support of dealers for our products, but we seek to earn it by making the customer so thoroughly aware of Johnson quality that her purchase of Johnson products is automatic. Our goal is to have the public so familiarly conscious of the superiority of our products that dealers need only give them good display to do a profitable year-round business on them."

As Johnson's sponsorship of Fibber McGee and Molly (and such popular replacements as Fred Waring, whose Pennsylvanians this summer provide Johnson's entertainment for the second year, began in May 24) has continued since its entry into radio in 1934, its radio expenditures have been multiplied 3% times, reflected in increased cost of talent, time and additional stations. In 1935, Johnson divided up its advertising budget 70% radio and 30% in publications. Today the ratio is closer to 55% radio and 44% publications.

While this money goes largely to advertise such Johnson products as Wax (Paste, Liquid and Cream), Glo-Coat for floors and linoleum, Carmo and Auto Wax, there is a range of manufactures a variety of other products for industry. Even the orange you cut up for breakfast may have an invisible protective coating of a special Johnson's Wax on it.

New Product
As a result of its war production, Johnson is now on the market with a new water-repellent for fabrics called Drax, which it expects to join other Johnson products as household words.

Johnson's first ad called attention to the "refinement and quality of parquetry—a type of parquet flooring that has since become almost a lost art. The founder of S. C. Johnson & Son, Inc., got into the wax business more by accident than design. As more and more customers wrote in to ask how to polish their parquetry flooring, Mr. Johnson began to realize that there might be more demand for wax than for fancy flooring.

The gradual growth of the Johnson firm to its present position as the world's largest manufacturer of wax products is the story of an old-fashioned belief inspired by the founder that if you understand something better than your competitor and talk about it enough, people will soon insist on buying it.

By 1916 the firm abandoned the manufacture of parquetry entirely as hardwood floors came into common use. In addition to making floor finishes, the company, under the direction of Herbert Fisk Johnson, son of the founder, soon branched out into the manufacture of paints and commercial wax products. Johnson entered foreign markets by establishing an English company in 1916. Despite the brisk competition and the natural preference for British-made merchandise, Johnson's Wax today is a leading seller in Great Britain.

Other Foreign Branches
The company's expansion eventually added other foreign offices; of Australia branch in 1920, a Canadian company in 1920, and a Paris branch in 1931. The company also owns considerable holdings in Brazil, source of the raw material from which Johnson's Wax Products are made.

The confidence that S. C. Johnson had in the effectiveness of advertising has carried over to the third generation. Ever since Herbert F. Johnson succeeded his father after the latter's death in 1928, S. C. Johnson & Son has used every advertising medium to carry its word to the American housewife. Eleven eldest advertiser in Curtis Publications, Johnson ads appear in leading national publications and countless newspapers.

Johnson advertising is aimed at the consumers' eyes and ears. Family publications such as Saturday Evening Post, Woman's Home Companion, Ladies Home Journal, Life, Better Homes & Gardens, the American Weekly, etc., are most frequently used. The copy and art is aimed to show the many uses for Johnson's products and Johnson ads feature bright, eye-saturating colors. With radio, the company feels its sponsorship of good clean entertainment will find receptive ears for straightforward statements about the products. The extent to which Johnson advertising has influenced public acceptance for wax polishes is indicated by recent surveys which reveal that 9 out of 10 American homes use such products, most of them, happily, bearing the Johnson name.

Dell Modern Magazines recently made a consumer survey which showed 65% of the women interviewed—a random sample of 5,000—using Johnson's Wax, with 6% for its nearest competitor.

Product Display
But while Mr. Connolly admits that radio and publication advertising are both essential, he also stresses the importance of product display. It is, he says, half the advertising job. As a result, each of Johnson's 250 salesmen gives point-of-purchase display his constant attention.

Johnson executives include: H. F. Johnson Jr., chairman of the board and president; J. J. Babb, executive vice president; P. M. Peterson, vice president in charge of sales; R. W. Carlson, in charge of all sales and merchandising; R. P. Gardiner, vice president in charge of production and Mr. Connolly, advertising manager.

In Racine, Wis., the Johnson factory is known as a "good place to work." The Administration Building is probably the most unusual office building in the nation. Designed by Frank Lloyd Wright, this streamlined windowless Johnson building is breathtaking in its beauty. The factory buildings, less exciting to the eye but filled with the most modern wax-making equipment, number 36, cover 13 acres.

Behind the company's growth is a rare story of good employer-employee relations. For 30 years profits have been shared with employees. The company was one of the first to institute group insurance programs, pensions and unemployment compensation. There is even a clause in the company's policy manual that requires executives to "take time off from working hours" for golf, a little fishing or other recreation in the interest of their well-being. All employees, factory or office, receive at least two weeks vacation with pay annually. Members of the company's 25 Year Club, of which there are 129 actively working, get three weeks with pay.

With an employe program of this caliber, it is little wonder that everybody in Racine, from the taxi drivers who park up at the station to the traffic cop, is likely to tell you that the sponsors of Fibber McGee and Molly are good people to work for.

Bangtail Bang
EXUBERANCE of George Krehbiel, Detroit News racing expert, in handling the WHZL-TV telecast of the feature race a fortnight ago at the Fairgrounds track, may have temporarily puzzled viewers. But it was all understandable when they learned that the winner of the $10,000 purse by three lengths was the Krehbiell-owned "Golden Man."
Three Class A, Six Class B Conditionals Issued for FM

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC.

One of the Class B grants went to CBS for an FM affiliate of its WTOP Washington. The network, not an applicant for one of the nine channels originally assigned in the Capital, received one of the reserved channels which became available July 1. CBS earlier had been turned down for a Class B grant for St. Louis, where it operates AM station KMOX, in order to prosecute its Washington FM application without involving conflict with the Commission's multiple-ownership rule [Broadcasting, June 9].

FCC also made the following allocation change: Bristol, Tenn., deleted Channel 233 (92.5 mc) and added Channel 287 (105.3 mc); Wabash, Ind., added Channel 248 (97.5 mc); Raleigh, N. C., deleted Channel 273 (102.5 mc); and New London, Conn., deleted Channel 266 (101.1 mc).

Three permitees were given new frequency assignments in lieu of previous assignments while conversion permits were issued for two Class A and three Class B stations. CPs in lieu of previous conditions were authorized for one Class A and two Class B outlets.

The Class A conditional grants:

Silver Spring, Md.—Montgomery FM Broadcasting Corp. Proposed assignment: Channel 285, 101.9 mc. Principals (each 20%): Mrs. Annie Alpert who, with husband, Henry Alpert, operates grocery, president; owner; Henry Alpert, president; Sidney Alpert, freelance photographer, to be general manager, vice president; G. Lichtenberg, attorney, secretary-treasurer; Leonard Broder; Hyman Alpert, executive vice president, Preferred stock holdings: Isadore Broder, manager Washington Haberdasher Inc., 50 sh; Mrs. Alpert, 5 sh; Sidney Alpert, 50 sh; Sol Lichtenberg, 50 sh; Leonard Broder, 40 sh; Hyman Alpert, 40 sh. Department, (WGBL) 100.1 mc.

The Class B conditional grants:

Washington, D. C.—CBS, owner-operator of WTOP Washington, received Channel 261 (100.1 mc). Grant was accepted by Victor John Morgan, publisher and part-owner Clearwater Sun.

The Class B conditional grants:


WBBM Show Popular

Favorable reactions have been reported by WBBM Chicago to the premiere broadcast last week of its new summer series on juvenile delinquency, Report Uncensored [Broadcasting, July 7]. Station reports huge volume of mail from clergymen, doctors, parents, teachers and social workers. Prepared in cooperation with Chicago Bar Assn., weekly series presents facts behind scenes of national problem, while also suggesting what can be done to eradicate juvenile delinquency, especially locally.

WBBM says prisoners at Illinois State Penitentiary at Joliet were unanimous in their comments on the program's effectiveness.

