SO WE RECOMMEND YOU USE BOOPY-DOOPY SOAPY SUDS FOR WHITER WASHES
JOSEPH L. SALTZMAN is an agent for the Metropolitan Life Insurance Company. His home is a comfortable, first-floor flat at 350 Sycamore Street, S.E., in the bustling city of Grand Rapids, Michigan. The family includes Pauline (Mrs.) Saltzman and 9-year-old Anthony.

For the 10 years of their family life in Grand Rapids, the Saltzmans have had their favorite programs on WLS. Our newscasts, the Saturday night WLS National Barn Dance, our weather broadcasts – the Saltzmans enjoy them regularly.

Some years ago, Mrs. Saltzman sent a poem, which was used on WLS. More recently, Anthony received a pencil box for his riddle, read by Aunt Rita on her Sunday morning WLS program. Mrs. Saltzman especially appreciated her radio and WLS while her husband was away in service. "You’re so friendly and folksy," she says.

For 23 years, WLS has aimed at being friendly to the thousands of families like the Saltzmans, throughout our four-state major coverage area. We have planned our service to fill their needs – our entertainment to answer family wants. This broadcasting service has built an acceptance that combines confidence and loyalty – basic ingredients for dependable advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
Harold Singleton, Chief Engineer

Let's get technical! We have to discuss Harold Singleton, KGW Chief Engineer. It has been said that "nobody has ever seen a watt." If anybody ever does, we know it will be Harold because he lives on intimate terms with such things as watts, kilocycles, millivolts, cathodes and decibels. Graduate of Colorado University, where he took two engineering degrees, Harold reached KGW via the radio engineering department of General Electric at Schenectady, RCA, San Francisco, and United Airlines. "Prof" Singleton taught physics at Reed College and, during the war, assisted the U.S. Government in developing radar counter measures at Harvard. He is well known in the Northwest as a consulting radio engineer. Is KGW keeping up with the latest technical developments in broadcasting? Heck, with Singleton in the saddle, we're galloping along out in front of the procession. As an advertiser, this is important to you!
Closed Circuit

Upcoming

Aug. 7-8: NAB Program Executive Committee, NAB Hqrs., Washington.

Bulletin

CBS filed with FCC Friday for new television station for its WBBM Chicago, seeking Channel 11. Installation costs estimated about $200,000-250,000. Station would be network's second commercial video outlet (WCBS-TV New York in operation).

NEW WRINKLE in National Radio Week celebration will be nationwide series of local essay contests for school kids. Radio delivery and literary skill will determine local winners, with dealers providing prizes. To be repeated on vastly larger scale is letter contest with expensive console radios as prizes in each NAB district.

FCC reorganization plan tentatively to become effective Oct. 1 [BROADCASTING, July 21] is meeting resistance in some quarters. Proposal for four-man divisions might readily result in 2-2 splits, particularly on controverted broadcast cases, with result that such cases not only would go to full seven-man Commission for decision but might also entail double oral arguments. Thus, according to some observers, plan does not provide for Congressionally-endorsed division setup at all and appears to circumvent Congressional intent.

FCC already has been called on nomenclature used in its proposed reorganization plan. Congressional committee charged with uniform

(Continued on page 88)

Page 4 • August 4, 1947

Business Briefly

LUM and ABNER SWITCH • Miles Labs, (Alka-Seltzer) switches Lum and Abner, now on ABC, to CBS Mondays through Fridays, 5:45-6 p.m. starting Sept. 29. Sale represents roughly $1,000,000 in billings on 52-week basis. Agency, Wade Adv., Chicago.

CARTER ON MBS • Carter Products (Arvid) beginning Sept. 7 for 13 weeks sponsors Jimmy Fidler over 200 MBS stations, Sun. 8:30-8:45 p.m. Agency, Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Fidler also to resume Sept. 7 regular Carter program, on ABC Sun. 10:30-4:5 p.m.

ABC SHIFTS SEVERAL

ABC scheduling Jack Armstrong and Sky King as half-hour broadcasts on alternate days, 5:30-6 p.m. Monday through Fridays beginning Aug. 25. Format to be altered so each daily broadcast is complete episode. General Mills sponsors All of Jack Armstrong and Derby Foods takes Sky King effective that date. Terry and the Pirates moves Aug. 25 to 5:15-5:30 p.m. spot on ABC, Mondays through Fridays until Sept. 7, then goes to Quaker Oats, Ten- nessee Jed, sponsored by Ward Baking Co., moves to 5-5:15 p.m. period on 28 ABC stations and on remainder of ABC stations is sold as co-op feature.

NICK KEESELY, MBS program sales manager since April, 1946, resigned last week, reportedly to re-enter agency field.

FCC Revises Operator Requirements

RECLASSIFICATION of broadcast operators into three categories was announced by FCC Friday as first step to bring commercial operator examinations and licenses in line with technical progress. Change long sought by NAB.

Whereas first-class radiotelephone operator's license is now required for operation of broadcast stations, plan provides for three new classes valid for operator duties as follows:

1. Broadcast Engineer-Operator: Could be chief engineer or staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary stations. (Would have two examinations of present first-class operator, but would have to take more comprehensive engineering examination.)

2. Broadcast Technician-Operator: Could be chief engineer of AM station of not more than 1-kw power (non-directionalized), or of FM station; could be staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary station. (Examination comparable to present first-class operator tests, with some lower elements added.)

3. Broadcast Radio-Operator: Could be staff operator of AM station employing not more than 1-kw power (non-directionalized), or of FM station of not more than 1-kw power. This license would go only to persons who would serve under technical supervision of higher-rated operator.

Plan would require all broadcast stations to employ at least one Engineer-Operator except AM stations of not more than 1-kw power (non-directionalized). FM stations. Excepted stations could employ at least one Technician-Operator in lieu of Engineer-Operator. FCC sources said existing operators probably would not be required to take entire new examinations but might have to stand further tests in television and FM for Engineer-Operators. List item ("Provision will be made," announcement said, "to recognize experience gained under existing licenses in prescribing the conditions under which the new licenses may be obtained.")

Commission reviewed prospective examination for Broadcast Radio-Operator and announced proposed rules changes with respect to this class of license, subject to written protest until Sept. 7. Further proposals on Engineer-Operators and Technician-Operators to come later. FCC said:

When these proposals are adopted in final form they will be carried into effect as rapidly as the examinations, study guides, and license forms can be produced and distributed to the field offices.

Radio-Operator examination to cover technical subjects relating to routine operation of transmitter and equipment "to the extent that such an operator can on his own responsibility place the transmitter on and off the air, replace tubes and other defective parts that are readily replaceable by plug-in methods, assure compliance with the rules and regulations relating to modulation and frequency stability, and insure that the operator will call the responsible technical supervisor should any unusual circumstance arise requiring a decision or action beyond the scope of his responsibility under the Broadcast Radio-Operator license."
A STEINMAN STATION

REACHES a RICH MARKET—economically

Reading is a thriving manufacturing city—located in the heart of a fertile farming area. The city's natural trading area has a population of nearly a quarter of a million. Its many industries, diversified in character, assure this community a consistent prosperity. Here, in short, is a market which can produce profitable sales for you. Reach it effectively, economically with WRAW. Write now for full information.

SALES REPRESENTATIVE

RADIO ADVERTISING COMPANY
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES
STATEMENT OF OWNERSHIP

On Labor Day, 1940, WORD went on the air as the first network radio station in Spartanburg. A group of distinguished Americans, later to become more distinguished, were on hand to participate with Walter Brown, the Manager, in dedicating this new radio outlet in South Carolina.

Among those present for the dedication were: James F. Byrnes, then United States Senator, later to become Supreme Court Justice, Director of War Mobilization, and Secretary of State.

Harry Butcher, then CBS Vice President, later aid to General Eisenhower, and now a happy radio station operator in California.

Burnet R. Maybank, then Governor of South Carolina, and now United States Senator.

These prominent personalities, along with Federal Judge Cecil Wyche, A. E. Joscelyn, and others gave WORD an auspicious send-off.

In 1945, WORD was sold as a result of the FCC duopoly rule.

Now in 1947, WORD passes again to the management which originally placed the station on the air. Associated with Mr. Brown in the ownership of WORD are the Spartanburg Herald and Journal, of which Phil Buckheit is publisher, and Justice Byrnes, whose home is in Spartanburg. Mr. Brown has relinquished all connection with WSPA which he managed from 1940 until its sale and transfer to the Surety Life Insurance Company of Greenville on August 1.

Under new and aggressive management and locally owned by those who know best the radio needs of Spartanburg and the Piedmont section, WORD will be developed and attain the high position in radio broadcasting which its founders intended when the station went on the air Labor Day, 1940.

Watch this space for important announcements on the future development of Spartanburg's FIRST NETWORK STATION—WORD.

WORD
OF SPARTANBURG

Owned and Operated by The Spartan Radiocasting Company
WALTER J. BROWN, PRESIDENT
Represented Nationally by Branham Company
AFFILIATED WITH ABC
IT ISN'T EASY... to spend advertising dollars to best advantage, we admit—

BUT IT IS EASY to see that buying time to best advantage in Worcester means putting WNEB on the schedule.

HERE'S HOW THE HOOPERS LOOK FOR MAY-JUNE 1947:

HOOPER STATION LISTENING INDEX

Worcester, Mass. May-June, 1947

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WNEB is the only independent station in Worcester, New England's third largest city. Good block programming of music, news and sports has gained it a large, loyal audience. If you have something to sell in this market where retail sales, food purchases and drug sales run well above the U.S. average, WNEB can do the job at the lowest cost. See our reps for availabilities.

WNEB

WORCESTER MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
Spot Radio gets RESULTS — flexibly, economically, and with amazing efficiency — no matter what size the budget.

To insure best results with Spot Radio, advertisers, large and small, consistently use these stations.

SPOT RADIO LIST

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<td>WAAB</td>
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REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS
The Feature of the Week

At last radio has found a program that can offend no one, is bound to be relaxing and pleasing to all listeners, Blue Book protagonists and antagonists alike.

The Logan Co., Louisville, is sponsoring 11 hours of silence on WKYW to advertise its Sleep Haven mattress. Cost is nominal.

Through the original thinking of WKYW Manager Edwin E. S. Weldon, the firm has purchased the sign-off spot as the 1-kw daytime station goes off the air. Copy was offered the Logan Co. by Mr. Weldon through Parson & Huff, advertising agency.

The announcement says:

"It's seven o'clock and this is station WKYW signing off until six o'clock tomorrow morning. The next eleven hours of silence are sponsored by the Logan Company, makers of the famous 'Sleep Haven' mattress... for sale by better dealers... and guaranteed by the Good Housekeeping Institute. Good night... and good rest."

So unique was the idea of selling silence that the New York Herald Tribune ran an editorial commenting on the deal. "Poets and lovers have long claimed that silence is golden," the editorial says, "but it has remained for a Kentucky radio station to give tangible proof of this to us less inspired and more commercial members of mankind."

Sellers of Sales

Kenneth Young, director of the television and motion picture department and talent buyer for Campbell Ewald Co., New York, is a man who knows Vesuvius from a hole in the ground. As an agent for Cooks & Sons (tours) from 1927 to 1931 Mr. Young came to know all the landmarks and show places of Europe as a professional. And today that is exactly how Mr. Young knows radio and television — as a professional. Picking the prosenium at Athens for the studios at Radio City, Mr. Young became director and producer of U. S. Rubber television shows and talent caster, producer and director on spot campaigns for Eastern Airlines.

Born in 1907 in Carnoustie, Scotland, Mr. Young came to this country with his parents when he was eight years old. The Youngs settled in Philadelphia. Ken Young attended the U. of Pennsylvania. It was in his last year that Mr. Young quit formal education for world travels with Cook & Sons, as courier with escorted tours.

Four years later, when the depression affected world traveling, Mr. Young joined the U. S. Rubber Co., Providence, R. I., as a laboratory technician. The company at that time was developing Lastex, and a year later Mr. Young was transferred to the sales promotion department for Lastex.

During this time he worked closely with the advertising agency on promotion for the product. Eventually he joined the agency, Campbell Ewald.

For the next six years he handled promotion, talent buying, client relations and publicity, and he also was made manager of the radio department. During the war he was a captain in the Army Air Corps, serving in the Pacific Theatre.

Upon his return to the agency Mr. Young was appointed television and motion picture director. He handles the two U. S. Rubber television shows, Campus Hoop-La, Fri. on WNTB, NBC television station, and Serving Through Science, Tues. on WABD, DuMont station. Both programs are now on a summer hiatus.

Mr. Young's hobbies, aside from traveling, are tennis, swimming and theatre-going.
NOW... COVER KANSAS' "TRIPLE KINGDOM" FROM THE INSIDE!

KNAS' TRIPLE KINGDOM

WHEAT OIL LIVESTOCK

KVG - 5000 FULL TIME WATTS

NOW... with Mutual's only fulltime 5000 watt outlet in Kansas, you can reach this wealth-producing combination—wheat-oil-livestock—from the inside. KVGB, a west central Kansas buy-word for more than ten years, reaches from the inside "out" to cover nearly 2 million of these wealthy Kansans. Record-breaking production this year in Kansas makes KVGB a must. Programmed by grass rooters for grass rooters (not country gentlemen), KVGB's 5000 watts reaches the Triple Kingdom... Kansas' real money farm market... from the inside.

Call any John E. Pearson office

COVER KANSAS FROM THE INSIDE

KVGB A MUTUAL STATION
GREAT BEND, KANSAS
5000 WATTS FULL TIME

ASK JOHN E. PEARSON CO.
TOILERS!

This sweat-stained slave, fellow citizens is Leo Bowman, Manager of our San Francisco Office. Here shown building a special report on West Coast radio. Leo (like all our other Colonels, East or West) is a versatile, adaptable specialist who knows that skill without hard work is just as useless as hard work without skill. If you have any special questions about spot radio in any part of the country, give us a chance to produce. The tougher the job, the more we'll like it.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Top Level Realignment Made at NBC

New Posts for Kopf Dyke, MacDonald; Showerman VP

IN A top level reorganization approved last Friday, NBC President Niles Trammell announced promotion of three of the network's vice presidents to newly-created administrative vice presidents:

Harry C. Kopf, heretofore vice president in charge of network sales, becomes administrative vice president in charge of all sales operations as well as owned and operated stations.

Ken R. Dyke, vice president in charge of broadcast standards and practices, succeeds Clarence Menser, who resigned as administrative vice president heading up programs, continuity acceptance and public service. Mr. Dyke also maintains his former duties.