Disc Show Ruling

Movie Personalities will not be made available to disc mcs. programs at the AFRA scale, according to a ruling of the Radio committee of the Motion Picture Producers Assn. at a meeting July 15. The action followed representations on behalf of Paul Whiteman, Paul Dunlap Jr. and Tommy Dorsey. Studios will furnish music directors, composers and scorers, but will not provide stars and featured players.

KXYZ is accepting bids on above equipment which consists of a custom built console containing dual Presto 6 N recording tables, complete with 1 C cutting heads, automatic equalizing of complete switching, main studio operation, talk back, signaling system, and Presto EU 7 cutting amplifier.

Mail all inquiries to Radio Station KXYZ, Fifth Floor, Gulf Building, Houston, Texas, Phone Long Distance 652.

Ronson Lighter styled cake is about to be cut by (l to r): Robert Sweezy, vice president and general manager of MBS; James Cecil of Cecil & Prexby, agency handling Ronson account; and Alexander Harris, president of Ronson Art Metal Works Inc. Occasion is first anniversary celebration of Ronson sponsorship of Twenty Questions, a weekly talk show on Saturday mornings.

ATTENTION DELEGATES

We invite all delegates to the National Association of Broadcasters Convention in Atlantic City, Sept. 13th to 18th to make this lovely hotel "Your Headquarters." Beautifully Furnished Rooms... Salt Water Baths. Open and Inclosed Sun Verandas. Sun Decks atop. Cuisine Unsurpassed... Garbage on Premises... Every Facility...

Attractive Rates — Make Reservations Now!

Exclusive Pennsylvania Avenue and Boardwalk
Help Wanted

Engineer—Opportunities for young GI, single, with engineering degree or equivalent, and first class license, at new KMBO-owned station near Concordia, Kansas. Write Billy A. Moles, Chief Engineer, KMBC, Kansas City, Missouri.

Where are all the good radio men? Broadcasters, announcer and engineer needed. Must be experienced. Will want good sales man, with background of station needs top personnel. Reply Box 883, BROADCASTING.

Experienced announcer for 5000 watt CBS station. Position is steady for the right man. Good salary, two years bonuses; free insurance and hospitalization. Vacation with pay. Forty hour week. Box 997, BROADCASTING.

News editor and rewrite man wanted. Prefer progressive 250 watt Mutual station. Spendid opportunity right man to supervise complete newsroom setup. Wanted experienced man, promotion experience would be to advantage but not necessary. We'll pay for results. Write Box 876, BROADCASTING.

Opening for copywriter who can turn out volume of selling spot copy. Will have opportunity to head department after proving ability. Send background, work samples and starting salary requirement to Box 892, BROADCASTING.

Announcers - operators with ticket. Thoroughly experienced, photo, and experience, also state salary required. For new FM station near Willowdale, Illinois. Write Box 293, BROADCASTING.

Wanted: Two first class engineer-anouncers. Excellent salary. Pay $450.00 weekly. Box 888, BROADCASTING.

Wanted: Experienced announcer capable disc jockey, ad slick, special events and play-by-play sports. Forty dollars weekly for right man. Box 992, BROADCASTING.

Wanted: Sales engineer with FM engineering experience to sell station transmitting equipment in southwestern United States. Box 903, BROADCASTING.

Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to Box 883, BROADCASTING.

Regional Station For Sale

Fulltime 5000 watts on Pacific Coast

This well known station has been under present ownership more than twenty years. Owner has excellent reason for selling.

The property, although a good moneymaker, should do better under management skilled in competitive operation in large metropolitan areas.

Substantial corporate cash reserves and Class B FM are included in the purchase.

Box 990, BROADCASTING

Help Wanted

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 12c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissioning. Deadlines two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

Help Wanted (Cont'd)

Are you this woman? You are interested in电台 operator. Send photo. Box 991, BROADCASTING.

Help Wanted (Cont'd)

Wanted: First class phone operator—preference given to combination men. Experience helpful. One 5000 watts. $1000 a month. Two openings. Write Box 894, BROADCASTING.

Chief engineer for new 1000 watt newspaper owned South Dakota station. This station would be equipped with directional antenna designed. Inquire for salary and experience required. First letter. Henry J. Schmitt, American News, Rapid City, South Dakota.

KRIX, McAllen, Texas, 1000 watts MBS needs night shift announcer immediately. Excellent salary, forty hours. Working conditions temporarily pending studio construction. Should have car, but not necessarily. Familiar with transmission equipment and background to Bill Dickerson, KRIX, McAllen, Texas.

Situated Wanted

Experienced announcer. In all phases, sports, news. Thorough knowledge of all types of music. Successful writer and producer of dramatic scripts. Hold A.M. and technical degrees. First class audio. Once passed audition in Radio City. Now with NBC out. Write Box 941, BROADCASTING.

Engineer—Experienced FM-AM control room. AM studio transmitter construction experience, preferably for progressive station in good town. Box 942, BROADCASTING.

Engineer—Part-time in new regional network affiliate in metropolitan mid-south community. Will work closely with general manager, program director, chief engineer, newsmen, engineers, editors, continuity writer, salesmen. Excellent working conditions. No replies wanted. Please reply noting expected remuneration. Please reply with full particulars first letter. Box 943, BROADCASTING.

One position with regional network affiliate in metropolitan mid-south community. Good working conditions. Reply with salary and telephone number in first letter. Box 944, BROADCASTING.

Chief engineer familiar with installation, operation new 250 watt station central Pennsylvania. Permanent. Box 945, BROADCASTING.

Announcement wanted by new 255 watt network affiliate in midwest. Sports-newscaster preferred. Only experienced men need apply. Box 970, BROADCASTING.

Chief engineer—Engineer for new 3000 watt station Colorado Springs. Must have experience especially in FM field. Must be thoroughly experienced in studio-construction management. Box 940, BROADCASTING.

Announcer—Immediately; must be experienced. This is a permanent job. Airmail complete details to Box 947, BROADCASTING.

Salesman wanted 1000 watt network station in the south. Salary plus commission. Must have good selling ability. Box 950, BROADCASTING.

Salesman for midwest NBC affiliate. Must be thoroughly experienced in retail advertising and radio selling. Give complete background and your major selling accomplishments. If you can sell yourself to us we have an excellent opportunity for you. Write Box 951, BROADCASTING.

Announcing position in downtown area. Experience must be present. Salary $42.00 per week. Box 952, BROADCASTING.

Wanted—Experience time salesman. Daytime station in Texas on the air six months. Fulltime employment desired. Latest Hooper shows remarkable growth. Your staff is ahead of the game. Send your record of radio know-how. Commission plus sales. Adequate drawing account. Give complete background, also refer to first letter. Box 953, BROADCASTING.

Wanted—Station manager and chief engineer for new independent broadcast station in Chicago, Veterans and Chicago residents preferred. Give reference and experience. Box 955, BROADCASTING.

Wanted—Station engineer for new independent broadcast station in Chicago. Veterans and Chicago residents preferred. Give reference and experience. Box 955, BROADCASTING.

Wanted. Announcer and chief engineer for new independent broadcast station in Chicago. Veterans and Chicago residents preferred. Give reference and experience. Box 955, BROADCASTING.

Wanted—Program director. Send references, audition disc, picture, salary expected, and qualifications, disc and photo. XXX, Reno, Nevada. Wanted: News editor to head local news bureau. If qualified, write WNIN, Jamestown, New York.

Help Wanted (Cont'd)

WANTED—TRANSMISSION BROKERS AND SALES MEN

New children's show. Year round production for Universal. Excellent appeal to build Hooper ratings for small stations. Some territories open on exclusive franchise basis. State your experience and present level of income. Box 835, BROADCASTING.
Situations Wanted (Cont'd)


Manager-program-news director, Excellent 10 year experience. Managed all aspects of radio work. Newspaper prior to radio. High recommendations. Veteran. Must be employed. Box 992, BROADCASTING.

Announcer—Married, 26, single, mother of two. Ten years professional experience in Chicago market as radio and television news announcer. Available immediately. Box 993, BROADCASTING.


Engineer—Several years experience as engineer in large N. Y. Commercial station. Excellent mechanical and plumbing knowledge. Experienced in installation, maintenance, and remote. Excellent personal references, Box 995, BROADCASTING.

Announcer—Veteran, 35, single. Gradually nationally known radio school. 5 years speaking, acting and producing. Expert radio talent. Box 997, BROADCASTING.


Engineer—Several years experience in construction, maintenance and operation, desires connection in technical or managerial field. Excellent knowledge of all types of equipment. Desires a position of responsibility. Box 996, BROADCASTING.

Announcer—Young—good personality. Available immediately. Actively seeking employ- ment. Has experience. Definite desire to give any position where he can prove himself valuable. Box 999, BROADCASTING.

Situations Wanted (Cont'd)

Champion, New York. Will work anywhere. Box 998, BROADCASTING.

Champion, New York. Will work anywhere. Box 998, BROADCASTING.

Available Immediately

Football Sportsman

Experienced

Box 976, BROADCASTING

BROADCASTING • Telecasting

Does This Interest You?

A successful New York "rep" salesman, born in the south—familiar with detailed operations of many successful stations—who knows "everybody" of importance in radio time buying circles, and knows them as personal friends thru years of pleasant associations . . . would like to become associated with radio station outside of New York City.

Reason: "To grow roots in a progressive community.

You may know me . . . I probably know you. If you need a station manager or commercial manager and can meet a better than average salary, part of which may be a commission arrangement, write immediately. I am employed and can furnish top references including my present employer.

BOX 953, BROADCASTING
work. He told Broadcasting that he had advised the broadcasters that “if you don’t like the White Bill, you should back better legislation.” Earlier he had said he might introduce a bill upon which hearings would be held before the committee is reconstituted.

There was practically no time left in this session for the introduction of a new bill, much less hearings. But the way was clear for industry to make its suggestions and organize its approach for hearings next year. If industry does write a bill of its own, it appears certain that the House Committee, and not the Senate, will handle it. Therefore the next session may be faced with two radio bills, and a conflict over which should take precedence.

New Chairman

The House radio committee, however, may have to meet next year with a new chairman. Mr. Howell is waiting “Monday to Monday” for an appointment to the District Court of Appeals. Next in line to head his committee would be Rep. Leonard Hall (R-N.Y.). Mr. Hall has said he will pick up where Mr. Howell left off, and is expected to sponsor whatever legislation his predecessor may initiate.

The subcommittee was to have held hearings on a bill by Rep. William Lemke (R-N.D.) to return FM to the 50 me band. But since FCC witnesses could not be summoned because of their required presence at the Atlantic City conferences, the hearings were put off entirely.

Chairman of the full House Interstate & Foreign Commerce Committee, Rep. Charles A. Wolverton (R-N.J.) gave another reason for the lack of action in the radio subcommittee. He declared that the International Radio Conference in Atlantic City might have an important bearing on domestic radio legislation, and that he preferred to defer all radio legislation in his committee until it could be determined what the future situation of world radio will be. He indicated that the radio committee will remain in existence during next year’s session.

Mr. Howell had no comment to make on Senator White’s statement regarding the Senate bill, although he thought that the House Committee would “certainly” hold hearings if the White Bill is passed in the Senate next year. His own bill will be a clear departure from the laws established by the White Bill. Mr. Howell has given careful attention to the amount and nature of industry opposition to the White Bill, and if he introduces a bill of his own, it would be designed to gain the support of both the broadcasters and FCC, both of whom opposed the White measure, although on different grounds.

Recess Date Near

Senator White, meanwhile, said there is a good deal of unanimous thought in the Interstate Commerce Committee regarding radio legislation. This agreement, he declared, could even produce sufficient votes this session to report out a radio bill, although such action is extremely unlikely due to the pressure of business facing the Senate as the recess date of July 26 approaches.

Senator White said he feels Congress will not recess as soon as it is able “if it wants to.” There is a “great deal of controversial legislation which must be dealt with before we can recess,” he pointed out.

Some members of the Interstate Committee, notably the radio subcommittee and its staff, will work on the summer. This seems to be Senator White’s aim—necessary if, as he predicts, the bill is to be passed early next session.

In what appeared to be a warning to industry of the stand he intends to take, Senator White declared that the Committee was in substantial agreement on a stand opposed to the industry’s conviction that radio should be permitted the same freedom allowed newspapers and other news outlets.

Radio Special Entity

He declared that “the industry would be making a serious mistake to defend this point of view.” Its position would be untenable, he asserted, in the face of what he was “certain” would be complete Senate support of the Committee’s position that radio is a special entity requiring special treatment. He said “I think the Senate will probably go along with the subcommittee on this and with a good many other points on which we are already in substantial agreement.”

He would not identify the “other points” but characterized them as “among the most important” provisions of the original bill as it was introduced by him. He did concede, however, that the hearings had contributed considerably to the form which the final bill will take.

Spade Work

The subcommittee has been doing some of the spade work of compiling and examining the great bulk of testimony presented during the last three weeks of hearings. Senator White himself has done no work on the bill since the hearings closed. It is understood that he will not start work on it until the subcommittee is able to present an abstract of the testimony. Then Senator White probably will take time during the summer to go over a good part of the hearings himself.

Meanwhile, the radio subcommittee will continue in existence at least until after it reports the White Bill out. It is conceded as a possibility that it may be necessary to hold further hearings next year if public interest in the legislation remains at the peak demonstrated this year. Further hearings probably would be initiated only if there were industry pressure but Senator White indicated that he may be prepared to do battle with the industry in defense of his legislation, which holds little promise of meeting basic demands made by broadcasters.

No one on the Interstate Committee has been willing to predict just what will be the substance of the Committee version of the White Bill. However, if the bill follows Senator White’s thinking, it appears that it will contain substantially the same “public interest, convenience or necessity” clauses which were written into the original version. Many of these, in turn, were borrowed directly from the old White-Wheeler bill of 1943.

Among the sections of the original bill most likely to be changed are those dealing with the broadcasting of new programs. Testimony from both executive and operational broadcasting witnesses made clear that the restrictions suggested by the White Bill would be inapplicable.

Another section of the bill apparently destined to remain intact is the one dealing with procedural and appellate matters. There was less opposition to this part of the proposed law than to those which directly affected the conduct of radio stations.

Senator White said that although there may be some advantage to permitting the bill to lie over until the next session, there is a danger that “people will lose a lot of steam during the summer.”

Last Year Seen

It is expected that since next year will be Senator White’s last in Congress before retiring, he will devote the greater part of his energy and time to pushing his bill. There is little doubt that he considers it his final contribution, and will attempt to get the bill enacted into law so that it will stand as a memorial to his already considerable contribution to the body of laws governing radio.

These were major issues but the year was also full of lesser ones, some of them acting as irritants and some as sideshows.

Sen. Arthur Capper (R-Kans.) succeeded in getting a hearing for a bill (S. 265) which would ban
the advertising of liquor over the radio. The bill, one of his pet projects and the favorite of "dry" over the country, has been repeatedly introduced since the 73rd Congress. This was the first time, however, that it was accorded a hearing.

The hearing was conducted by a subcommittee of the powerful Inter-
State & Foreign Commerce Committee. Senators heard the net-
works and individual stations take to task for "blanketing" dry areas with "audacious" and "lurid appeals" to a defenseless audience to drink alcoholic beverages. No bill has been taken on the bill, but there is more than a year left for "dry" to work it out of committee before it dies a natural death.

Daylight saving time rose briefly as a national issue. Debate that sometimes waxed bitter brought one law—daylight saving time for the capital—and one bill for nationwide uniform time. Rep. Joseph P. O'Hara (D.-Pa.) was author of a bill which would assure the entire country running by a single time standard. But the bill, supported as it was by some net-
works and many small stations and transportation industry people, was pigeonholed by the House Interstate Committee.