John H. MacDonald, vice president in charge of finance, becomes administrative vice president for all finance and budget matters as well as personnel and general service.

Simultaneously, Mr. Trammell announced election of I. E. (Chick) Showerman, general manager of the Central Division headquartered in Chicago, to a vice presidency.

Mr. Trammell, in an interdepartment memorandum [text herewith], explained the new administrative organization will handle day-to-day operations of the network, enabling him and Frank E. Mullen, executive vice president, to devote more time to overall management affairs and policies of expansion, particularly in television.

Coincident with the reorganization, announcement was made of the retirement of Mr. Menser as vice president in charge of the Program Dept. and of Judge A. L. Ashby as vice president and general counsel. Henry Ladner, assistant general counsel, was named acting general counsel.

Other promotions stemming from the new organization included appointment of George H. Frey, former Eastern Division sales manager, as director of network sales, and of James M. Gaines, manager of WNBC, as director of owned and operated stations, in addition to his WNBC duties. Thomas McCray, formerly eastern program manager, becomes national program manager responsible for all program activities under Gen. Dyke.

In announcing Mr. Ashby's retirement, Mr. Trammell pointed out that the veteran executive, who began with NBC in 1929, will continue to act as adviser on legal matters. Mr. Menser's plans have not been announced.

“Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency,” Mr. Trammell said. “The many pressing problems in this postwar era, together with our expansion into the fields of television, have placed additional responsibilities upon our executives. We expect that the administrative vice presidents will assume responsibility for the company's day-to-day operations, thereby enabling the executive vice president, Mr. Frank E. Mullen, and myself to devote more of our time to overall management affairs and the problems of expansion, particularly in the new field of television broadcasting."

“Want to express our thanks and appreciation to Judge Ashby for his long years of service and (Continued on page 14)
Promoted

Mr. Frey  Mr. Gaines

George H. Frey, a veteran at NBC who joined WEAf New York in 1924 when it was owned by AT&T. He stayed with station in engineering and sales capacities until 1929 when he became an NBC salesman. In 1940 he was named sales manager of the network and in April of last year was named manager of eastern sales for the network.

James M. Gaines was named station manager when NBC set up WEAf New York with programming and sales entity in 1944. He formerly had been manager of NBC Planning & Development Dept., an appointment received in 1945. He joined NBC's stations Dept. in 1942 and two years later was appointed assistant advertising and promotion manager for the network.

Top Level

(Continued from page 18)
to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company.

Reporting to Mr. Kopf, who prior to his assumption of the sales vice presidency in April, 1946, was Central Division vice president, will be Messrs. Frey, Gaines, James V. McConnell, director of national spot sales, and Easton C. Woolley, stations relations director.

Act. Chief Counsel

Mr. Ladner

Henry Ladner was graduated from New York U. Law School, joined NBC legal department 12 years ago. Became assistant general counsel in October 1943.

Text

(Continued from page 13)
of WNbc, is appointed director of special services and will continue as manager of WNbc.

The managers of stations WBBF and KOA will report to the director of owned and operated stations. The operations of stations WRC, WMAQ and KPO will be supervised by the director of owned and operated stations, coordinating the activities with the divisional vice presidents.

Mr. Easton C. Woolley will continue as director of the stations department.

Mr. James V. McConnell will continue as director of national spot sales.

The director of network sales, director of national spot sales, director of stations department and director of owned and operated stations will report directly to the administrative vice president in charge of these activities.

The board accepted with regrets the resignations of Mr. A. L. Ashby, vice president and general counsel, and Mr. C. L. Menser, vice president in charge of programs. Mr. Ashby will continue in his present activities.

Mr. Dwight B. Herrick, manager of the public service department, will continue his present activities.

Mr. Stockton Helfrich will continue as manager of continuity acceptance.

The national program manager, the manager of the public service department and the manager of continuity acceptance will report to the administrative vice president in charge of these activities.

Mr. John H. MacDonald, formerly vice president in charge of finance, is appointed administrative vice president in charge of the controller's, treasurer's budget, general service, personnel and guest relations departments.

Mr. Clayton T. Morgan is appointed director of special services and guest relations.

The executives in charge of the departments mentioned above will report directly to the administrative vice president in charge of these activities.

(4) The divisional vice presidents will coordinate these sales, program and financial operations with the respective administrative vice presidents.

(5) The administrative vice presidents, vice presidents and department heads (other than those reporting directly to administrative vice presidents) will report to the executive vice presidents.

(6) The board of directors at its meeting today approved the above realignment of the organization and in addition took the following actions:

(a) Mr. I. E. Showerman, manager of the Central Division, was appointed vice president in charge of the Central Division.

(b) The board accepted with regrets the resignations of Mr. A. L. Ashby, vice president and general counsel, and Mr. C. L. Menser, vice president in charge of programs. Mr. Ashby will continue in his present activities.

I. E. Showerman, after five years with newspaper and agency advertising departments, joined NBC's Chicago sales staff. Advanced to sales manager of the Central Division in 1930. Promoted in 1936 to assistant eastern sales manager, in 1940 to eastern sales manager, and in 1946 to Central Division manager.

New Vice President

Mr. Showerman

I. E. (Chuck) Showerman, after five years with newspaper and agency advertising departments, joined NBC's Chicago sales staff. Advanced to sales manager of the Central Division in 1930. Promoted in 1936 to assistant eastern sales manager, in 1940 to eastern sales manager, and in 1946 to Central Division manager.

Retire from NBC

Mr. Ashby  Mr. Menser

Aubrey L. Ashby, known in radio circles as Judge, joined Westinghouse in 1911, becoming assistant general attorney. In 1929 he became NBC general counsel. He has handled pioneer radio litigation. In 1927 he tried one of the first cases before the Federal Radio Commission and participated in NBC spectrum reallocation.

Clarence L. Menser joined NBC in 1929 as member of New York production staff. Production manager of Central Division in 1931, program manager in 1939. Became manager Gardner Adv. Chicago office. Rejoined NBC in 1940 as national production director; named vice president charge of programs in 1942.

Broadcasting  Telecasting

Nbc Realignment Seen As Indication Of General Concern Over Competition

Nbc realignment of executive personnel which includes its program Dept., following similar if not so sweeping action at other networks, seemed symptomatic of a general intention among the major chains to strengthen program departments in anticipation of growing competition.

Within a month the top program jobs at ABC and CBS have changed hands. Mutual has added a new position, national program manager.

Hubbell Robinson, former vice president and national radio director of Foote, Cone & Belding, became vice president and director of programs for CBS, succeeding Davidson Taylor who was appointed vice president and director of public affairs of the network. Mr. Taylor replaced Edward R. Murrow, who will return to news-
Radio Gives Bristol-Myers Proof

22-years' Use Shows Value of Medium, Company Says

By MARY ZURHORST

TWENTY-TWO years ago Bristol-Myers Co. first went on the air to test the effectiveness of advertising for one of its three products, Ipana Tooth Paste. The firm used two stations, WNEW, New York, and WWHO, Philadelphia (Waanmaker station).

That venture was based on faith alone. There was not even a provision for it in the advertising budget. But through the enthusiasm of Lee H. Bristol, then advertising director, and his assistant, J. M. Allen, the firm had faith in the radio medium.

That venture was considered an investment. The complete supply going to the armed forces. Magazine advertising was discontinued. Radio was maintained with a two-fold purpose, according to Mr. Allen, "to keep the product's name before the public, and to inform them of its use by the armed forces.

Although the advertising budget jumped about 50% over 1946 figures, it was cut to 50% of pre-war allocation during 1943, and about 55% during 1945, when it returned to the market. Its advertising budget jumped to a higher figure than at any previous time, and sales leaped to an all-time high.

There was a 50% increase over Vitalis' biggest year," reports Mr. Allen.

Though sales of certain products undergo seasonal changes, these fluctuations are reflected little in the advertising budget-for the same reason that kept Vitalis on the air during its "war service." Sales of Vitalis, Minit-Rub and Trushay show a sales bulge during the winter. Mum sales are up in summer. Ipana and Ingram are unaffected by seasons.

"Time on the network is of great importance," explains Mr. Allen. "Station time is the firm's most dear possession, and it is used most judiciously. We have never sold a single minute's time. Radio has maintained Vitalis' name in the public's mind.

"The public has a short memory about products," Mr. Allen has found. "When advertising is discontinued, the public forgets and, once forgotten, the product is gone. Those customers can't be recaptured. That's why we kept Vitalis on the air."
**Two New Bills Aim To Ban Liquor Ads**

**Senates Group Offers Measures To Replace Capper Proposal**

**NEW IMPETUS to a movement to ban liquor advertising on both the radio and in periodicals was given last week in a report from a sub-committee of the Senate Interstate & Foreign Commerce Committee.**

Sen. Clyde M. Reed (R-Kan.) reported that the committee considered the original bill introduced by Sen. Arthur Capper (R-Kan.) impractical. But the committee offered for the Senate's consideration two substitute measures which would accomplish the same prohibition.

Since Congress already had recessed when the new bills were submitted they were not given numbers and therefore will have to wait until the next session before they can receive consideration. Completely new legislation will have to be drafted if and when the bills come up for consideration next year.

A committee source reminded Broadcasting of earlier warnings that the banning of liquor advertising ban should be considered seriously. Similar bills have been offered in earlier sessions, but none received the support that the current legislation has had.

**Provide Amendments**

The substitute bills provide an amendment to the Federal Trade Commission Act to ban advertising which refers to the use of alcohol where it involves the likeness of a "woman, child or family scene, or of any person serving or preparing drinks . . . ." in a manner indicating the consumption of liquor; or contains any illustration or representation primarily appealing to children . . . . nor depicts the act or enjoyment (or that the use of such alcoholic beverages is beneficial to health or contributes to physical upbuilding; nor that with their use will increase business standing or prestige; or is traditional in American family life . . . ."

The measures also could apply to television insofar as visual advertising is concerned.

Monticello Spots

**MONTICELLO Drug Co. (66 Cold Remedy), Jacksonville, Fla., is planning to use one minute spot announcements and chainbreaks for its fall advertising beginning on Sept. 22. Campaign will run for 26 weeks principally in southern and southeastern states with a few northern states, Booth, Vickery, Schowin is agency.**

**Lux Theatre Resumes**

**LEVER BROTHERS, Cambridge (Lux), resumes Lux Radio Theatre on 149 CBS stations for 14th consecutive year, William Keighley directing with Sandy Barnett, and Sam Carter writing. Lou Silver continues as musical director. Agency is J. Walter Thompson Co.**

**WKBW Sale for $375,000 Formally Submitted to FCC**

**SALE of WKBW Buffalo to Churchill Tabernacle's Broadcasting Foundation Inc. for $375,000, release of all claims against the station, and dismissal of pending litigation [Broadcasting, July 7], was formally reported to FCC last week for approval.**

Waiver of the Aove Rule requiring advertisement of station sales appeared certain. FCC authorities noted that outside bidders could hardly comply with the rules "same terms and conditions" provisions in view of the unusual sections relating to litigation and claims. Another factor is Churchill Tabernacle's former ownership of the station.

The application showed that the Foundation, with a paid-in capital of $255,000, has arranged through Smith Davis & Co. newspaper and radio brokers, for a loan of $275,000 at 4½% interest and re-payable in five equal annual installments. The loan will be secured by a first mortgage on WKBW property and assets. "As soon as advisable," the application said, the Foundation will issue preferred stock to Buffalo residents for cash "in an amount sufficient to liquidate the loan." Details of the stock have not been completed.

Churchill Holdings

Churchill Tabernacle, an ecclesiastical church, owns 66.67% of Broadcasting Foundation, and Clinton H. Churchill, Warren E. Detenbeck, and the executors of the estate of Matthew Kiepfer hold 11.11% each. The $275,000 sale price is to be paid in cash at closing—10 to 25 days after FCC approval—or may be paid $356,000 in cash and $25,000 in notes.

The Foundation proposes to continue its ABC affiliation and increase educational, civic, religious and agricultural programs. Operating time will be increased at least 11 hours a week, to a weekly total of about 140 hours. New studios and offices will be built in Buffalo's Erlanger Theatre Bldg. The amount of commercial business also will be increased, the application reported. It was estimated that about 54% of the station's broadcast time will be commercial.

As part of the transaction, Buffalo Broadcasting Corp., present licensee of the 50-wk station (1520 ke), agreed to provide free time to Churchill Tabernacle, pending FCC action on the transfer, in the amount of three hours and 45 minutes each Sunday and four spot announcements on Thursday, Friday, and Saturday. The station retained the right of full control over programming, however, including the right to cancel if deemed desirable.

No Free Broadcasts

Among the claims which the Tabernacle agreed to abandon was one involving free broadcast time which was included in the arrangement whereby the Tabernacle sold the station to Buffalo Broadcasting in 1931. The terms of that sale led to extensive hearings before FCC which held that the time "lease" must be eliminated.

On appeal, the courts upheld FCC in part and remanded the case in part [Broadcasting, Feb. 3]. That case is one which will be dropped if the transfer is approved. Another is a $1,000,000 suit brought by the Tabernacle against WKBW and now pending in New York courts, alleging breach of contract.

The Foundation's pending FCC application for the WKBW facilities, being held in status quo upon FCC request, will be dismissed if the church organization is granted ownership of the station. Buffalo Broadcasting's pending FM application also will be dropped.

The transfer application included

Kaiser-Frazer Entrance In Spot Field Confirmed

SALES DEPT. of Kaiser-Frazer Corp., Wrenn Bros., July 31 confirmed the automobile manufacturing firm's entrance into the national radio spot field [Broadcasting, July 28] with announcement that, "while we have no program at present," the company has embarked on a national spot announcement campaign at 145 distributor points for a period of 18 weeks.

Already sales departments of various stations, especially those in Chicago, have reported sale of spot time to Kaiser-Frazer for one-minute transcribed announcements.

Brown Renews on NBC

**BROWN SHOE CO., St. Louis, Aug. 30 renews for 62 weeks Smilin' Ed McComnell and His Busted Brown Gang show, Sat., 11:30-12 noon (CBS), $5,000, full NBC network. Program shifts to 10:30 a.m. (CST) Oct. 4. Agency is Leo Burnett Co., Inc., Chicago.**

**Pharmaco Sponsors**

**PHARMACO Inc., Newark, N. J., effective Sept. 20 begins sponsorship of Chairman Chou on MBS, Mon., 8:30-9 p.m. Pharmaco claims to be a sustainer on Mutual Aug. 11. Pharmaco agency is Ruthrauff & Ryan, New York.**

**Nabisco Musical Clock**

**NATIONAL Biscuit Co., New York (Nabisco Shredded Wheat), will sponsor musical clock shows, five and fifteen minutes, over 100 stations beginning Sept. 8. Contracts for 13 weeks were placed through McCann-Erickson, New York.**

*documents showing that Broadcasting Foundation had offered to pay its chief owner, the Tabernacle, $90,000 and to assume payment of Tabernacle obligations for legal services including $35,000 to the firm of Morey, Schlenker & Murray, of Buffalo; about $6,000 to James Lawrence Fly of Fly, Fitts & Shuebruck, New York, and $5,000 to Mason, Spalding & McAttee.**

Buffalo Broadcasting, which would be liquidated after the transfer is approved, is principally owned by Hiram W. Deyo of Buffalo (91.645%), who is president and treasurer. Frank D. Scott, Washington radio lawyer, owns 6.452%, and three others including WKBW Vice President and General Manager John A. Bacon own less than 1% each.

Buffalo Broadcasting formerly owned WGR Buffalo as well as WKBW, but sold WGR to Leo J. Fitzpatrick and I. R. (Ike) Lounsberry for $750,000 last fall [Broadcasting, Nov. 11, 1946]. The company's 1946 net profit was listed at $707,255 including $423,444 profit from the sale of WGR.
Miller Calls for Support of BMB

Will Bring Confidence From Medium Users, Says NAB Head

INDUSTRYWIDE support for the new BMB in its continuous operation was solicited Thursday by NAB President Justin Miller. His call for permanent support of BMB's opportunity given broadcasters to establish the principle of standardized uniform measurement.

Confidence will be inspired among agencies and advertisers, the users of broadcast time, Judge Miller stated, as a result of the basic measurements and factual material that BMB can provide.

Hooper Has Plan

The action came as C. E. Hooper, head of the research organization bearing his name, rushed work on a memorandum designed to show how his firm can provide a postcard country-by-country study in 1948. Under NAB board direction, BMB does not plan a second national study until 1949.

Mr. Miller joined G. Richard Shafto, WOR New York, in calling for BMB support. (See separate story, page 73, with views of Mr. Shafto and Mr. Hooper.)

Judge Miller's statement follows:

The Executive Committee of Broadcast Measurement Bureau has adopted a plan for establishing a permanent basis. It is important that broadcasters realize the importance of this decision.

The plan was devised on the recommendation of the NAB Board of Directors. It was prepared by a committee of our board working with the BMB. It has been approved by both our board and the BMB board. Advertisers and agencies endorse it.

Broadcasters now have the opportunity to give BMB the recognition of permanent principle of standardized uniform measurement. If properly supported and directed, BMB can supply for broadcasting basic facts from which judgments can be grounded which will inspire confidence upon the part of the people.

The BMB Technical Committee went into specific problems arising from BMB's decision to offer interim audience measurement studies at cost to subscribing stations who have gone on the air since the 1946 nationwide survey. These interim measurements are part of the 15-point BMB plan.

Questions Asked

With a deadline of Sept. 15, when BMB President Hugh Felts hopes to announce the details of the interim studies to the NAB Convention in Atlantic City, the Technical Committee has no time to waste in answering such questions as:

What is the proper definition of the area to be covered? What are the qualifications of the stations to be measured? How should the costs be allocated? Should the making of radio family studies in 1946 be used again for these interim studies or should a new list be compiled? Should the questions used in 1946 be restated? Should the 1946 radio families figures be used as a base or should new radio population data be compiled?

No date was set for the next meeting of the committee, whose members expect to do much of their conferring by mail, but at least one more session will be held before convention time. Committee is headed by Kenneth H. Baker, research director of NAB, who presided at Monday's meeting. Other members attending were: E. F. Evans, ABC; C. Langley, WOR New York; Elmo Wilson, CBS; C. E. Pooler, Benton & Bowles; E. O. Moore, Independent Broadcasting Service; for H. D. Wolfe, Palmolive-Peet Co.; D. E. Robinson, LaRoche & Ellis; H. M. Beville Jr., NAB, of the board Research Committee. Guests were: R. Puff, WOR; K. Green, NBC; H. Carraine, CBS. BMB staff members present were: Hugh Felts, John Churchhill, Phil Frank, R. Wyckoff, R. Sharp.

New Colorfax Demonstrated by Finch

Untreated Paper Used; Process Developed Since 1937

FULL color facsimile embodying a new transmission method calculated to put facsimile on a paying basis was demonstrated in New York last week by Capt. W. G. H. Finch, president of Finch Telecommunications Inc.

Known as Colorfax, the process was developed jointly by Capt. Finch and Dr. Lavernce Philpott, the firm's research director.

According to Capt. Finch, Colorfax is the result of experimentation dating from his first transmission of facsimile in color in 1937. This earlier process involved the use of color separations and special reproduction techniques.

Colorfax, Capt. Finch said, reproduces up to four colors simultaneously using ordinary, untreated paper. He predicts that full color facsimile eventually will render black-and-white facsimile obsolete. Capt. Finch and Dr. Philpott foresee a multitude of applications for their invention, which they feel has supplied the important missing factor necessary for putting facsimile on a commercial footing — that of color. For possible uses they suggest the mass broadcasting of trade marks, advertisements, maps, charts, etc., in full color, of comic strips and cartoon drawing lessons. Magazine publishers might find it invaluable, Capt. Finch said, in conjunction with photographic publications. Finch plans to publish simultaneously in different cities, for the rapid exchange of proofs or layouts in color.

Process Defined

In essence, the Colorfax process involves the transmission of an original color image which is first broken down into its primary color separations. Each of the resultant images is of a primary color which combine to produce the finished facsimile image.

The primary images are used to control electric current in accordance with the colors of the original.

The signals are received in turn at the recorder which controls the direct application of color on the paper roll or primary shades. Ordinary colored leads are used and no further processing is necessary after transmission is completed, Finch said.

The scanning speed is approximately 5½ inches per minute. In color transmission the speed is compared with black-and-white transmission in inverse ratio to the number of colors employed, i.e., four-color Colorfax facsimile is one-quarter as fast as black-and-white. Finch demonstrated that the use of ordinary untreated paper will reduce substantially the expense of the recording medium and simplify the treatment of treated papers.

Colorfax will not be in production until April, Capt. Finch said. The process is still undergoing refinement, color reproduction is not yet so precise as desired, although half-tone effects have been obtained and intensity gradations are duplicated with high fidelity. Images are reproduced at an equivalent of 100 lines to the inch, a texture sim.

(Continued on page 78)
AFM Stand on FM Duplication Imminent

All-Day Conference Held by Petrillo With Nets

By J. FRANK BEATTY

JAMES C. PETRILLO will soon be ready to announce whether he will open the door to duplication of network music on FM stations. The AFM ruler, after an all-day conference last Thursday with representatives of the four networks, joined in a statement indicating that he has taken the matter under study and will "announce a decision shortly."

FM Assn. was jubilant over the joint announcement, feeling that FM outlets of network stations will soon be carrying network music. FHA officials indicated that network action, coupled with Mr. Petrillo's official relaxing of his earlier attitude, should speed local FM-AFM negotiations all over the country.

With this, it was felt, would come a strengthening of FM programming, which, like television, has suffered for lack of live musical broadcasts.

Possibility of increased pay demands by AFM remained after issuance of the joint statement. Petrillo was expressed in some broadcast circles that Mr. Petrillo might decide to relax his original order requiring standbys for FM duplicated network programs but at the same time ask money for "his boys" despite the fact that current network contracts run through next Jan. 31.

Wage Problem

On the other hand he might decide to let network music go on FM outlets without charge pending expiration of the contracts, but demand special FM compensation when negotiations for new contracts get under way. As music costs go higher, some broadcasters, claimed, sponsor reluctance to spend more for programs or network facilities may be encountered.

Absent from the Chicago conference, as Rep. Carl E. Kearns (R-Pa.), chairman of the Petrillo investigating subcommittee of the House Labor Committee, was in London. This appeared for the meeting, held in the Ambassador East Hotel. Only a week prior to the conference he had met with Mr. Petrillo and a group of music educators [Broadcasting, July 28].

Network officials declined to comment on the nature of their Chicago discussions with Mr. Petrillo. One executive said, "He is thinking it over." That was the extent of comment other than the joint statement.

No definite indication was given as to the time the AFM leader will need to reach or announce a decision, but the best guesses was believed to be 10 days or two weeks.

Text of the joint statement follows:

"Representatives of the four broadcasting networks (Thursday) requested of Mr. Petrillo to release from the existing Federation ban forbidding the duplication of AM (standard band) musical programs on FM (transmission) transmitters when operating with AM transmitters.

"We want to take the matter under consideration and to announce a decision shortly. A favorable decision on the part of the music Federation president would permit Joint AM and FM transmission of the musical programs on the four networks."

Attending the Thursday conference for the networks were Frank K. White, CBS vice president; Mark Woods, ABC president; Einar Kobak, MBS president; Frank E. Mullen, NBC executive vice president; Frank P. Schreiber, WGN treasurer.

The AFM, which called for duplication a few minutes after the Supreme Court announced its Lea Act decision June 25, has continued all along that network contracts with AFM do not mention FM, but merely apply to broadcasting of programs without regard to type of signal.

Networks' Contention

Networks have argued that while the contracts do not mention FM, they were drawn up with an understanding by all parties that only AM was included.

BMI Acquires AMP's Capital Stock

Rights Catalogues Of AMP, 15 Foreign Firms Involved

ACQUISITION by Broadcast Music Inc. of the capital stock of Associated Music Publishers Inc.—described as "one of the world's greatest repertories of standard and classical music"—was announced last week [CLOSED CIRCUIT, July 28].

Publishing and performing rights to the complete AMP catalogue as well as the catalogues of 15 foreign music publishing firms were involved in the transaction.

AMP, which was organized in 1927, will continue operations under its own name as a wholly-owned subsidiary of BMI according to the announcement which was issued jointly by Carl Haverlin, BMI president, and Harry H. White, president of AMP.

Merritt E. Tompkins, one of the founders of AMP, who resigned as president of that organization in 1939 to join BMI, will assume the AMP presidency under the new BMI ownership. Mr. Tompkins is a vice president of BMI.

Of AMP at 25 W. 45th St., New York, will be maintained. The announcement said that AMP, in addition to publishing and selling as agent for standard musical works, scores and educational material, would take over the sale of editions of standard music published by BMI.

Performing rights in the AMP catalogue, previously licensed under separate licencees, will be available without extra charge for performances to all licensees of BMI, it was announced.

AMP Repertories

The AMP repertories, according to the joint announcement, range from the recognized editions of the great masters of the world to works by modern composers such as Stravinsky, Hindemith, Schoenberg, Richard Strauss, Sibelius and Weinberger.

The AMP capital stock, formerly owned by the Associated-Muzak Corp., was sold to BMI, according to the announcement, "so that Associated-Muzak personnel can concentrate their efforts on the developments of the Muzak wired music service, the Associated transcription business, and the recording branches of Associated-Muzak's business."

Publishers represented by AMP include Breitkopf & Hartel, Leipzig; M. P. Beiellf, Leipzig; Ed. Bote & G. Bock, Berlin; Editions Max Eschig, Paris; Julius Hainauer Ltd., London; Rahmt Scherdeling Ed., Leipzig; F. E. G. Leuckart, Leipzig; Nagel Musica Archives, Hanover; B. Schott Sohne, Mainz; Schott & Co. Ltd., London; N. Simrock, Frankfort Universal Editions, Vienna, as well as the serious music only of Doblinger Verlag, Leipzig, and Wilhelm Hansen, Copenhagen.

In the catalogue of Breitkopf and Hartel, which was founded in 1719 and is said to be one of the oldest music publishing houses in the world, are the original editions of compositions by Bach, Beethoven, Berlioz, Handel, Mendelssohn, Schubert, Schumann and Weber, the announcement said.

Tens of thousands of compositions were said to be included in the AMP rights which BMI acquired.
Helping hand

That's a new type vacuum tube. It's used in modern hearing aids. Three such tubes are used (only one is pictured here) in one of the new hearing instruments now on the market. By the time the signal received in the first tube leaves the third tube, it is amplified 20,000 times.

It's a real helping hand . . . and just look how little it is! If you're a radio time buyer, and need a helping hand in boosting sales in Baltimore, the country's sixth largest city . . . the answer is W-I-T-H.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

If you want to be heard down here . . . put W-I-T-H on that list! It's the amplified helping hand in Baltimore!

W I T H
AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
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Recording Standards Plan Revived

Put on NAB's Convention Agenda As Interest Abroad Grows

SPURRED by interest of other nations in equipment and recording techniques used by transcription and phonograph record companies, NAB will resume its war-interrupted project to attain complete uniformity.

Steps to revive the NAB Recording & Reproducing Standards Committee will be taken at an afternoon session Sept. 16 during the Atlantic City convention. The meeting will bring together transcription and phonograph record interests, along with makers of equipment and recording engineers.

The committee was formed June 20, 1941. It made recommendations that led to adoption March 20, 1942, by the NAB Board of Directors of 16 sets of separate standards. The proposals had not the war-interrupted, the entire project might have been completed by the summer of 1942.

Value of broadcasting as a weapon for promotion of international understanding was demonstrated during the war, according to Mr. C. Smoby, consulting engineer, who instituted the original project in 1941 when he was NAB engineering director.

Mr. Smoby pointed out that while shortwave relay links can transmit the spoken word much of the time, cultural programs that bring peoples of various nations together often are garbled in transmission. Recording technique, if made to universal standards, can readily transmit cultural programs, he said.

The delegates to the Atlantic City teleconferences conference have informally voiced approval of the original standardization projects. Royal V. Howard, NAB Director of Engineering, has discussed the matter with them and is active in revising the plan. He will be in charge of proceedings at the NAB convention.

"The acceptance of NAB's preliminary standards has been most gratifying," Mr. Howard said. "The need for completion of the standards and possible minor modification of the existing ones is one of the most pressing of the industry's engineering problems. From a practical standpoint, it is expected that if standardization of the type envisioned can be achieved, not only can vast sums be saved the industry but more uniform and higher quality recorded programs would be presented to the public."

Original Standards

Original standards, as adopted in 1942 by NAB and by an important segment of the recording and manufacturing industries, cover 16 subjects. These are: Outer diameter, center hole diameter, turntable center pin diameter, outermost groove diameter, innermost groove diameter, uniformity of groove spacing, stop gap, groove depth, etc.

(Continued on page 75)

ABC Sets WOOD Resale for $850,000 Unnamed Associate

RESALE of WOOD Grand Rapids, Mich, by ABC to Harry M. Bitner, Indiana and New Hampshire station owner and an unnamed associate for $850,000, was consummated last Thursday, subject to FCC approval.