Bill Doomed

Also apparently destined for slow death in committee files was a bill (H. R. 1289) which would give performers and artists a share in royalties from recordings. This radical departure from conven-
tional copyright practices has been sponsored for some 11 years by the National Association of Perform-
ing Artists. For the first time NAPA succeeded in getting a hear-
ing before a House Judiciary Com-
mittee, but to date no report has been issued. The lack of time makes it appear unlikely that ac-
tion can be taken before next session at the earliest.

Radiowise, the Congress did suc-
ceed in making one relatively minor economy. The highly controversial Office of International Information and Cultural Affairs (OIC) was cut from a requested $30,000,000 to $12,000,000.

This agency, under the direction of its equally controversial chief, Assistant Secretary of State William Benton, is responsible for the 26-language "Voice of America" broadcasts. The broadcasting, par-
adoxically, fared well in the appro-
priation, but cultural affairs suf-
fered heavily.

Under wraps for the time being, was a proposal to remove all broad-
casting from the State Dept. and place it under the control of a public corporation, the so-called "International Broadcasting Foundation." The proposal has not found favor with Congress and there was no little doubt as to whether it would ever reach the floor of either House in the form of a bill. Mr. Benton, meanwhile, sat on an uneasy throne. His salesmanship was resented on Capitol Hill, and in spite of pleadings for the job he has done, Secretary of State George C. Marshall was approached by a number of Senators and Representatives to request the res-
ignation of his information chief.

In the irritable category was a bill (H.R. 2984) just passed by the House which would restrict the construction of radio and video antennas to narrowly specified con-
ditions in the District of Columbia. Although the legislation has not yet gained the approval of the Senate it stands as a precedent for other cities, and radio watched un-
easily to see how the development of urban television might be af-
fected.

Industry Benefit

All industry benefited by pas-
sage of a bill (S-554) which will provide a unified manufacturing census. The measure was intro-
duced by Sen. Albert W. Hawkes (R.-N. J.) and will re-establish and consolidate a census which was discontinued in 1939.

It was a stormy session, but it served to acquaint the country with its first Republican Congress in 12 years, and it was enough to acquaint Congress with the issues with which it is faced. The 80th Congress planned and worked for a July 25 adjournment. With the deadline only a few days off, there was no certainty that it would be precisely met, but practically, it was the end of the session.

Next session will be no less stormy. There will still be a Re-
publican majority but a Democrat in the White House. It will also be election year.

THE COCA COLA CO., NEW YORK, which originally planned to use guest stars such as George Gershwin and his or-
chestra on its CBS Sunday night show, last week changed the format of the show and instead signed Gypsy Smith to feature with his Faith and his orchestra in "That Pause That Refrains" (KTCZ), which starts Aug. 4. Agency is D'Arcy Adv., New York.

Long-Drawn KTHS Case Up for Further Hearing; Several Applications Involved

FURTHER HEARING in the long-
drawn effort of KTHS Hot Springs, Ark., to increase power and move to West Memphis, Ark., will be held before FCC Comr. Rosel H. Hyde at 10 a.m. Tuesday (July 22) in Washington.

The case involves the KTHS ap-
plication to raise its power on 106-
ker from 10 kw day and 1 kw night to 50 kw day and 25 kw night, using directional antenna at night; a companion application of the Springs Chamber of Commerce, Inc., for a new station on 550 ke with 5 kw day and 1 kw night (directionalized) to replace KTHS at Hot Springs; the application of Hot Springs Broadcasting Co. for a new station there on the KTHS fre-
quency using 50 kw fulltime, and the bid of WMFJ Dayton Beach, Fla., to change from 250 w on 1460 kc to 1 kw fulltime on the 1090-ke channel (DA at night).

The case was originally heard in July 1946.

Old Controversy

The highly controversial appli-
cation to move KTHS dates back to December 1944, when the station, owned by the John D. Ewing ra-
dio and newspaper interests, filed for permission to transfer to Mem-
phis, Tenn. The proposed new site was changed to West Memphis, Ark., after officials of the Hot Springs Chamber of Commerce, a former licensee of the station, noted that their sales contract pro-
hibited removal of the station from Arkansas and elicited from FCC the information that it would be con-
sidered a Tennessee station if the main studio was in Memphis, even though the transmitter was in Arkansas.

Sen. J. W. Fulbright (D-Ark.) was one of the opponents of the proposed KTHS move to West Memphis, writing to FCC in 1946 that "It is purely an evasion to con-
sider that the station is in Ark-
ansas if it is moved to West Mem-
phis."

The Arkansans petitioned earli-
er against the move. The City of Hot Springs also filed opposition. Leo P. McLaughlin, manager of the new firm, Hot Springs Broadcasting Co., in its application for the KTHS facilities for use in Hot Springs.

Earlier this year Earl T. Ricks, now mayor, wrote FCC that "dras-
tic changes" had occurred in city and county governments. He said they had been formed on 14 counts of alleged malfeasance or misfeasance in office and that Jay Rolland, city attorney when the city's petition was filed, had been indicted on nine counts.

Any general opposition to the KTHS move, he said, resulted from "misrepresentations" which created the impression that the owners planned to move the station with- out replacing it at Hot Springs.

Changes in the corporate setup of Hot Springs Broadcasting were noted last week when the Commission granted the company's petition to show that Carl E. Bailey had been elected president replacing Mr. McLaughlin and that Harry G. Galloway had been named a director in Mr. McLaughlin's stead.

QUONSET COMFORT

KSYL, new NBC outlet in Alex-
andria, La., looked like anything but a radio station a few months ago when its quonset hut home was in the process of construction for 250-w fulltime operation on 1400 kc.

But now that the station is in operation, the Fox Broadcasting Co., licensee is pleased with the set-up and visitors have expressed their approval. The building has two floors, with the upper one de-
signed to serve as an auditorium studio seating approximately 250 people and, in addition, it con-
tains a stage and control room. The main floor has a large trans-
mitter and control room; two stu-
dios, one designed for speech and the other for music and news; a news room; executive offices, re-
ception room and two rest rooms. KSYL's manager is Paul Gold-
mann, who has 20 years of varied radio experience in South-
ern and Midwestern stations. Other staff members include Syl-
van Fox, assistant manager; Mil-
ton Fox, sales manager; Bruce Rainey, program director; John Hughes, staff pianist and office manager; Steve Campbell, contin-
uity director; Bill Bolton, Bob Dengler and Paul Mitchell, an-
tenna operators. It is owned and operated by Chief Engineer Alfred Highlands and includes Earl Egel-
gers, James Moulds and Vernon Bringo.

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GEORGE B. STORER, (l) president, Fort Industry Co. seems pleased as he hands checks to Richard Connell (center), and James F. Hopkins, former owners of WJBK Detroit, recently acquired by Fort Industry. Price was $650,000 for station plus $250,000 for net current assets. Formal transfer occurred July 9 at Fort Industry headquarters.
They Say...

"A BILL to revise the Communications Act of 1934 is currently being pushed through Congress with unseemly haste and little opportunity for responsible civic groups to prepare and present their point of view. The National Broadcasting Associations has seized the opportunity to press its case against the Federal Communications Commission and its 'infamous' Blue Book on radio's public service responsibilities. Radio, here and elsewhere, is one of the big prizes in the current struggle for power by reactionary private enterprise interests. Radio, here and elsewhere, is one of the big prizes in the current struggle for power by reactionary private enterprise interests."

Charles A. Stiebmann in The Nation, July 5. Chairman of the Dept. of Communications of the School of Education of New York U., author of "Radio's Second Chance" and former program adviser to BBC.

..."If Commander E. F. McDonald Jr. had his way with the FCC and with AT & T we may in the near future pick up the telephone receiver and say 'Give me that number when ever we want to see a television play or a baseball game... The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death."