The transaction, in compliance with the mandate of the FCC issued when ABC last year purchased the King-Trendle Broadcasting Corp. for $3,650,000, would leave the network with ownership of WXYZ Detroit as well as the Michigan Radio network.

Previously, ABC had entered into a contract for sale of WOOD to the Liberty Broadcasting Co., principal owners of which are Roy C. Kelly and Ray E. Veney. When that action, it is understood, was premised upon failure to complete the previous sale.

Mr. Bitner and his associates would acquire WOOD in equal shares subject to assignment to a corporation to be created. The $850,000 figure includes profits which have accumulated from operation of the station by ABC since July 17, 1946 and which amount to roughly $100,000. The Commission mandate specified that ABC would operate the station in trust for the ultimate purchaser.

Mr. Bitner is principal owner of WFBM Indianapolis and WEOA Evansville, with A. Thrus Tresna, former Flint newspaper executive, he has contracted to purchase WFDF Flint from the Loeb Brothers for about $650,000 [broadcasting, June 22], a transaction now pending before the FCC. The senior Bitner and his son, Harry Jr., who manages WFBM, also are owners of WFEOA Manchester, N. H.

WOOD operates at 1,000 kc with 5000 watts and is an NBC outlet. Contract for purchase was completed in New York last week by Mark Woods, ABC president, and C. Nicholas Priaulx, vice president and treasurer of ABC, Mr. Bitner Sr., and his attorney Philip J. Hennessy Jr., of the Washington firm of Segal, Smith and Hennessy. Handling the transaction for ABC were Albert Zogusmith, executive vice president, and Howard Stark, radio director of the Smith Davis Corp., New York investment organization.

NAB Convention Clinics Lined Up

Wide Open Discussions Will Fill Monday's Agenda

WIDE open discussion of top broadcasting problems, with network, station and other industry specialists participating, will mark a series of four clinics to be held at the NAB convention in Atlantic City.

The clinics will dominate the convention agenda for Monday, Sept. 15. Full convention sessions do not open until Tuesday morning when President Justin Miller will deliver the keynote speech.

Plans for three clinics—sales managers, employe-employer relations and engineering—are about complete. Work is still in progress on proceedings of the program clinic.

Front-rank specialists in the engineering field will address that clinic [broadcasting, July 29].

Specific problems will be assigned to panel members on the basis of presentation purposes, not speeches. These topics will inspire questions from the floor, with Mr. Doherty directing discussion as well as taking part in the interchange.

Topics listed for discussion include effect of the Taft-Hartley Act on sales and station operations; union situations, labor contract trends; hiring, training and supervision of personnel; bonus and salary compensation for management and staffs; wage scales; special fees.

A morning meeting the Employee-Employer Relations Committee and district chairman will hold an executive session.

The sales managers clinic will be an all-day open session. The program was drawn up by a committee consisting of Lewis H. Avery, Avery-Knodell, Chicago; Eugene Thomas, WOR New York, and Frank E. Pelegren, NAB Director of Broadcast Advertising.

The sales managers clinic will be followed Wednesday afternoon by a general convention session on broadcast advertising, under present plans. An entire day was devoted to sales and advertising problems at the convention session last year.

Opening the morning sales session, which will be devoted to retail advertising, will be a sales promotion review directed by John M. Outlet Jr., WSB Atlanta.

During the week many stores use radio effectively will be conducted by the National Retail Dry Goods Assn., with four winners of the 1946 NBDOA retail contest forming a panel. Each store has a high-light sketch of special techniques used by their stores, covering plan.

(Continued on page 77)
ANY OBJECTION TO A SALES INCREASE IN

PITTSBURGH

IT'S AMERICA'S SIXTH MARKET!

Yes, we said sixth market. And here's why!

Statistics show that Pittsburgh ranks tenth in population among U. S. cities. But that's only within "city limits."

In metropolitan area population, Pittsburgh stands much higher in the scale. And in value of products, the Pittsburgh area is sixth in the nation.

This is the highly productive, basic-industry region that KDKA covers with 50,000 watts of successful sales power. Not only Pittsburgh... not only the city and suburbs... but the entire tri-state region which embraces 117 counties in daylight, 194 counties at night (BMB).

As regional outlet for ever-popular NBC programs, and as the originator of local programs with a strong appeal to the Pittsburgh area's preferences, KDKA has won a large and loyal following. Your program on KDKA is the key to a sizable segment of America's purchasing power!

PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KEK • KYW • WBZ • WBZA • WOWO • KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEK • FOR KEK, FREE & PETERS

BROADCASTING • Te lecasting

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**MOFFAT, WMAS PRESIDENT, DIES**

ALBERT S. MOFFAT, president of WMAS Springfield and WLH Lowell-Lawrence, Mass., died July 22 at the Massachusetts General Hospital in Boston after a short illness.

Mr. Moffat founded WMAS in 1932, after being affiliated with the manufacture of transformers and loudspeakers during the early days of radio. WLH was launched in 1932, and a synchronized transmitter was added at Lawrence in 1937.

Born in Glasgow, Scotland, Mr. Moffat came to the U. S. at the age of 8. In addition to his broadcasting activities, he pioneered in the early use of X-ray equipment and colored motion pictures.

Surviving are his wife, Mrs. Ethel Moffat, two sisters and a brother.

**GONCE SEEKS TO SELL INTEREST IN KXXL RENO**

SALE of the new KXXL Reno, Nev. (1230 kc, 250 w) by Chet L. Gonce to Edward Margolis, Frederick W. Kirske, and Byron J. Samuel for $30,000 was reported to FCC last week for approval.

The application said KXXL is "nearing completion and will be fully completed" before the proposed sale is consummated. Under the contract Mr. Gonce would deliver the station fully completed, paid for, and on the air. Purchasers would be responsible for operating costs and profits or losses after KXXL receives approval of equipment tests.

Each of the three purchasers would have one-third interest in the station. Mr. Margolis, of Reno, is president and 26% stockholder of Teletronics, manufacturers of electronics equipment, and of Continental Wired Music & News Co., which transmits news and music by leased wire. Mr. Samuel has had several years' experience as writer, producer, and announcer with San Francisco area stations. Mr. Kirske is owner of a clothing store at San Bruno, Calif.

Mr. Gonce told FCC that his son faces a major operation to correct a polio condition and that he wished to dispose of KXXL in order to spend full time with his son during his recuperation. He received the grant for the station last December in the business name of the Voice of Reno. He also has half interest in Voice of Fallon, grantee for 1400 kc with 250 w at Fallon, Nev.

The projected transfer is being advertised for competing bidders under FCC's Avco Rule, with rival applications acceptable at FCC for 60 days from July 30, according to the application.

**WEBJ (250 w, 1240 kc) Takes Air in Alabama**

WEBJ, new 250-w fulltime outlet on 1240 kc at Brewton, Ala., took the air last Friday (Aug.1) from its studios in Brewton's Loveless Hotel.

WEBJ is owned by William E. Brooks and licensed to the Brewton Broadcasting Co. Staff consists of Howard C. Gilreath, general manager; J. C. Williams, chief engineer; Charles Herman, engineer; Frank Tucker, chief announcer, and Catherine Cosgrave, traffic manager and program director.

WEBJ uses AP news and Lang-Worth transcriptions.

**CBC Postpones**

OWING TO difficulty in obtaining hotel accommodations at Calgary, September meeting of Canadian Broadcasting Corp., board of governors, has been postponed from Sept. 8-10 to Sept. 17-19, it was announced by A. D. Dunton, CBC chairman at Ottawa.
RAILROADS
CHAMPION OF AMERICAN LIBERTY AND FREEDOM

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR
50,000 WATTS

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

Represented by
PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.
Tell It to Iowa's "Twin Markets" With WMT!

Want to reach farmers? Then reach 'em on WMT in Eastern Iowa—in the heart of the greatest farming country on earth.

Want to reach factory workers? Then reach 'em on WMT in Eastern Iowa—where half of the richest U. S. state's income derives from steady industries.

Whatever your story, you'll find a prosperous, loyal, listening audience in WMTland!

Ask your Katz representative for details.

WIBV at Belleville, Ill., Takes Air as Daytimer

WIBV, new Belleville, Ill. daytime outlet, began broadcasting last month with 260 w on 1660 kc. Owned by the Belleville Broadcasting Co., WIBV is staffed by Paul Wnorowski, general manager; John H. Schultz, technical director; Marvin M. Mollring, engineer; Marshall F. True, public relations; and John W. Lewis, secretary-treasurer. WIBV is represented nationally by Universal Radio Sales.

Frequency Changes

Three Repeater stations of CBR Vancouver changed frequencies on August 1. CBRA Revelstoke, B. C., changed from 560 kc to 860 kc; CBRF Pentico, B. C., moved from 940 kc to 980 kc; CBRL Williams Lake, B. C., moved from 940 kc to 960 kc. Changes were announced by Arthur Ellis, CBC regional engineer at Vancouver, and were effected to avoid any possible interference with new 1 kw station CJBB Vernon, B. C., opened August 1 on 940 kc. Other repeater stations are 50 watt powered and operated without attendance, carrying full CBR program 16 hours daily.

WHTN Underway

Huntington W. Va.'s newest outlet, 1-kw WHTN, began daytime operation a fortnight ago on 800 kc. Mayor Douglas C. Tomkies and other city dignitaries gave welcoming messages on opening day. Licensee of WHTN is the Greater Huntington Radio Corp. Mike Layman is station manager and Arnold Silvert is program director.
You can't cover California's Bonanza Beeline without on-the-spot radio

What is the Beeline? California's vast central valleys, plus the Reno corner of Nevada—that's the Beeline. And what a bonanza market it is! Beeline people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

To get your share of Beeline sales, be sure to use on-the-spot radio. Outside stations just can't deliver effective coverage... too many high, signal-stopping mountains around the Beeline.

Let the five BEELINE stations sell for you. Together they blanket this whole 2 Billion Dollar market... individually they rate ace high.

KWG Stockton, for instance, has been a local favorite for 26 years! These on-the-spot Beeline stations are not a network or a chain. You can buy them the way you want. Check Raymer for all the facts.
Here's where your ideal transmitter takes shape . . . in final assembly operation at the modern Westinghouse plant in Baltimore. Here, the improvements specified by you become reality as skilled workmen assemble finished parts into complete, dependable transmitters. All units are thoroughly tested before delivery.

Service Everywhere . . . .
Westinghouse has 17 parts warehouses, a staff of service engineers on 24-hour call and 35 maintenance and repair shops conveniently located . . . as close as your telephone. Factory trained communications sales engineers in your area are also ready to serve you.

More Information?
These new books will give you a complete picture of the operating advantages built into Westinghouse transmitters. Ask for B-3829 (1 and 3 kw, FM) or B-3850 (10 kw, FM).
...a truly modern design based on the recommendations of your industry and the years of experience of our own engineers in operating five FM stations.

Now you can throw away the “can opener”. You won’t need one to get at the tubes—they’re all within reach of your finger tips, from the front of the transmitter. This is what you asked for...and get...in all Westinghouse FM transmitters. And here are a few more of those “examples” which help to make your operating and maintenance job easier.

- New 270° meters at eye level.
  (You can see the grid and plate currents in all stages simultaneously.)

- Visible, conventional-type tubes—nothing tricky.

- Fuseless overload protection and excellent shielding, lead covered wire.
  (“De-ion” circuit breakers used throughout.)

- No 1/4-watt receiver resistors.
  (Only heavy-duty resistors are used throughout.)

- Individual voltage regulators for bus voltage and high-voltage rectifier.

This “duo of experience”...yours and ours...assures these features, and more, in all Westinghouse FM transmitters—1, 3, 10, and 50 kw.

Your Westinghouse office will give you more details or you can write to us at P.O. Box 868, Pittsburgh 30, Pa.
FOUR UTAH-IDaho NBC OUTLETS IN REGIONAL FORMATION of a new regional group called the Utah-Idaho Network and consisting of the four NBC affiliates in those states was announced last week.

The stations, which will be sold nationally as a packaged network, are KDYL Salt Lake City, KIDO Boise, KSEI Pocatello and KTPI Twin Falls.

Sales manager for the new network is George Provol, who is in charge of national sales for KDYL. John Blair and Co. will represent the new group, which will headquarter in the Tribune-Telegram Bldg., Salt Lake City.

WSBT-FM Boston is increasing its broadcast day to seven hours, using a schedule of 3 to 10 p.m. Station also is changing frequency from 106.7 mc to 92.9 mc, effective Aug. 10.

**MAKING FRIENDS ON THE FARM, TOO**

WSBT covers a true cross-section of America's industrial-agricultural population. With increased power, WSBT gives increased service to farmers as well as city folks. One example of this service is "Farm Report," the newest WSBT program. It is aimed directly at the rich farm market of Indiana and southern Michigan.

WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast—in the city and on the farm.

**Nations With Free Enterprise Radio Unenthused Over UK Committee Idea**

DELEGATES to the International Telecommunications Conference in Atlantic City, notably those in the western hemisphere, view with a jaundiced eye the proposal of the United Kingdom for formation of an International Consultative Committee for broadcasting throughout the world.

Introduced in mid-July, the proposal looks toward creation of a general consulting committee on broadcasting proposing international cooperation in the operation of broadcasting services. There are at present consultative organizations in the International Telecommunications Union (ITU) covering all fields save broadcasting. It was felt that adoption of the proposal was far from imminent.

While no formal opinions were expressed, delegates and observers representing the United States and the Latin American countries feel there is nothing in such a proposal to recommend itself to nations which operate under the free enterprise system as against the monopoly system invoked in Great Britain and throughout the British Empire. In some quarters it was said such a proposal would be "disastrous" since the British system and the free enterprise systems have nothing in common.

Other proposals before the Conference relate to establishment of an international organization to govern the conduct of high frequency (international) broadcasting services, to be considered when the third telecommunications conference gets under way Aug. 15. The UK proposal, however, goes far beyond that and would deal with all aspects of broadcasting—low band, medium band and high frequency.

Because there are no mutual technical interference problems which exist on conventional broadcasting channels, as distinguished from the international bands, the attitude of American broadcast observers is that no need exists for worldwide study of such matters.

**Advisory Only**

The British proposal (Document 570-RE) suggested that the organization function only in an advisory capacity in a manner similar to that which is the other consultative committees of the Union perform. It would study and draw up recommendations on technical questions relating specifically to broadcasting and methods of international transmission and exchange of program material. It would, through regional committees, prepare provisional plans for allocation and use of frequencies for all broadcast services for consideration by the international and the regional broadcasting conferences. Another service would be that of advising other international organizations on nontechnical matters related to broadcasting which depend for their solution upon technical considerations.

The proposal stated further that the CCIB should normally confine its studies to technical broadcasting questions and that nontechnical matters, such as programming, should be left to consideration of the United Nations. The CCIB would be made up of experts from both government and broadcasting operating agencies recognized by their respective governments.

The proposed organization, under the British proposal, would be made up of five separate committees: (1) European region; (2) North American; (3) South American; (4) other regions; and (5) Tropical broadcasting. An international committee, comprising representatives nominated by the various regional committees, would advise the international radio conference at the high frequency broadcasting conference on broadcast matters including proposals for specific frequency allocations to nations.

**Installs Video Set**

INSTALLATION of a DuMont teleset in the St. James Theatre, Asbury Park, N. J., has resulted in wide interest on the part of the theatre's patrons, Ernest A. Marx, television receiver division manager of DuMont Laboratories reported last week. About 200 persons gather to watch night baseball and the fights, operators of the theatre estimate, and in addition, more than 125 people buy tickets to watch television only.
AIR-CONDITIONED...

In the gay nineties the open-air trolleys of Wheeling’s street railway system were really air-conditioned... as this old photograph will testify.

Air-conditioning, as it is known today, was unheard of then... but you don’t have to look twice to see that advertising wasn’t.

Even in the good old days Mail Pouch Tobacco Company of Wheeling knew a good media when it saw one, and that’s why this experienced advertiser is using WWVA today. Because with a proved basic programming policy plus the effectiveness of the Columbia network, WWVA is daily blanketing over six million people in the highly industrialized states of Ohio, West Virginia, Pennsylvania, Maryland, and Virginia... right in the heart of the steel and coal belt of the nation!

See a John Blair Man!

WWVA
WHEELING, W. VA.

NOW WITH CBS
COLORADO'S GOVERNOR, Lee Knous, wire-records conference with newsmen July 21 during first of series of five one-week clinics at U. of Denver on various phases of small market radio operations [Broadcasting, July 28]. Standing in front of governor (1 to r): Pete Peterson, KLZ news chief; Hugh Terry, KLZ manager; Art Stringer, NAB special events man.

Stern FCC Warning on 'Wired Wireless' Follows Reports of Indiana Operations

REPORTS of projected "wired wireless" broadcast operations in one or more communities of southern Indiana, and also in Alaska, prompted FCC last week to start an investigation and issue a stern three-page warning against illegal operations.

"There is no provision under the low-power rules which countenances the establishment of a station comparable to presently authorized broadcast stations," the Commission declared.

"By no stretch of the imagination can it be interpreted that the Commission intended low-power devices [used for control purposes] to be converted into stations for communicating through space by radio, employing call letters selected at random, operating on frequencies assigned to the standard broadcast band, and broadcasting commercial announcements."

FCC did not identify the towns where this type of "gas pipe network" operation purportedly is planned. Commission sources did say that some broadcasters in the areas had expressed alarm. The announcement declared that apparently the equipment "is being supplied by firms or agents with the mistaken assurance that this type of operation does not come under Commission jurisdiction. There is further indication that the operators, also, are not familiar with Commission requirements."

Some instances of advertisements urging the public to buy and operate equipment of a similar nature also were reported.

FCC warned: Unlicensed radio operation, which normally results when low-power devices exceed the limitations provided, creates a definite menace to important communications and may subject the operator to serious penalties provided for in the Communications Act, including a maximum fine of $10,000 or two years imprisonment, or both.

Generally, it was pointed out, low-power devices do not need FCC authorization if used primarily for control purposes and if the radiated energy does not exceed 15 microvolts per meter at a distance less than 157,000 feet divided by the frequency of the operation in kilocycles. In the broadcast band, maximum permissible field intensity is 15 microvolts per meter within 98 to 285 feet, depending upon the frequency.

Power Line Tie-ins
While not identifying the communities in which wired wireless operations have been reported, FCC authorities asserted that the procedure involved tie-ins with power lines to carry recorded musical programs, and advertising from neighborhood stores, to nearby residents.

The Commission cited the so-called campus radio of the Inter-collegiate Broadcasting System as conforming with FCC's low-power rules.

It was emphasized that low-power devices must in all cases meet certain technical requirements. Competent engineers, FCC said, should in all cases be employed to provide exact field intensity measurements before any low-power device is used extensively. A further example of the need for expert engineering tests and maintenance was seen in the fact that even low-power devices "may be accidentally or intentionally coupled to radiating antennas or power supply lines so as to interfere with radio reception."

The announcement said FCC and its field offices "will be glad to answer any inquiries concerning use of low-power devices."

Dakota in a Dither
LISTENERS' faith in a station can be awe-inspiring responsibility, as WNAX Yankton, S. D., now knows only too well. A few days ago a WNAX announcer said the time was 6 p.m. So the Bridgewater, S. D., chief of police—and we quote him—"pressed the button on the city siren for the siren o'elock signal." The volunteer fire department thought there was a rural fire, and rushed to their posts, and several business people left their jobs thinking it was closing time.

Trouble was it was only 5:30. Accustomed to getting the correct time from WNAX, people didn't consult clocks, just accepted the station's word for it. After a letter from the confused Bridgewater police chief, WNAX sent an apology to him and to the town for causing such tumult.

KANSAS 1947 WHEAT CROP

Right on the heels of four years of bumper crops comes a record-breaking 1947 harvest... more wheat than ever before in history. All through WIBW's 5-state service area, farm families are unbelievably rich... and buying.

These First Families of Agriculture listen to WIBW more than any other station.* That's because we've always been programmed to best serve their interest, convenience and necessity.

To do a complete sales job in this richer-than-ever area, you must have WIBW.

*Kansas Radio Audience 1946

Serving the First Families of Agriculture

WIBW Topko KANSAS CBS

Rep.: Capper Publications, Inc.
We are Happy to Announce the Appointment of

JOHN D. "JACK" ALLISON
VICE-PRESIDENT - NEW YORK OFFICE

TAYLOR-HOWE-SNOWDEN
Radio Sales
SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco
KFIZ Fond du Lac, Wis.

“For the past four months we have had the G-E console in constant operation and are thoroughly sold on it, because it is adaptable to almost any operation. Its versatility and accessibility make it ‘tops’ in studio control.”

LYNN N. FAIRBANKS, Gen’l Mgr.

WSYR-FM Syracuse, N. Y.

“For on-the-air reliability we’ve found that the G-E 3 kw. FM transmitter fully meets our performance specifications. It was easy to install—easy to maintain. We have no worries about this transmitter ever failing us.”

A. G. BELLE ISLE, Eng.

WFJS Freeport, Ill.

“We have been using the G-E console for six months, and are more than happy with its design and flexibility.”

THOMAS C. MOERS, Sta. Mgr.

WEAW Evanston, Ill.

“General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved of value to us.”

EDWARD A. WHEELER, Pres.

IN FM

Station after station tells the story.

As we go to press, 155 General Electric FM transmitters are on the air or being installed in broadcasting stations. Each week more and more G-E FM equipment is being shipped to buyers everywhere.

Pioneer in FM, General Electric is the leader in extending this finer system of broadcasting to all America.
General Electric FM equipment is available for every need.

Station owners and engineers go all out for G-E equipment. Read what they say. Then call your nearest G-E radio sales engineer, or write Electronics Department, General Electric Company, Syracuse 1, N. Y.

WTRI Troy, N. Y.
"General Electric's 250 watt FM transmitter obviously was built with an eye on economy to the user. Its components are all assembled in logical order for instant installation and easy maintenance. Per hour of operation, we find the cost is far below our expectations."
ALBERT H. CHISMARK, Chf. Eng.

WMLN Mt. Clemens, Mich.
"The outstanding flexibility of the General Electric consolete provides us with finger-tip control of all broadcasting features plus monitoring, auditioning, and extra program amplifier in one compact unit."
W. A. SCHATTLER, Chf. Eng.

KOCs Ontario, Cal.
"KOCs is designed and built for maximum efficiency and performance in every detail. We are delighted in that respect with our G-E FM transmitter. It's a top performer."
JERENE APPLEY HARNISH, Pres.

WEBC Duluth, Minn.
"The G-E FM transmitter was very easy to place in operation. The radio frequency stages tune up properly, and there are no trick adjustments to make in order to keep the transmitter functioning properly."
W. H. LOUNSBERY, Chf. Eng.

IT'S G.E.

General Electric LEADER IN RADIO, TELEVISION AND ELECTRONICS
KBUR-FM BURLINGTON
ON 11-HOUR SCHEDULE

KBUR-FM, which began operation at Burlington, Iowa, July 21 on a
four-hour-a-day schedule, extended its schedule to 11 hours six days
later and is now on the air from 12 noon to 11 p.m. daily, Gerard B.
McDermott, general manager, announces.

The station, operating on channel 225 (92.9 mc), is functioning on an
interim basis radiating 8 kw, and is using a Westinghouse 3-kw
transmitter with a Western Electric cloverleaf antenna. Antenna,
now located in downtown Burlington, later will be moved seven miles
west of the city and will be supported by a 510-ft. tower, according
to Mr. McDermott.

ABC programs without music broadcast over KBUR also are pre-

sent on KBUR-FM.

WOMEN'S WEAR turned to regional radio when Mode O'Day Corp.
(retail apparel chain), Los Angeles, began sponsorship of Erskine
Johnson in Hollywood on 43 Don Lee stations. On hand for initial
broadcast were (1 to r.): Donald Breyer, account executive of Broisacher,
Van Norden & Staff, Los Angeles; Jack Merner, advertising manager
of Mode O'Day Corp.; Charles Arlington, program announcer; Floretta
McDonald (Hillairy of Hollywood); Erskine Johnson; William A. Diage,
Mode O'Day general sales manager; Henry Gerstenkorn, assistant gen-
eral sales manager of Don Lee.

A POPULATION HAS CHARACTER

... And that character can be measured in many ways—by
income buying habits or tastes—depending upon the informa-
tion you need. But, in the Nashville area population is
divided into 156,908 families with average incomes over
$2,500—well above the national average ... And their buying
power increased 1000% from 1935-45 ... There's ample sales
potential, so, sell those buying families while they are tuned to
favorite programs broadcast by WSIX.

*From 1947 report of Tenn. State Planning Board

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

KVER HOLDS FORMAL OPENING CEREMONIES

FORMAL OPENING ceremonies for KVER Albuquerque took place
yesterday (Aug. 3) for the city's newest station. Included on the pro-
gram were city and state officials, men of prominence in civic and business circles of Denver.

Operating on 1490 kc with 250 w power, KVER will be heard by
more than 20% of the population of New Mexico. As a part of the
International Broadcasting Co., KVER is the second station to be
opened by that company. KSPV Artesia, N. M., has been on the air
for about six months and the company holds a CP for a station in Alamagordo, N. M.

When all construction is com-
pleted the combined facilities of
the three stations will be known as
the Great West Network. All three
stations will be represented by
Donald Cooke Inc., New York.

General manager of the Inter-
mountain Broadcasting Co. and
manager of KVER is J. C. Cole.
Heading the new station's staff is
S. V. Patrick, president, construc-
tion contractor.

Midwest Broadcasting Co.
Assigned Call Letters

MIDWEST Broadcasting Co., licen-
see of recently granted AM and
FM stations in Milwaukee, has been
assigned the call letters WMAW
and WMAW-FM. The stations are
under construction and it is antici-
pated both operations will go on the
air simultaneously later this fall.
WMAW has 5 kw on 1250 kc
while WMAW-FM has channel 271
(102.1) with 10 kw power.

Officers are Clifford A. Randall,
president; George E. Ingham, vice
president; Oliver J. Vivian, treas-
urer. Other directors are John A.
Fleissner and Ray C. Borchert.

3 Texas MBS Affiliates
Organize Cactus Network

THREE WEST TEXAS stations,
affiliates of MBS and the Southwest
Network, announced last week that
they had formed a new regional
group, the Cactus Network.

The group, comprising KIUN
Pecos, KVKM Monahans, and
KVLF Alpine, is currently set up
as a special events hook-up, but
plans call for transmission of a
daily schedule. KIUN Manager
Jack Hawkins is president of the
organization and Charles Stuckey,
KVVM manager, is vice president.

Delegates Visit RCA

RADIO technical experts from
the various national delegations at-
tending the International Telecom-
munications Conferences at Atlan-
tic City are visiting the plants and
facilities of RCA Communications
in New York, Riverhead and
Rocky Point, L. I., and the RCA
laboratory at Princeton as guests
of RCA in a series of weekend
field trips. Each trip includes 25 to 50
technicians, accompanied by trans-
formers and guides.
WITH WFAA

IT'S AS EASY AS 1-2-3 TO COVER THE DALLAS-FORT WORTH MARKET

Plain figures pay when you buy WFAA. It takes only one station, WFAA with two frequencies, 820 and 570 (two audiences, too) ... with the top attractions of three networks, NBC, ABC and Texas Quality Network, to provide greater audience appeal ... to cover the Southwest's greatest market, Dallas and Fort Worth.
Snake Tail
A THREE-FOOT garden snake climbed a transmission pole near Columbia, S. C. recently and became entangled in a 13,200 volt tie-line. Its tail rested on a cross-arm making a perfect ground which caused a power failure and forced WIS Columbia off the air. The station went off the air at exactly 8:16 a.m.—just one minute and 15 seconds after the “World News Roundup” had concluded. The station returned to normal service a few moments later, but WIS engineers think the snake was very considerate in awaiting the sign-off since the program is sponsored in the WIS area by the local power company.

Willard Calls for Continued Freedom Of Broadcasting in Virginia Speech

EXTENT of individual freedom in America can be measured by the barometer of the freedom of broadcasting, A. D. Willard Jr., NAB Executive Vice President, declared Tuesday at the “Freedom of Speech Night” held in connection with the State of Virginia’s historic pageant, “The Common Glory.”

Recalling that Thomas Jefferson recognized, as have other great leaders, that the power to license is the power to censor, Mr. Willard said, “As long as radio is licensed, and that process would seem inevitable, broadcasting will be the first front attacked in any effort to limit our freedom.”

The “Freedom of Speech Night” was first of four dedicated to the four freedoms—speech, assembly, religion and press. The pageant, composed by Paul Green, traces the historic development of Virginia with special reference to the life of Jefferson.