ONE INTERESTING thing about television receivers is that the number of people viewing each receiver is considerably more than the number of people listening to each radio. A million television receivers almost equal to an audience of five million. Those of you who live in cities now receiving television service have probably noticed the emergence of the window bars, grills, taverns, etc. have installed television receivers. Sport- ing events occupy a great proportion of the program today and when baseball, boxing and wrestling events are shown it is pretty hard to elbow your way into one of these emporiums."

Ralph B. Austin, president, RKO Television Corp., in a report on television to RKO Radio Pictures' 16th annual sales meeting July 10 in New York.

..."INSIGHT into the hopes and aspirations of America has buoyed the Hummerts through 16 years of soap opera. Their estimated income of $300,000 a year alone testifies to a personal triumph of extraordinary perception."

From "Life Can Be Terrible," an article about Frank and Anne Hummert's serial formula written by Thomas White- side in July 14 New Republic.

PLANS FOR PLAY-BY-PLAY broadcasts of eight consecutive Sunday afternoon World Series games of Aquinas Institute (a Catholic high school) over WRNY Rochester, N. Y., beginning Sept. 21 were announced during a special program over WRNY 7:45-8 p.m., July 11. Principals in broadcast were: Seated (1 to r)—George B. Kelly, president of Monroe Broadcasting Co. and WRNY; Rev. Cyril F. Carter, C. S. B., director of athletics Aquinas, and Frank J. Houlihan, general manager of Valley Cadillac Corp. (Rochester Cadillac and Pontiac distributors), who will sponsor play-by-play series; standing (1 to r), Add Penfield, program and sports director, WRNY, who will handle play-by-play; David Curtin announcer, who will assist Mr. Penfield, and Harry Wright, Aquinas head football coach.

WBAL and Pearson-Allen Applications Are Designated for Hearing on Oct. 6

A HEARING Oct. 6 on the rival applications of WBAL Baltimore for renewal of license and of Drew Pearson and Robert S. Allen's Public Service Radio Corp. for WBAL's clear channel facilities was ordered by FCC last week.

Whether the hearing actually would be held on that date was still speculative, however. It originally was set for last Feb. 26 but was stopped by a preliminary injunction issued in District Court for D. C. on petition of WBAL. The injunction was dissolved when the Court dismissed WBAL's suit against FCC and its Blue Book [BROADCASTING, July 7]. The station is now appealing to Court of Appeals for D. C., and filed a motion last week asking that the injunction be reinstated until litigation is completed.

It was thought the Court probably would hear argument on the motion within the next two weeks. Observers thought it unlikely that the appeal itself could be heard before fall.

FCC's order for an Oct. 6 hearing was issued by Comr. Rosel H. Hyde, who had been slated to preside when the hearing was set for February. Whether he or some other Commissioner would preside now was not known. The hearing was set for Baltimore.

WBAL was one of a group of stations cited in FCC's Blue Book for an allegedly excessive commercialism and its renewal application was designated for hearing. Messrs. Pearson and Allen and a group of associates applied for the station's 10,000-kc. 50-kw. facilities, and the two applications were set for hearing. WBAL contended the Blue Book's charges were false and that without them the Pearson-Allen application would not have been filed. Its suit against FCC seeks to have the Blue Book "corrected."

TV Lens Magnifier

A MAGNIFYING lens which approximately doubles the size of the images received on small-screen video sets is being offered by Kel- lard Co., New York. Imported from France, the lens is set in a patented special metal mounting which permits the lens to be moved out of the viewing tube until a five-inch picture on the tube is enlarged to 10 or 12 inches. Lens, complete with mounting, retails for $100 installed, or $95 if the pur- chaser handles his own installa- tion.

A CAGE television system with a six- by-eight-foot screen has been installed at Walter Reed's Monte Carlo Pool and Stadium at Asbury Park, N. J., to entertain patrons for the remainder of the season. Company previously installed Du Mont video sets in its chain of movie theatres [BROADCASTING, June 16].

Antenna Curb Bill Approved in House

Provisions Would Affect Urban Radio and Television

A PRECEDENT which may have serious repercussions on the development of urban radio and television was set in the House last Tuesday when a bill to restrict antennae in the Nation's Capital was approved without objection.

The bill, H. R. 2984, introduced April 9 by Rep. Samuel J. Costa (R- Ill.), has been pending before Congress for the past three years. This was the first time it had gotten to the floor, over the objections of the FCC and the District Commissioners who claim that current zoning regulations are sufficient protection for residents of the Capital.

Not only does the bill limit construction to certain specific conditions, but it rules out antennae or transmitting towers whenever they might prove "dangerous."

The bill was drafted last year by the FCC and passed by its 'infamous' Blue Book on radio's public service responsibilities. Radio, here and elsewhere, is one of the big prizes in the current struggle for power by reactionary private enterprise interests. Radio, here and elsewhere, is one of the big prizes in the current struggle for power by reactionary private enterprise interests.

Rep. Joseph P. O'Hara (R- Massachusetts) introduced the bill, which had hearings on the bill, managed it on the floor of the House. His own comment added uncertainty as to the meaning of the legislation when he remarked that he "thought" the bill would not affect towers already authorized.

The bill now goes to the Senate where it must be approved before it is sent to the White House for President Truman's signature. It is of such a nature that there is some danger that it will slip through and become law before its opposition can be organized.

FACSIMILE PROGRESS

Finch Firms Cites Role of Its President in Development

EARLY APPARATUS, built and demonstrated more than ten years ago by Capt. W. G. H. Finch, president of Finch Telecommunications Inc., embodied principles and features which today constitute the foundation of modern ultrahigh-speed facsimile transmitting technique, according to an announcement by the telecommuni-

More than 90 patents have been issued to Capt. Finch on facsimile in a variety of forms, the Finch group reporting that these patents cover the fields of the adaptation of the cathode ray tube for use in both sending and recording facsimile copy; high-speed film developing equipment, and high-speed synchronizing.
Upcoming

Sept. 8-10: CBC Board of Governors meeting, Cancun. 
Sept. 12-13: NAB Affiliate Stations’ first annual convention, Atlantic City, N. J. 
Sept. 15-18: NAB 50th annual convention, Atlantic City. 

Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Ass’n annual convention, New York City.
Oct. 7-21: Life Insurance Advertisers Ass’n annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Ass’n of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 8-9: Southwestern Ass’n. of Advertising Agencies fall convention, El Paso, Tex.

IBEW-Don Lee Pact

IBEW has concluded pact with Don Lee Broadcasting System calling for 10% increases to technicians of its four owned stations. Agreement covers KJH KJH-FM KTSL (transmission) KPCC San Francisco, KGB San Diego and KDB Santa Barbara. Highest scale of $110 will prevail in Los Angeles and San Francisco, with San Diego and Santa Barbara drawing top of $25.50.

WIND Revenue Up

REVENUE of WIND Chicago, independent station, has shown marked increase of 15.2%, for the first six months of 1947 over the same period in 1946, with time sales continuing at increased rate of 21.3%. It has been announced by John Carey, station sales manager. Commenting on figures, Mr. Carey stated that trend in commercial copy is toward pre-weekend merchandise and general, that advertisers are watching expenditures with increasing care.

Senate Group’s Mundt Bill Okay Aids ‘Voice’ Program

“VOICE OF AMERICA,” on a touch-and-go status for the last several months, received a final shot in the arm last week when the Senate Foreign Relations Committee approved the Mundt bill to authorize State Dept. cultural and informational activities.

The bill passed by the House, was maneuvered out of the Senate Committee through skilful handling by Sen. H. Alexander Smith (R-N. J.). The Senate Foreign Relations Committee and the Policy Committee both had been lukewarm toward the measure.

The bill is now on the consent calendar, which means that it can be voted on whenever the Senate wishes. A vote would mean almost certain passage.

Adds Funds

Although Congress already has voted funds for the “Voice of America,” the Mundt bill stands as the most important contribution to the security of the program since it was initiated as a peacetime project some 22 months ago.