Contrasting the Jeffersonian principles with those of the Nazi dynasty, with its reliance on controlled radio, Mr. Willard said: “In America we have a free radio. Its freedom—to operate as a constant check against insouciance of office (which was the Jefferson concept of a mass medium’s purpose in society)—its freedom is limited only by the law, and the administration of that law, under which it operates.

“When one considers the purpose of a mass medium in a society of free men, and even the method by which the purpose is accomplished, there is little difference between the newspaper and the broadcasting station.

“At this moment there are those associated with the commission which licenses broadcasting who would concern themselves not only with the assignment of radio signals, as provided by law, but with the program matter which traverses those signals. The greatest danger to individual freedom is that those who govern us, even if by our own selection, should limit our freedom as well. They never have in this nation, and the principal reason they never have is because we have had a free press; a free and vigilant press, which has kept the people in day-to-day communion with the activities of their elected leaders.

“Without that free press we would not survive long as a democracy. And I say to you that without a free radio, we will not have for long a free press. For an encroachment upon one is an encroachment upon all. So you see, we in broadcasting find special meaning in this magnificent pageant which is being presented in the great State where our freedom was born.”

Mr. Willard’s speech was carried by delayed broadcast over a state-wide network of six stations. He was introduced by Campbell Arnow, WTA Norfolk, NAB District 4 Director.

MBS Outlets of 1–50 kw Increased 90% In Year

AN INCREASE of 90% in one year in the number of MBS stations of 1 kw to 50 kw was reported last week by Bob Schmid, MBS vice president in charge of station relations, who stated that within the 12-month period prior to July 16, 1947, the network’s total of stations in this power range increased from 74 to 142.

The report showed that during the year 48 Mutual stations received increases in power ranging from 1 kw to 50 kw and that 22 more key area stations in this power range joined the network.
Here's why they are best for broadcasting FM:

1. **True Circular Pattern**—full gain realized in all directions.
2. **Flexibility**—full gain realized regardless of assigned frequency or change in frequency assignment.
3. **Efficient**—exactly matches any line impedance between 50 and 100 ohms, assuring maximum delivery of transmitter output to the service area.
4. **Minimum Maintenance**—no gas filled lines or RF insulators on the antenna—fed by single coaxial line from transmitter.
5. **Light Weight**, low wind loading, speedy assembly and erection—all reduce installation costs.

Get full details from your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.
FCC Appointee Jones Wins Added Praise From Republican, Democratic Colleagues

TESTIMONIALS to Robert F. Jones, new appointee to FCC, continued to come from his Congressional colleagues last week as they packed their trunks for the long summer recess.

Mr. Jones himself was packing for a final vacation in his hometown of Lima, Ohio, before being sworn in as a member of the Commission Sept. 3. His secretary will be busy meantime crating records and other properties accumulated by Mr. Jones during almost ten years of continuous service on Capitol Hill.

Many of Mr. Jones’ colleagues recall with admiration his record as a member of the minority and later, for a short time, the majority party.

Ex-speaker Sam Rayburn — remembered by radio men as chairman of the Interstate Commerce Committee which reported out the original radio law of 1934 — commented that “he is going to a Commission which I think will not be hurt by the infusion of some Bob Jones blood.”

Horan Concedes Ability

Rep. Wart Horan (R-Wash.), who sharply opposed Mr. Jones’ action in so severely cutting the appropriation for the Interior Dept., declared: “All of us admire a legislative craftsman, and Bob Jones in his handling of the Interior appropriations bill, even though we in the West do not agree, proved himself to be one of great ability.”

Rep. John C. Kunkel (R-Pa.) said: “I have always respected his sincerity, his integrity and particularly his ability. I have never seen or heard anyone handle an appropriation bill on the floor of the House of Representatives with more judgment, clarity, finesse and ability than that exercised by Robert F. Jones, of Ohio.”

During the closing week of Congress virtually the entire membership had risen to applaud Mr. Jones for his record and his achievement in gaining the President’s appointment to FCC. The most ringing tribute had come from the senior member of the Ohio delegation, Thomas A. Jenkins (R) who reminded the House that Mr. Jones had come there as one of its youngest members and left as still the youngest member of the Ohio delegation.

“It is of his personal qualification,” said Mr. Jenkins, “that I comment with the most pleasure. He is a most wholesome and personable young man. I know of no young man who has developed faster, and more deservedly during my time in Congress.”

Thus, Democrats and Republicans alike joined in wishing the new Commissioner well and predicting great success for him.

** WJFP COVERS **

—in-Station

WITHIN a minute or two after the explosion in the Old Ben Mine No. 8 at West Frankfort, Ill., July 24, WJFP Herrin, Ill. checked with the mine’s superintendent and had the news on the air. These reports from first-hand sources were broadcast by WJFP’s Fred Reinhardt along with a UP bulletin quoting the Illinois Dept. of Mines and Minerals that such an accident had been reported and that rescue teams were on the way.

The bulletin interrupted the Giants-Cardinals baseball game being broadcast from St. Louis. KOKO and KSD St. Louis picked up the WJFP flash, quoting Mr. Reinhardt, according to WJFP officials.

An hour after receiving the first information, Mr. Reinhardt went to the mine and after interview- ing Superintendent Roy Adams called in his story from a nearby home, which was the closest phone to the disaster scene. For the first two hours WJFP broadcast bulletins every half hour. At 10 p.m. Mr. Reinhardt recorded a 15-minute interview at the mine as the first of the 22 bodies were brought from the shaft. This was broadcast at 11:15 p.m.

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FIVE BAY-STATE radio stations were given citations by the American Legion, Dept. of Massachusetts during its annual convention in Boston. Awards were made for the stations’ services during 1946-47 to the Legion’s blood donor committee. At the presentation ceremony were (1 to r): Lt. Gov. Arthur W. Coolidge, Massachusetts acting chief executive; Chick Moris’WBZ special events director; Maj. William Shea, WHDH; Harold B. Morrill, WLAW general manager; Charles F. Nellis, chairman of blood donor committee. WEEI and WCOP also were awarded citations.

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*90% NIGHT AUDIENCE and 89% DAY AUDIENCE!...

... that’s in the “Triple market”* listening area of KROC ROCHESTER MINNESOTA’S INTERNATIONAL MARKET

INTERNATIONAL: 350,000 International visitors from all parts of the world visit Rochester every year and KROC is their only station.

METROPOLITAN: 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, factories and canneries in the world are located.

RURAL: 7,200 Rural consumers reside in the KROC primary coverage area... listen and respond to NBC’s top stars and local interest programs.

** Population ** Family **% of **Radio Homes
Primary Coverage Area 234,435 65,272 90.0
Secondary Coverage Area 322,537 66,073 88.6
Total Primary & Secondary 556,972 131,347 117,559 89.4

Plus 350,000 annual International Visitors...

RESULT: $350,000,000 annual Retail Sales in the KROC Triple Market Area.

** EVERYONE DIALS TO KROC **

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Company

NBC Minnesota Network Northwest Network
On WLAC, it's advertising plus that sells your product!

It's those "extras" that pay off! It's the confidence of WLAC listeners . . . the knowledge of the market area . . . and the "know how" of putting your story across! Here's proof!

6:00 A.M. STRIP: LIGHTNER CHICKS minute announcement. 4 weeks, 1,381 ($6.95) orders for 138,100 chicks. Average 345 orders per week.

6:45 A.M. STRIP: SUNWAY VITAMINS ¼ hour. 4 weeks, 3,631 ($1.00) orders, an average of 908 orders per week. "Fan" mail on same show, 3,618. Total mail, 7,249; an average of 1,812 per week.

9:00 A.M. STRIP: FIRESIDE COFFEE ¼ hour. One week, picture offer, 586 requests with top-of-coffee-bag (50c coffee) enclosure.

4:45 P.M. STRIP: FAMOUS FEEDS ¼ hour. 3 weeks, 2,437 contest letters, an average of 812 per week.

11:00 P.M. STRIP: STERLING BEER hour. 4 weeks, 2,444 "fan" letters (no offer), an average of 611 pieces per week.

SPECIAL—LOVEMAN'S: ¼ hour strip for six weeks at 9:15 A.M. (April-May, 1947) caused 161 women to make and enter dresses in Loveman's Department Store "Sewing Contest".
A HUNDRED and two years is the total record of service for this group from Westinghouse Electric Corp. Occasion of meeting of KDKA Pittsburgh (Westinghouse Radio Stations Inc.) officials was presentation of 20-year pin to R. E. Pusey (second from 1), auditor-office manager. Officials are (1 to r): T. C. Kenney, chief engineer; 21 years of service; Mr. Pusey; Joseph E. Baudino, general manager; 20 years; G. Dare Fleck, traffic manager, 41 years.

Wash., joins ABC, operating fulltime with 1 kw on 1250 kc. Station is owned by Carl E. Haymond, and John Clarke will be manager.

WILM Wilmington, Del., operating fulltime with 250 w on 1450 kc and owned by the Delaware Broadcasting Co., joins ABC on Sept. 15. F. H. Brinkley will manage the station.

5 NEW ABC AFFILIATES TO BRING TOTAL TO 260

ADDITION of five new affiliates, includingWRWR Albany, was announced by ABC last week. WRWR will replace WOKO Albany on Dec. 1 (Broadcasting, July 28), bringing the network's total number of stations to 260.

KFDF Wichita Falls, Tex., now under construction, joins ABC on Oct. 1 as a member of network's Southwestern group. Owned by the Wichtex Southwestern group. Oct. will be announced by WRUN Utica, KFDF Wichita Falls, along with WKBX New York.

New stations in North Carolina were announced by WRAL Raleigh, and WRAL Raleigh, Jr., manager of WGBR Goldsboro, was elected president of the Tobacco Network at the annual meeting of the board of directors held in Greenville. Leland B. Nelson, manager of WGBR Goldsboro, was elected vice president and Fred Fletcher, manager of WRAL Raleigh, was named secretary-treasurer.

Hodges Named President Of The Tobacco Network

B. S. HODGES Jr., manager of WGTI Greenville, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors held in Greenville. Leland B. Nelson, manager of WGBR Goldsboro, was elected vice president and Fred Fletcher, manager of WRAL Raleigh, was named secretary-treasurer.

Announcement was made at the meeting that the Tobacco Network will sponsor, in cooperation with WRAL, eleven day-time football games originated on a co-op basis to other North Carolina stations for this fall. Games will involve principally Wake Forest, North Carolina State and U. of North Carolina.

Replacement of Daniel still, former Tobacco Network commercial manager who has resigned, was considered by the board, as were the applications from several stations in North Carolina and Virginia for membership in the network, but action on the matters was postponed until a later meeting.

CRHS Jonquiere, Que., new 250-w station on 1340 kc has begun operations, according to the Radio Branch, Dept. of Transport, Ottawa. Licensee is Henri Lepage.

4-POINT BETTER RADIO TRAINING STUDY MAPPED

MOVEMENT to strengthen radio training provided by schools and colleges was started last week by the NAB Educational Standards Committee which met July 29 at the association's Washington headquarters. The action was in accordance with a resolution adopted by the NAB board at its May meeting.

Rapid expansion in broadcasting, with heavy demands for qualified personnel, led to formation of the committee. Under Chairman Ralph W. Hardy, KNX City, the committee will study radio courses offered by high schools, colleges and universities. It will recommend to the board methods of setting standards.

Four major lines of study are planned. They include:

Planning accrediting procedures for schools offering courses in radio education.

Initiating high professional standards as a long-range program for radio personnel.

Setting up recommended standards as a means of preparing newcomers to radio.

Improving radio performance by a program of in-service training for those already engaged in radio activities.

Attending the meeting, besides Chairman Hardy, were these committee members: Dr. Willis Dunbar, WKZO Kalamazoo, F. C. Sowell, WLAC Nashville, and Judith C. Waller, NBC. William B. Way, KVOS Tulsa, was unable to attend but was represented by Ben Henneke, U. of Tulsa. Attending for NAB were President Justin Miller; A. B. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public relations director.

KSOO
"The Voice of Sioux Falls"

Announces
the appointment of

Avery-Knodel, INC.

as exclusive National Representatives

SIoux Falls Broadcast Association Inc.

SIoux Falls, South Dakota

Station Ksoo • 5000 Watts • 1140 K.C.
HOUSTON PORT NOW THIRD IN U. S.

Over 31 Million Tons Moved Here, All-Time Record

Houston in 1946 regained its rank as third port of the United States and handles the largest volume of business in its history. This was revealed Wednesday. Houston's total tonnage last year was 31,837,458 tons, considerably greater than the previous high of 28,174,710 tons handled in 1939.

HOUSTON IN 1946 regaining its rank as third port of the United States and handles the largest volume of business in its history. This was revealed Wednesday. Houston's total tonnage last year was 31,837,458 tons, considerably greater than the previous high of 28,174,710 tons handled in 1939.

Houstonians, believing in their future and in their town, dug the 58-mile channel (pictured above) to the Gulf just before World War I. Their faith was justified. Vessels from 90 world ports now load and unload cargo here. Business has boomed. Houston has grown. The area has grown. This mighty inland port is now the largest and most prosperous in the South—and the fastest growing.

KPRC's primary signal reaches Houston-plus... reaches far out into other great ports nearby: Beaumont, second port in Texas and third in the South, Port Arthur, Galveston.

Ask anyone—the folks in Texas who listen—the metropolitan executives who buy time. They’ll tell you KPRC is first throughout this area. First in programs from its own studios, from the Texas Quality Network and from NBC. First, too, in news with its own full-time, completely staffed news department. That's KPRC—first in this great market.
Open Mike

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

The enclosed letter is more or less, self-explanatory. It went into the mail to all of our sponsors two days before the opening of "The Hucksters" at our theatre.

This is our way of beating Wakeman to the punch and taking the sting out of the local showing of the picture. Maybe other stations would like to use the thought.

Morgan Sexton
General Manager
KROS Clinton, Iowa.
(The enclosed letter)

Dear Friend:

Enclosed please find two tickets for the Clinton showing of The Hucksters, at the Missouri Theatre, July 31 through Aug. 6. We want you to see this picture. Before you see it, and to save spots indefinitely, we want you to know these four things:

1. There are no Evans L. Evans articles among these pages.
2. The sales technique of Kimberly and Veit, a letter neither used nor recommended by Telch, Gordon, Irish or Cadby.
3. The advertising business in Clinton has not yet produced any Kaye Dorrance or Jean O'Givile (Dog good all around)
4. In spite of all you see in The Hucksters, in radio gowns and gals are real. We want you to want you to continue to talk to us on the street.

Hope you enjoy the show.

—Morgan Sexton

... ... ...

Seeks Clarification

FMA-AFM Article

EDITOR, BROADCASTING:

With reference to your FM music story on page 15 of the July 28 issue, I'd like to give you a few facts which have not been published and correct some errors in the story.

Your piece said, "The four major networks, with the backing of NAB and FMA, announced they would seek to complete arrangements so that they may begin AM-FM duplications." ... Your story might well have accurately reported: The four major networks, with the backing of NAB and FMA, announced they would seek to complete arrangements so that they may begin AM-FM duplications.

... With reference to me, your story stated: "The FMA official said the music ear (J. C. Petrillo) told him flashy that the union-network contracts do not forbid FM duplication of AM music."

I made no such statement to anyone at any time. In fact, I have no recollection of ever discussing the AFM-network contracts with Mr. Petrillo. I did read the contracts, prior to our meeting with the networks, and I stated on my own accord that they cover the employment of musicians for "radio broadcasting purposes" and that I found nothing in them with reference to either FM or AM.

... the question arises, in light of the Lea Act and Taft-Hartley Law: "What is holding up immediate duplications of network musical programs on FM, thus depriving the public of better musical reception and retarding the progress of FM which the FCC has stated is the finest aural broadcast service attainable in the present state of the radio art?"

We again call upon the networks to answer this question and to explain why the public is being deprived of its favorite network programs on FM stations. A copy of my letter to the four networks on this subject is attached for your reference.

J. N. (Bill) Bailey
Executive Director
FM Assn.
Washington, D. C.

July 30, 1947

(FMA letter to networks below)

Dear:

On July 21, at a meeting beginning at 4 o'clock P.M., EDFF, vice presidents of the four major networks assured a committee of the FMA, that immediate steps would be taken by the networks to inaugurate duplications of network musical programs on FM stations. Since that time we have heard nothing further regarding this effort.

You will recall that at our meeting, the network vice-presidents assured us of the enthusiasm for FM and their desire to duplicate immediately. In view of the fact that ABC, CBS, and NBC have received FCC grants for the construction of a total of sixteen FM stations, we know that you, too, are anxious to serve the public through these FM stations.

In light of your assurances to the FMA Committee, our Executive Committee has instructed me to request an immediate reply to the following questions:

1. What steps have the networks taken to carry out their commitments to the FMA?
2. In light of the Lea Act and Taft-Hartley Law, why is it necessary (as reported in the trade press) for the networks to obtain "permission" from Mr. James C. Petrillo, President of the American Federation of Musicians, before such duplications can begin?
3. Is it true (as reported in broadcasting circles) that the networks and Mr. Petrillo have made a verbal agreement whereby the networks will not feed musical programs to FM stations without Mr. Petrillo's personal approval?

** **

Promotion Material

In 'Fibber' Article

EDITOR, BROADCASTING:

We have just read your very fine article in your July 21 issue on Johnson's Wax and Fibber McGee.

We believe that reprints of this article would make excellent promotion material for advertising purposes by radio stations. Perhaps if you offered reprints of this article to broadcasting stations you would receive enough orders to justify. If you should agree, we would be pleased to be advised.

E. H. Studebaker
Manager
KUJ Walla Walla, Wash.

July 24, 1947

(Editor's note: Reprints on all BROADCASTING success stories are available.)

Fine Comments

On Philco Story

EDITOR, BROADCASTING:

We have seen some mighty fine comments about your articles in BROADCASTING and we do want you to know that we certainly appreciate these and so very much.

J. H. Carmine
Vice President
In Charge of Merchandise
Philco Corp.,
Philadelphia.

July 21, 1947

(Enclosure. The Philco story appeared in BROADCASTING, June 23, July 7.)

** ** **

Reads 'Broadcasting'

From Cover to Cover

EDITOR, BROADCASTING:

I received my BROADCASTING magazine this week (this week), and decided to read the entire magazine, including the ads, seeking promotion ideas. In the process I glanced through the magazine and picking highlights. I started reading at 11:00 p.m. last night and read until 4:30 a.m. Before I finished your magazine, I was amazed at the amount of worthwhile information I had been missing.

By reading every word that you print in your magazine, I probably have set a record in being the first person to read your entire magazine without skipping, with the exception of your proof readers.

It is my intention from now on to set aside approximately five hours per week for your magazine, as I think it is time well spent by any station manager.

My partner, L. S. Calie, recently remarked to me that radio was very fortunate in having one publication so complete for the radio industry.

J. T. Van Sandt
Manager
WJ OU Florence, Ala.

July 28, 1947

** ** **

Fire Safety Service

Record of WLS Cited

EDITOR, BROADCASTING:

I think your editorial staff "denned us with faint praise" in the story on page 30 of your July 21st issue. Reference is to the story on Fire Prevention Awards. WGN was given a prominent position, WPTF, WHO, WOWO and WPNF received rather prominent display. WLS was brushed off at the end of a paragraph as also having received honorable mention.

Actually, WLS was cited "for outstanding public service in encouraging fire safety on farms." That outstanding public service is important. Also, perhaps you overlooked the fact that for two successive years preceding, WLS was given the Gold Medal. I don't think any other station has been so honored two years in a row.

Glenn Snyder
Manager
WLS Chicago.

July 24, 1947
WFIL-TV
Television station of
THE PHILADELPHIA INQUIRER

WITH LEADING NEWSPAPERS . . . IT'S
TELEVISION BY RCA

The Philadelphia Inquirer has now completed plans for full-scale television operation.

This newspaper's new station, WFIL-TV, will bring televsers in the Philadelphia area a regular schedule of commercial programs—remote pick-ups of sports and headline news, films, and studio shows.

Everything needed to get this station on the air is now being delivered by RCA—a new 5-kw transmitter, test and monitoring equipment, two complete sets of image-orthicon field equipment, a mobile studio to simplify at-the-scene telecasting and relaying, a studio synchronizing generator, a monoscope camera, 16mm projectors and a film camera to telecast sound films, a two-camera setup for televising live studio shows, and a three-section Super Turnstile antenna.

Plans also include the installation of an RCA 10-kw FM transmitter, associated audio equipment, and a two-section Pylon antenna. The Pylon and Super Turnstile will be installed on a single mount and diplexed, thus permitting simultaneous FM and television picture and sound broadcasting from the same compact antenna system.

The Philadelphia Inquirer, owned and operated by Triangle Publications, Inc., 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 Dept. 18-H-1.

WFIL-TV's new 5-kilowatt television transmitter. Divides into eight small, lightweight units for easy installation. Features "walk-in" construction to simplify servicing, high-level modulation to eliminate complicated adjustments, and radically new tubes—RCA 8D21 twin tetrodes—in the output stages.

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

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting

August 4, 1947 • Page 43
The Loop is more than part of a lariat to our Chicago men

Our men in Chicago know The Loop circles the business district of one of the world's greatest cities, and take a native-son pride in that fact. Chicago, from lake to prairie, is their home town; its people are their friends and neighbors.

We believe your station is best represented by Chicagoans in Chicago; Californians in California and New Yorkers in New York. Each in his market has a shirt-sleeve familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "home town" representation has been an essential part of our policy for fifteen years. It is another special feature that has been responsible for the character and success of our company.
Radio’s Atomic Role

“Radio Prime Source On Atom Information”

THAT LACONIC headline appeared on a four-paragraph item in the July 14 issue of this journal.

The story recited that Cornell U. had conducted a survery sponsored by the Carnegie and Rockefeller foundations, and that three questions were asked: (1) where the interviewee had gotten most of his information about the atomic bomb; (2) which source had given him the basic idea of how destructive the bomb is; (3) which of these ways has been most important in helping him make up his mind about who should have the secret of the bomb.

Radio was first on all three questions; newspapers second. This comes as no surprise to those who know research and media. Radio has been the primary source of news since pre-war days, and forged sharply ahead during the war.

But that’s not the point. What if there should be an atomic attack here? What would be radio’s role? What would happen to radio in those areas outside that might suffer the terrible fate of a Hiroshima?

Awful to contemplate, perhaps? But not too illusory or far-fetched to ponder.

If radio is the primary source of information about atomic energy, it certainly is the most important medium in a national emergency.

We have the grim experience of World War II. Before it started there was a plan for military seizure of all radio. It didn’t happen. A voluntary censorship code was followed, with security measures imposed at transmitters and studios. Not a single untoward incident developed. Radio’s performance was a glorious chapter in the history of World War II.

What does radio itself know about the atom? What is the military’s thinking about radio’s role in an atomic war? It is radio alone that can quickly calm the populace in a national emergency, for its voice penetrates practically everywhere. It is the confidence that the American people have in their radio that makes radio what it is.

Kenneth C. Royall, the new Secretary of War, knows radio at first hand, not only as a wartime official, but as an Army officer in both wars. We recall that WCGB Goldsboro, N. C. Navy Secretary Forestall, now Secretary of National Defense, also is conversant with radio’s demonstrated status as an arm of the military.

It behooves Uncle Sam and the nation’s broadcasters to peg the role of radio in any future national emergency now. On the atomic calendar, it’s always later than we think.

Treason by Radio

MORE THAN cursory thought should be given the conviction for treason of Douglas Chandler, former Baltimore newsman who stooled for the Nazis during the war through his propaganda broadcasts over the German kept radio. He was one of several under prosecution last week he was given life imprisonment.

Every executive in radio should take heed. The traitorous acts of these renegades were calculated to undermine the American war effort. There is still no peace. Existing conditions are described as the point to a cold war. What would happen if a “hot war” should develop? What about some of the newsmen and commentators now on the air?

Closest possible screening of every man who has given aid to the enemy is insisted. Communists are being routed out of Government, by Presidential edict. They have no place in our American radio structure.

CARL HAVERLIN

CARL HAVERLIN, president of Broadcast Music Inc., is not a devotee of the dubious science of astrology, but he would be the last to deny that he has a spooky affinity for April 15.

On April 15, 1940, he joined BMI as vice president. On April 15, 1945, he left BMI to become vice president of Mutual. And on April 15 of this year he returned to BMI as its first paid president.

Carl Haverlin was born in Globe, Ariz., in 1899. His father was a mining engineer, and young Carl spent his early boyhood in various mining camps in the Southwest and Mexico. Along with a taste for travel he acquired a knowledge of Spanish, some of which he still retains.

The Haverlin family settled in Los Angeles in 1911 and Carl resumed his formal schooling, spending two years at the New Mexico Military Institute. He later transferred to a public high school in Los Angeles, majoring in track and dramatics. The former served him well in later life when he took up roadwork seriously with BMI. His showboy flair for dramatics led to a bid from Ted Shawn and Ruth St. Denis to engage him as a stage dance interpreter.

Mr. Haverlin spent a pleasant season on tour with the Shawn-St. Denis troupe before returning reluctantly to Los Angeles for another stab at school. This he abandoned after acquiring a flair for drama and journalism.

Again he succumbed to the lure of show business and spent two years in stock and in vaudeville, portraying, complete with petty nose and crepe hair, such characters as Attila the Hun and Menelaus in “Helen of Troy.”

It was around this time—pre-1917—that Mr. Haverlin, perhaps feeling the boards shaky beneath him, developed a latent talent for writing. While waiting for cues backstage and in hotel rooms on tour he wrote short stories and sold several of them to pulp magazines. Then, feeling his literary oats, he blithely changed his Muse in midstream and wrote, in collaboration with the late Ahmed Abdullah, a play called “Salvage.”

The play was produced by David Belasco and Messrs. Haverlin and Abdullah began to total up mentally their five-figure percentage earnings. It looked like an open and shut case, Mr. Haverlin recalls, a sure-thing. “Salvage” opened auspiciously in Baltimore (or Washington—he’s not certain) and closed like a clam with lockjaw in a matter of days. The Abdullah and Belasco temperament had collided and Mr. Belasco, as impresario, called the (Continued on page 48)
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

COMPAORED TO HAT SHOPPERS, who grope through dozens of offerings to make a good purchase—your lot is a happy one!

WOV's AUDITED AUDIENCES—5 specific markets—wave goodbye to costly guess work and program experimenting.

THESE AUDITED AUDIENCES give you all the inside dope on listeners—age, sex, income, habits, likes and dislikes—dope that helps key your advertising to known individuals rather than trying to reach an unknown mass audience.

WOV offers 5 AUDITED AUDIENCES, each at a different time of day or night, each a distinct group of purchasers, each the result of a penetrating accurate listener survey. Get the facts—today, to help you "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Well, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK with Peggy Lloyd
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.

More than the combined population of St. Louis & Kansas City.

WOV NEW YORK
Respects

(Continued from page 46)

whole thing off. He did not wait for

April 15.

Coming back to earth thus without-
out a parachute, Mr. Haverlin returned
to Los Angeles and landed on his feet, as always. There fate
intervened, in the form of a job at

KFI Los Angeles. A staff announ-
cer was leaving for a newsroom-
tomy and Mr. Haverlin was hired as
a fill-in.

At this distance Mr. Haverlin
does not recall too clearly all of
his duties in those early days at

KFI. That is, he is a bit hazy about
what he did not do. He remembers
good regular announcing, sports,
play-by-play, dramatic acting, sell-
ing time and running the elevator
in odd moments. He soon found
himself, though, with a steady job
on his hands. With the late Graham
MacNamee he did the first Rose
Bowl game broadcast. Another of
his KFI associates was Don Wil-
son, later to scale the heights as a
network announcer.

Mr. Haverlin's star rose with the
infant industry. In 1927 he was
named sales manager of KFI-
KECA, then a joint operation run
by Earl C. Anthony. He left KFI-
KECA to join Davis & Schweger,
the music and transcription firm, as
station relations manager.

In 1940—on April 15, of course—
Mr. Haverlin went to BFI as vice
president—"before the furniture
got there," he says. BMI had just
been formed, largely under the

auspices of the NAB, as an answer
to ASCAP's demands for music

licensing fees which were regarded
by the radio industry as untenable. Thus Mr. Haverlin was
a moving force of BMI almost from
its inception. Though he left the
organization in 1945 to become a
Mutual vice president, the parting
proved to be only a breather. The

network agreed that BMI could
have "a continuing call" on Mr.

Haverlin's invaluable services.

His return to BMI in April of
this year as its first paid president
marked the end of a year-long
search for the right man for a
highly specialized job. Mr. Haver-
lin's salary as BMI president was
reported at the time to be "in the
neighborhood of $35,000" annually.

As the most tangible proof of
BMI's success, Mr. Haverlin points
proudly to its phenomenal growth
from 0 licensees in 1940 to some
1656 today, including AM, FM and
shortwave stations in the U. S.
and Canada. Of this total 1517 are
AM stations, including CPs.