Herefore it has been existing only as a quasi-legal operation, without specific Congressional authorization. It was this lack of authority which enabled the House Appropriations Committee to strike it completely from the State Dept.’s budget. With final and continuing authority it is almost assured of some funds for as long as the State Dept. wishes to keep it in operation. It has been voted $12,000,000 for fiscal 1948.

Only one important amendment was attached to the bill in the Senate. This was a carry-over from a resolution introduced earlier by Sen. Carl Hatch (D-N. Mex.) to establish a joint congressional committee to keep a constant watch on the activities of the cultural and informational activities of the State Dept.

Senator Hatch succeeded in having his resolution incorporated in the bill as an amendment. Under the amendment the congressional committee will replace a citizens committee suggested in the original Mundt bill as it came over from the House.

Toll Tale

FROM OUT Texas way comes a tall tale. KBPX, new 1-kw outlet in Beaumont, Tex., evidently likes to do things in a big way, for it started out by erecting what it claims is the tallest radiator in the area and now, to add to the accomplishment, the station says it has tallest collection of announcers in that district. Program Director Jimmy Simmons is the Shot of the staff standing only six feet, while the rest of the gang averages six feet, four and one-quarter inches tall.

Petition Is Filed Against Ky. Grant

Rival Middleboro Applicant Seeks Show Cause Order

PETITION for a show-cause order against a Kentucky grantee company was filed with FCC last Friday by a former rival applicant, on grounds that the grantees’ principals will interfere with the hearing on their application.

Cumberland Gap Broadcasting Co. of Middleboro, Ky., asked that the permit, issued by the original Pinnacle Broadcasting Co., also of Middleboro, to show why its grant should not be revoked. Cumberland also asked that its own application be decided when the grant is revested and given further hearing.

Both applicants were seeking 1490 kc with 250 w. The decision awarding the facilities to Pinnacle was issued by FCC last January [BROADCASTING, Jan. 13]. It was based on the two Pinnacle applicants’ failure to comply with station affairs and on their non-connection with a newspaper in contrast to Cumberland’s ownership by owners of the daily paper.

Cumberland’s petition cited affidavits filed by E. P. Nicholson Jr. and John Wallbrecht, owners of Pinnacle, to support contention that they misrepresented facts during the hearing. One affidavit voluntarily submitted to FCC in April asserted that their application was filed “in bad faith” in direct conflict with the Cumberland application, and that one Floyd Ball, “for reasons of his own,” paid part of the costs of prosecuting their application but had since been repaid.

List Reasons

In an affidavit filed earlier this month, they said that “the reason for failing to give full and complete information in connection with the grantee’s ownership” was to avoid local publicity of facts and circumstances recited in the previous affidavit which would have resulted in the grantee being given during the course of the hearing. Since Cumberland was a newspaper affiliate, they said, the paper would have been expected “to accord substantial publicity to such facts and circumstances.”

Mr. Wallbrecht was indicted in June on a charge of making false entries in the corporate books and embezzlement while serving as acting city auditor.

Cumberland is owned by 11 stockholders, as are the Middleboro Daily News, and is headed by Neil G. Barry, president of the local Coca-Cola Bottling Works. Its petition was filed by Arthur W. Schaefer and M. Janeway of the Washington law firm of Loucks and Scharfald.

Clergymen, schools, libraries, and youth organizations in WJIM, L. A., have started a drive by that station with advance program notes on ABC production of “The Greatest Story Ever Told...” Information is displayed on bulletin boards, used in church bulletins and is announced from pulpits of many churches.

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**In the Public Interest**

Airs Ball Games for Vets

VETERANS at Veterans General Hospital, San Francisco, now hear broadcasts of Big League baseball games at any convenient hour over their own private wire. Through the facilities of KFPC San Francisco, daily ball game broadcasts are now re-created from Western Union wire service and are fed over private wire directly to the radio receiving station at the hospital, at any time which the hospital stipulates. The arrangements are the results of a campaign to make the broadcasts available to the wounded soldiers in spite of the baseball law which gives baseball franchise owners in each city all broadcast rights. William D. Paeth, KFPC manager, offered the facilities of his station and a private line, and Jack Macdonald, official broadcaster of San Francisco Seals games, offered to do the re-creating. Similar arrangements are now being made for other veterans hospitals in the San Francisco area.

*White Means Stop*

INFORMING the motorists of public and out-of-state people in Colorado that blind people are identified at a glance by the white canes they carry, KLZ Denver, recently broadcast a program titled "White Means Stop." Attention was called to the fact that blind persons carrying a white cane have the legal right in Colorado and listeners were asked to spread this information to help safeguard the blind from needless accidents on streets and highways.

*Crop Saver*

THANKS to all received by Paul F. McCroy, manager of WCIL Carbondale, III., from L. F. Aldrich, of the College of Agriculture, U. of Illinois, a crop of strawberries was saved. Mr. Aldrich reported that due to the freezing of the strawberry fields in southern Illinois there would have to be picked immediately or the crop would be a complete loss. Mr. McCroy placed emergency bulletins on WCIL appealing for pickers. Enough responses were saved to save the crop.

Aid Flood Victims

DURING the recent Ottsuuma (Iowa) flood, KRNT Des Moines, had a direct line from the weather bureau giving listeners street and road information for areas near the river, thus enabling those areas where rises were expected to prepare for evacuation. All programs, both commercial and sustaining, were interrupted with repeated warnings to residents to evacuate and go to higher flood zones. At the peak of the emergency KRNT remained in operation all night giving on-the-scene flood news, reports on blocked highways, transportation needs of rescue crews and the flood director's evacuation orders. KRNT aired one of the first plane descriptions of the flood and acted as an aid to the search for victims stranded on house tops and in trees. A special program was broadcast after the emergency was over in which flood control officials thanked all groups assisting in the city's coordinated relief work.

**WMAZ Citizen's Meeting**

CITIZEN'S meeting was held by WMMA Macon, Ga., three nights preceding the city's first election for mayor in 12 years. This gave the city's voters a chance to see all candidates together on one stage. Candidates for mayor, their aldermen, and independent aldermen were invited to appear at the meeting and after short talks, Wilton E. Cobb, general manager, WMZ, asked audience to submit questions for the candidates to answer. The Citizens meeting was staged as a WMZ public service and approximately 2,000 persons attended the meeting.

**Sponsors Benefit Show**

OVER 4,000 spectators attended a special benefit show for the Washington Junior Police and Citizens' Corps, Sunday, July 6, sponsored by WWDC Washington. The program consisted of a three-hour variety show and broadcast. As a special event several items such as a bow tie belonging to Frank Sinatra, boxing gloves belonging to Joe Louis, and three baseballs autographed by Washington Senators baseball teams were auctioned off among the spectators. Sinatra's tie brought $20, Joe Louis' gloves $75, and the baseballs $10, $12, and $15. According to Ben Strouse, general manager of WWDC, approximately $2,000 was raised from the benefit performance and all of it will be turned over to the organization.

**One Year Scholarship**

ONE YEAR scholarship to Julliard is being offered by WTRY Troy, N. Y., to the student winning in Albany Symphony auditions. Finalists are selected on Thursday evening audition programs and winner will get 15-minute recital time on WTRY Aug. 21.

**SUMMER airing of NBC Kraft Music Hall features Nelson Eddy, baritone. With Mr. Eddy (center) following first broadcast are (1 to r): Cornwell Jackson, vice president and manager of J. Walter Thompson Co., Hollywood; Billy Wilgus, agency producer; Bruce Ramman, NBC producer; Norman Blackburn, vice president and business manager of J. Walter Thompson Co., Hollywood.**

**NAB Public Relations Group Plans Publicizing New Code**

FREE time grabs, per inquiry business, and other sharp practices repugnant to radio business ethics, shared attention with plans for publicizing nationally the upcoming revised standards of practice for radio at sessions of the NAB Public Relations Executive Committee last week at Washington headquarters.

With the Special Standards of Practice Committee to meet in Washington Tuesday to complete its tentative draft of the self-regulation code, the public relations officials gained widest possible acceptance of the code (see story page 38), once it is approved by the NAB board and ratified at the national convention in Atlantic City Sept. 15. The sessions were addressed by NAB President Justin Miller and other department heads.

Means of accelerating public seriousness and other sharp practices particularly of lending aid to the Attorney General's campaign against juvenile delinquency were discussed at the two-day session. Gilmore V. Nunn, WLAP Lexington, Ky., chairman of the committee, presided.

**Devices to Measure Being Perfected in FM, TV Listening Nielsen Co.'s Labs**

EXECUTIVES of A. C. Nielsen Co. declared in Chicago this week that when television and FM industries were ready to apply audience measurement tests to both mediums "an adequate and accurate Nielsen technique would be ready and waiting." They confirmed the report that various models of new types of audimeters are now being developed in the Nielsen laboratory.

New measurement devices are being designed to record data not only about AM (as the present Nielsen audimeter does) but, in one and the same device, to produce measurement records of FM and television as well. Objective of Nielsen research, the company pointed out, is "to measure concurrent levels of AM, FM, and television on the same minute-to-minute basis in the complete cross section sample of Nielsen Radio Index homes."

In addition, the research staff is at work to include in the same device a means of measuring number of times families sampled listen to their phonograph records.

**Equipment**

Executives claim that development work now has progressed to a stage where it seems clear, they say, that they will be able to measure tuning to five different channels and 60 different stations. They point out that, in addition, it will be possible with instrument to record simultaneous tuning of each of different radio sets in multiple radio homes.

Company executives pointed out, however, that such a technique would be the technical development of phases of the industry well beyond the point at which it now stands as a whole, and that the Nielsen program seems to be "in advance of the need for measurement of FM and television."

**New French language stations expected to be started at Edmonton and Prince Albert, in western Canada, according to the Parliamentary Radio Committee hearings at Ottawa, Tuesday, the Daily Star, Ottawa, chairman, stated that local interests in these cities had renewed applications for stations there, originally made about three years ago.**
Turner Is Promoted in FCC Engineering Reorganization

REORGANIZATION of FCC's Engineering Dept., with George S. Turner promoted to assistant chief engineer, was announced by the Commission last Friday.

FCC abolished the department's branch chief positions and realigned the duties of senior Assistant Chief Engineer John A. Willoughby, hereofthe chief of the Broadcast Branch, to include responsibility "for engineering contacts relating to new broadcast stations, engineering status of applications, and, in particular, providing engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all services."

With branch chief positions abolished, Assistant Chief Engineers Marion H. Woodward, William H. Krebs, and Mr. Turner henceforth will be in charge of the Common Carrier, Marine Radio & Safety, and Field Engineering & Monitoring divisions, respectively, in addition to their special duties as assistant chief engineers.

George K. Rollins, assistant chief of the Aviation Division, was promoted to chief of a new Radio Operator & Amateur Division.

Mr. Turner, new assistant chief engineer, fills the vacancy created by the advancement of George E. Sterling to be chief engineer last May. He has been chief of the Field Engineering & Monitoring Division, which was formed July 1, 1946, by merger of the war-created Radio Intelligence Division (RID) with the Field Division.

Before that, he was chief of the Field Division. He was radio inspector in charge of the Atlanta office before the Federal Radio Commission was replaced by FCC.

FCC said the reorganization was recommended by Chief Engineer Sterling "as a means of tailoring the Engineering Dept. to current requirements and at the same time to permit utilization of the services of the Assistant Chief Engineers for special assignments to assist the Chief Engineer."

With respect to the realignment of Mr. Willoughby's duties, giving him specific new responsibilities in addition to his special work as senior assistant chief engineer, the Commission said:

"Relieving the Senior Assistant Chief Engineer of the responsibilities of administering a division will enable the Chief Engineer to devote more time to the special problems of the Commission and industry as they relate to engineering."

The International Division, currently under Common Carrier Branch, was abolished and all common carrier radio services, in addition to international point-to-point services, will come under jurisdiction of the Common Carrier Division. John A. Russ will be assistant chief, with Mr. Woodward as chief.

"Certain treaty functions of the former International Division are transferred," FCC said, "along with the NARBA work of the KXOK 30-COUNTY STUDY RESULTS EYED BY BMB BROADCAST Measurement Bureau has indicated a keen interest in the results just announced of a 30-county coincidental telephone survey conducted by Edward D. Doddy & Co. for KXOK St. Louis, and is said to be studying the possibility of a relationship between this type of survey and the BMB study of last year."

Objective of the KXOK survey was twofold, according to C. L. (Chet) Thomas, station's general manager: (1) To determine and analyze the 30-county period the audience coverage of KXOK and competing stations in the 30-county area (St. Louis proper and St. Louis County were not included, since they are adequately covered by C. E. Hooper Inc.); (2) To determine by hourly periods the extent of the listening audiences in each of the individual counties, and thus supplement in a limited sense the BMB area report of a year ago.

Counties selected for the KXOK study were determined through the BMB report, and more than 109,000 complete telephone calls were made in the area surveyed. Only counties showing 59% or more BMB listening to KXOK daytime and nighttime were included. The 59% figure was set at arbitrarily. Mr. Thomas said, but—even so—the physical distance extended to a 100-mile radius from St. Louis.

Survey was programmed to cover two weeks, with the largest town in each county chosen as the base of telephone operations.

Facsimile Grants

GRANTS for experimental relay press radio communications facilities—to the establishment of facsimile—issued to Hearst Corp., New York, by FCC Thursday. Facilities, to speed gathering and transmission of news, include land stations to New York, Corpus Christi, and San Antonio, and radio or telegraph service, as well as all land stations to local newspapers by facsimile, with 10 mobile units to be used by Mirror reporters.

Standard Broadcast Division, to the present Frequency Service-Allocation Division.

The Marine Division was renamed Marine Radio & Safety Division. Former was as chief, with Mr. Krebs as chief, and Howard C. Looney as assistant chief.

The Emergency & Miscellaneous Division was renamed the Public Safety Division and is made up of four sections: Public Safety Services, Land Transportation, Industrial Service, and Experimental & Miscellaneous.

Experimental Class 2 stations will be underhearst jurisdiction over the services in which the experimentation is being conducted. Responsibilities for radio operator matters as well as amateur and Citizens Radio services will be held by the new Radio Operator & Amateur Division.

Legislative Mill

H.R. 2984—Bill to regulate the installation of radio or television transmitting antenna in the District of Columbia. Passed by the House July 15 by a voice vote. Introduced April 9 by Rep. Sid Simpson (R-Ill.).

H.R. 3993—The Legislative Appropriation Bill, signed by President Truman July 17. Contains appropriation for Joint Recording Facilities. (See story page 18).

H. R. 3839—Appropriation for Independent Offices containing funds for the FCC. Passed by both Houses of Congress but still must be approved by a Conference Committee.

AT&T

(Continued from page 20)

8-hour daily sight-and-sound hookup between New York and Philadelphia would be about $6,000, while it would approximate $12,000 a month for a similar service between New York and Washington.

In the rates are permitted to go into effect as proposed, it is thought the Commission will have a stronger inclination to make frequencies available to broadcasters who want to establish intercity links by radio relay. Allocations as currently proposed make no such provision but the question is under consideration within the Commission.

Both Philco and General Electric have received recent grants for experimental operations in this field.—Philco to change the frequencies of New York-Philadelphia relays from the 230-242 mc area to the 1300 mc region, and GE to use mobile equipment in the 1900-mc area to carry programs between New York and Schenectady.

George E. Sterling, FCC's chief engineer, is taking the time for a hand-examination of the GE New York-Schenectady operation later this month.

Wesson to KHQ

ROBERT H. WESSON, who for the past three years had been handling national sales in San Francisco for ABC, has assumed new duties as manager of national sales and promotion for KHQ Spokane, R. O. (Dick) Dunning, president of KHQ, announces. Previously Mr. Wesson for two years was director of promotion for KGO, ABC-owned outlet in San Francisco.

EDITORIAL—stand favoring a Los An- gelos Broadcast Bureau, it is believed, that city "much of the credit for the successful building of KTLA belongs to Mayor Fletcher Bowron. He called the station's stand "one of the finest contributions made by community welfare I have seen." He specifically cited "The American War Bond Program"
Closed Circuit

(Continued from page 4)

are being made almost daily, even including transfer of construction permits of AM stations not yet on air.

REPRESENTATION of WSAU Wausau, Wisc., ownership of which was assumed by Milwaukee Journal Co. June 20, will be taken over by Edward Petry & Co. along with its representation of WTMJ. Station previously was represented by Howard Wilson Co., which is in process of dissolution [BROADCASTING, July 7].

IT WOULDN'T surprise observers on video scene if AT&T withdrew its proposed coaxial cable rates for television relays (running $40 per circuit mile) sometime this week. That would mean continuance of present experimental status of New York-to-Washington cable beyond Aug. 1. rate-effective date proposed in application filed with FCC. (See story page 20.)

TRIMOUTH CLOTHING Co., Boston (Clipper Craft Clothes), through its agency, William Weintraub, New York, is negotiating with networks for time for its Sherlock Holmes show in mid-September.

MUTUAL reportedly considering establishment of new high level job in program department. Philip Carlin, MBG vice president in charge of programs, said he has interviewed several programming experts as candidates.

SPORTS FIELD magazine to start small test spot announcement campaign in a few nine markets on publication date starting in August for three months through BBDO, New York.

WHAT MAY BE first meeting FCC has ever held outside Washington has been scheduled for Wednesday (July 23). Unannounced as yet, it's to be held at Atlantic City where Chairman Denny and Commrs. Jett and Webster are attending International Telecommunications Conference. Others to join them from Washington to provide quorum.

FCC's new two or three-month hearing calendar now expected about mid-August. It'll call for first hearings about Labor Day. Commission now in summer hiatus so far as hearings are concerned, with only few scheduled.

NAB UNIT TO HELP SELI BMB WITH BIG PR PROGRAM

FINAL SESSION NAB Public Relations Executive Committee (see earlier story, page 84) adopted resolution for fullest possible use of public relations to bring acceptance of BMB. Action follows NAB board approval of BMB's continuance.

Means for more effective participation in educational institutes-clinics at colleges to be studied. Subcommittee—A. A. Schechter, vice president, MBS, chairman; Craig Lawrence, vice president, Cowles Broadcasting Co., and Beryl Lottridge, WOC Davenport, Iowa—named to make study.

NAB Research Dept. activity also endorsed; stations urged to answer queries; selling radio being studied. Following is reformulated; press coverage of convention discussed.

At Deadline...

RODMAN, TULARE-KINGS MERGER IS PROPOSED

UNIQUE TRANSFER-MERGER of J. E. Rodman and Tulare-Kings Counties Radio Assoc.'s AM-FM interests at Visalia and Fresno, Calif., will in applications filed with FCC. Goal: group ultimately would own 50 kw outlet on 940 kc, and one FM station at Fresno. Merger proposed in lieu of competitive-comparative hearing on individual applications.

Mr. Rodman, licensee KFRE Fresno and KERO Bakersfield, Calif., and permittee KRFM Fresno (FM), transfers KRFM to California Inland Broadcasting Co. while Tulare-Kings transfers its AM station, KTTC Visalia, Calif., to California Inland. Joint group pursues KTKC application for increase to 50 kw on 940 kc, for use at Fresno with KFRE call, and would operate KFRE, KRFM (1940 kc, 250 w) and KSEQ, Tulare-Kings FM outlet at Fresno, would be deleted.

California Inland stockholders include: Mr. Rodman, president; Homer W. Wood, vice president 15%; Percy M. Whitleide, secretary 15%; Homer B. McCarty, secretary 13%; Mark A. Bald- mond, assistant secretary 7.5%; and Charles E. Whittingale, 11.5%. All except Mr. Rodman com- pose Tulare-Kings partnership. Interests of latter are proportionate to their holdings in Tulare-Kings.

Merger was conditioned upon acquisition of 50 kw on 940 kc at Fresno. Tulare-Kings to receive cash for KTKC original cost, less depreciation, plus accounts receivable. Mr. Rodman to get same for KFRE and KRFM existing receivable as he would continue operation under lease until California Inland commenced program tests on 940 kc with 50 kw.

Consolidated proceeding dissolved by FCC Friday on application of Public Service Broadcasters for new station in Toledo on 1230 kc, 250 w, unlimited (WOTL fa- cilities) and WOTL applications for license renewal (on Blue Book issues) and change to 580 kc, 5 kw fulltime, DA. Action results from grant of Public Service petition for leave to make its application contingent upon grant of WOTL switch.

HARRY B. COHEN Jr., formerly on WHN New York sales staff, joins Harry B. Cohen Adv. Co. as account executive and firm secre- tary. Father is president of agency.

ELLIS SARD, formerly with La Roche & Ellis, New York, joins television-radio de- partments, Kenyon & Eckhardt, New York.

JULE L. GOODWIN, Arnold Cohan Corp., New York, promoted to traffic manager effective Aug. 1. He was formerly with McCarty Co., Los Angeles.

HOWELL TO JUDGESHIP;

HALL HEADS HOUSE RADIO

APPOINTMENT of Rep. Evan Howell (R-Ill.) as Judge of U. S. Court of Claims by President Truman announced Friday. Rep. Howell is Chairman of House Radio subcom- mittee and will be succeeded by Rep. Leonard Hall (R-N. Y.) Mr. Howell will not go over to the Court until after close of this session. His annual salary is $17,000.

Mr. Hall is chairman of Securities Exchange Subcommittee and GOP Campaign Commit- tee. It will be Mr. Hall's responsibility to introduce industry-sponsored Radio Bill, prob- ably in January when new session opens.

NEW IDAHO STATION

GRANT for new 250 w fulltime station at Coeur d'Alene, Ida. issued by FCC to owners of KVINI Spokane, formerly Coeur d'Alene station. New station to operate on 1240 kc. Permittee company is Coeur d'Alene Broadcasting Co. (licensee KVINI). FCC said licensees of WTRY Troy, N. Y., to increase power on 980 kc from 1 to 5 kw, DA fulltime, and of WKRG Mobile, Ala., 1-kw daytime outlet on 710 kc, to operate nighttime with 250 w, DA.

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NAB SYNAGOGUE PLAN

ATLANTIC CITY synagogues, both orthodox and reformed, are prepared to accommodate NAB members of Jewish faith who wish to attend High Holiday services (Rosh Hashanas) which occur during Sept. 15 NAB conven- tion week, N.Y. Because of commitments involving convention Hall and hotels, NAB said, it was im- possible to make any change in sched- ule. On June 24 NAB had been noti- fied of conflict. NAB said "it is im- perative" that it be informed promptly so arrangements for synagogue accom- modations can be expedited.
MARKETCASTS...

One of the least glamorous but most vital services broadcasting performs is keeping stockmen posted on prices of the day's markets. To that 49 per cent of the listeners who fill the foodbasket of the nation, KMBC's Bob Riley presents exclusive market news, three times daily, direct from the Kansas City livestock exchange, largest livestock building in America. Yes, with farmers, as with all other segments of the listening audiences, the program is the thing. For over a quarter-century KMBC zealously has been pursuing ever-increasing horizons in program service.

—KMBC of Kansas City
Free & Peters, Inc.
PROGRAMS are the only power a listener can feel. WKY's power is super in this field. A week-long inventory of listening in the 30 counties around Oklahoma City proved that again some time ago. A diary study by Audience Surveys, Inc. showed WKY programs with top ratings 93.3% of the time. This was not news to WKY, nor a startling discovery. From the very beginning of listener surveys WKY has been riding the crest. Listening to WKY has become, you might say, as routine as sleeping or eating in the lives of a million Oklahomans. Results, too, are routine for advertisers on a station to which most people in its area listen most of the time.