The BMI president envisions
the brightest of futures both for radio
and for BMI, with which he thinks
it is inextricably linked. Energetic,
fast-talking and fast-moving, he

explains that he is obliged to move
quickly to keep pace with the in-
dustry. His more tranquil periods,
which are few, he spends with his
wife and their 14-year-old daugh-
ter at their home in Bronxville,
N. Y. The Haverlins also have a
grown son and daughter.

NEW GENERAL MANAGER OF
KALE Portland, Ore. C. S. (Sam)
Jackson, gets a kick out of flying

Oregon Journal helicopter in off
the tracks.

Mr. Jackson was named to the
post, a newly--created position,
by Mr. Cannon, president and
publisher of the Journal. Mr. Jax-
son succeeds Charles E. Couche, who
resigned to devoted full time to his
101-acre farm in the Willamette
Valley.

Paley-Mortimer

WM. S. PALEY, chairman of the
board of CBS, and Mrs. Barbara
Cushing Mortimer, daughter of
Mrs. Harvey Cushing and the late
Dr. Cushing, were married last
week at Manhasset, Long Island.

Ceremony was performed by N. Y.
Supreme Court Justice J. Edward
Lumbard Jr. Mr. and Mrs. Paley
plan to leave shortly for a wedding
trip in Europe, a CBS spokesman
said.

TEXARKANA GOES "ALL OUT" FOR
KCMC

* Census Preference Surveys made in April 1945 and in December 1946 show results

below.

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAIN SURVEY

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<td>NBC Station</td>
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<td>1.9%</td>
<td>2.6%</td>
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*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

KCMC 1230 kc

and KCMC-FM

FRANK O. MYERS, Mgr.

Community Leadership is
One of our
Proven Assets

KFXJ
Western Colorado's
Pioneer Station
at Grand Junction

BROADCASTING * Telecasting
Movement Indicates POWER & ENERGY

MOVING! to our 27 new studios and offices completely air-conditioned.

MOVING! to new modern transmitter location (both AM and FM).

MOVING! our Hooper rating steadily upward (only station in San Antonio to increase in every period).

MOVING! to new KISS frequency (from 100.1 to 99.5).

MOVING! more advertisers to our two stations for more results.

MOVING! "Queen For A Day" to San Antonio for Army Air Forces Day celebration — July 31 and August 1.

MOVING! more business to our clients. Let our Staff of 38 put your business or product on the move.

"TOWERS OF STRENGTH IN SAN ANTONIO"

KMAC 1240 A.M. ON YOUR DIAL

KISS 99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
A R T H U R T A C K E R, former announcer with WIXE Keene, N. H., has been appointed WBIR Chattanooga, Tenn., as program director and production manager.

A R D Y C E P F A N T S I E L, formerly with WDEL San Antonio, Tex., has joined staff of KYNS San Antonio, and will handle continuity. GRACE Wagenseller also joined KYNS staff and will handle music library.

G W E N H O R N T O N, former music librarian of KSFO San Francisco, has joined staff of WKYK Oakland, Calif., as assistant to JANE BRUGGMANN, music librarian of WKYK.

A N D Y D O N N E L L Y Jr., Jr., is the father of a girl, Gae.

V I R G I N I A S M I T H, formerly with WBAI and WLW Cincinnati, has been appointed program director of WFXD, new 1-kw daytime station on 1360 scheduled to begin operations soon in Clarksville, Tenn. BOB WISLICH and RUTH LAWSON, formerly with WFXD, also have joined WFXD in Clarksville.

P E T E R S, formerly with WMMN Parma, Ohio, has joined staff as regional account executive.

J A M E S W. F. Smith, newswriter with WBBM Chicago, has resigned to join public relations staff of Localno Corp., Chicago.

D E W I T T W Y A T T, formerly with WJW Cleveland, has been appointed program director of WDFX, new 1-kw daytime station on 1550, scheduled to begin operations soon in Clarksville, Tenn. BOB WISLICH and RUTH LAWSON, formerly with WDFX, also have joined WDFX in Clarksville.

D O R O T H Y A D E N, formerly with WXYC W. Palm Beach, has joined WPRT York, Pa., as promotion director.

D O N W. H A Y N E S, personal manager of the Ensign & Gilmour band, New York for ten days conferring with executives of Newel-Emmett Co, and Blythe Butcher, agency radio director, on Chesterfield continuing sponsorship of band in fall.

F R E D D A V I S, winner of announcing scholarship of Academy of Radio Arts, Toronto, has joined announcing staff of WPHF Pittsburgh, N. Y.

F R E D D I E D O L E N, former bookkeeper for Armour, has resigned as account executive in sales promotion and merchandising department of McCormick, Erickson, New York, has joined ABC promotion department.

G R E E N B E R G, formerly with WXYC W. Palm Beach, has joined WPRT York, Pa., as personal manager of the Ensign & Gilmour band, New York for ten days conferring with executives of Newel-Emmett Co, and Blythe Butcher, agency radio director, on Chesterfield continuing sponsorship of band in fall.

H E N R Y C L A R K, has joined announcing staff of WHFF Pittsburgh, N. Y.

H E N R Y C L A R K, has joined announcing staff of WKEX North Carolina, as announcer.

D O R O T H Y A D E N, formerly with Grey Adv., New York, has joined WINS New York, as junior publicity director.

D O N W. H A Y N E S, personal manager of the Ensign & Gilmour band, New York for ten days conferring with executives of Newel-Emmett Co, and Blythe Butcher, agency radio director, on Chesterfield continuing sponsorship of band in fall.

F R E D D A V I S, winner of announcing scholarship of Academy of Radio Arts, Toronto, has joined announcing staff of WPHF Pittsburgh, N. Y.

J A C K K I R K W O O D replaced ARTHUR MOORE as Arthur "Arthur's Place" on July 25. He is a long-time friend of radio and television. He is the father of three children and has been a radio personality for many years.

J O H N E. P E A R S O N, co-owner of WJW radio, has been named the "Father of Modern Radio," for his contributions to the field of radio broadcasting.

L U C I L L E B U R N S, well-known personality of WUXI Tulsa, Okla., has been presented the distinguished radio service award by the Oklahoma Association for Women. This award is given to an outstanding woman in the radio industry.

M A R I E G O O D L I N, who has been married to William Morris, has resigned as program director of WQXK New York.

M A R I E G O O D L I N, who has been married to William Morris, has resigned as program director of WQXK New York.

W I L L I A M O R I E R, who has been married to William Morris, has resigned as program director of WQXK New York.

A N D Y D O N N E L L Y Jr., Jr., is the father of a girl, Gae.

S H I L D O N B A N N E R, who has been married to William Morris, has resigned as program director of WQXK New York.

B U R K E B A R N E R, who has been married to William Morris, has resigned as program director of WQXK New York.

C O N N O R C O R R I N G, who has been married to William Morris, has resigned as program director of WQXK New York.

D O N O S B U R G, who has been married to William Morris, has resigned as program director of WQXK New York.

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A R D Y C E P F A N T S I E L, formerly
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Wagenseller also joined KYNS staff
and will handle music library.

G W E N H O R N T O N, former music
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has joined staff of WKYK Oakland,
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also have joined WFXD in Clarksville.

P E T E R S, formerly with WMMN
Parma, Ohio, has joined staff as
regional account executive.

J A M E S W. F. Smith, newswriter
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to join public relations staff of
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D E W I T T W Y A T T, formerly
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D O N W. H A Y N E S, personal
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on Chesterfield continuing sponsorship
of band in fall.

F R E D D A V I S, winner of announcing
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Toronto, has joined announcing staff of
WPHF Pittsburgh, N. Y.

J A C K K I R K W O O D replaced
ARTHUR MOORE as Arthur "Arthur's
Place," sponsored by Ford Motor Co, effective
July 25 on CBS at 9 p.m. Mr. Moore continues as producer. Kenyon & Ed- 
ward, New York, is agency.

C H A R L E S H O R T E R, formerly
with stations in Springfield and New
Bedford, Mass., and Great Falls, Mont. and
Athens, Calif., has joined WADD Wor-
cester, Mass. She presents a daily pro-
gram for women.

J U D I T H A T K I N S O N, women's
commentator at WAAJ Worcester, Mass., has
resigned to marry William Morlan.

L U C I L L E B U R N S, well-known
personality of WUXI Tulsa, Okla., has
been presented the distinguished radio serv-
ices award by the Oklahoma Association for
Women. For her "unselfish service to
women and to the community," she has
received the award.

W I L L I A M O R I E R, who has been
married to William Morris, has resigned
as program director of WQXK New York.

A N D Y D O N N E L L Y Jr., Jr., is the
father of a girl, Gae.

S H I L D O N B A N N E R, who has
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resigned as program director of WQXK New
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B U R K E B A R N E R, who has
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York.

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resigned as program director of WQXK New
York.

D O N O S B U R G, who has been
married to William Morris, has
resigned as program director of WQXK New
York.
Be Penny-Wise!

SEE WHAT A PENNY BUYS

IN THE GEORGIA 5 STAR GROUP

WATL Atlanta
WBML Macon
WRBL Columbus
WRDW Augusta
WSAV Savannah

Your Product is Paraded before 1,558,563 Listeners, when Five Star Coverage is bought.

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.
With Offices in Atlanta, Chicago, New York, Los Angeles, San Francisco.

"1 BUYS 5 IN GEORGIA"
Western Electric announces a complete

**DIRECT RADIATORS**

- 728B—12" direct radiator.
- 756A—10" direct radiator.
- 755A—8" direct radiator.
- 754A—12" direct radiator.
- 754B (not shown) 12" direct radiator for outdoor use.

**HIGH FREQUENCY RECEIVERS AND HORMS**

- 713B & C—High frequency receivers.
- KS-12024—Sectoral high frequency horn. 50° coverage angle.
- KS-12027—Sectoral high frequency horn. 90° coverage angle.
- KS-12025—Sectoral high frequency horn. 80° coverage angle.

**COMBINATIONS**

- 757A—dual unit system.

---

**QUALITY COUNTS**

Page 52 • August 4, 1947

BROADCASTING • Telecasting
line of High Quality, wide range loudspeakers

1. Sizes and combinations to meet every sound radiation problem...
2. Power capacities from 8 to 120 watts...
3. Frequency ranges as wide as 60-15,000 cycles...
4. All units designed by Bell Telephone Laboratories...

IT'S a thrilling, satisfying experience to listen to reproduced sound that is truly high quality. The new line of wide range Western Electric loudspeakers was designed to make that experience available to all...to provide a complete line of loudspeakers with the ability to reproduce sound of unmatched brilliance and tone.

Whatever your loudspeaker needs, there's a Western Electric loudspeaker to meet them...to provide you with sound that's based on a whole new concept of high quality reproduction. Examine the following table to see how your requirements are met, or mail the coupon below for literature describing this new line of equipment.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>POWER HANDLING CAPACITY</th>
<th>FREQUENCY RESPONSE (cycles)</th>
<th>INPUT IMPEDANCE</th>
<th>COVERAGE ANGLE</th>
<th>EFFICIENCY (Sound Level of 10 db)</th>
<th>WEIGHT</th>
<th>SPEAKER DIMENSIONS</th>
<th>ENCLOSURE REQUIRED</th>
<th>RECOMMENDED CABINET DIMENSIONS (Sleeping Post)</th>
</tr>
</thead>
<tbody>
<tr>
<td>755A 8&quot; direct radiator</td>
<td>8 watts</td>
<td>70-13,000</td>
<td>4 ohms</td>
<td>70°</td>
<td>81.5 db above 10 kHz watts per sq. cm. at 8 watts input</td>
<td>Speaker—4&quot; lbs.</td>
<td>Dia.—8&quot; Height—3½&quot; Baffle Hole Dia.—1&quot;</td>
<td>3 cu. ft.</td>
<td>Width—16&quot; Height—3½&quot; Top Depth—15° Bottom Depth—15°</td>
</tr>
<tr>
<td>756A 10&quot; direct radiator</td>
<td>20 watts</td>
<td>65-10,000</td>
<td>4 ohms</td>
<td>60°</td>
<td>89.5 db above 10 kHz watts per sq. cm. at 20 watts input</td>
<td>Speaker—10 lbs.</td>
<td>Dia.—10&quot; Height—3½&quot; Baffle Hole Dia.—8½&quot;</td>
<td>3½ cu. ft.</td>
<td>Width—15&quot; Height—3½&quot; Top Depth—15° Bottom Depth—15°</td>
</tr>
<tr>
<td>728B 12&quot; direct radiator</td>
<td>30 watts</td>
<td>60-10,000</td>
<td>4 ohms</td>
<td>50°</td>
<td>92.5 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>Speaker—17 lbs.</td>
<td>Dia.—12½&quot; Height—3½&quot; Baffle Hole Dia.—11&quot;</td>
<td>3 cu. ft.</td>
<td>Width—21&quot; Height—3½&quot; Top Depth—15° Bottom Depth—15°</td>
</tr>
<tr>
<td>754A 12&quot; direct radiator</td>
<td>30 watts</td>
<td>60-10,000</td>
<td>5 ohms</td>
<td>60°</td>
<td>94 db above 10 kHz watts per sq. cm. at 15 watts input</td>
<td>Speaker—17 lbs.</td>
<td>Dia.—12½&quot; Height—3½&quot; Baffle Hole Dia.—11&quot;</td>
<td>3 cu. ft.</td>
<td>—</td>
</tr>
<tr>
<td>754B 12&quot; direct radiator (outdoor type)</td>
<td>50 watts</td>
<td>60-50,000</td>
<td>4 ohms</td>
<td>50°</td>
<td>94 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>Speaker—17 lbs.</td>
<td>Dia.—12½&quot; Height—3½&quot; Baffle Hole Dia.—11&quot;</td>
<td>3½ cu. ft.</td>
<td>—</td>
</tr>
<tr>
<td>757A 2 unit system</td>
<td>30 watts</td>
<td>60-13,000</td>
<td>4 ohms</td>
<td>90°</td>
<td>93 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>83 lbs.</td>
<td>Including cabinet Complied of 1-755A low frequency unit and 1-753A high frequency receiver with KS-10037 horn</td>
<td>Enclosure furnished with system</td>
<td>Width—30&quot; Height—20&quot; Top Depth—15° Bottom Depth—15°</td>
</tr>
<tr>
<td>713B high frequency receiver</td>
<td>21 watts</td>
<td>With horns KS-15034-1-7 800-10,000</td>
<td>4 ohms</td>
<td>(see specifications for horns)</td>
<td>With KS-15034-100 db KS-15035-96 db KS-15037-97 db</td>
<td>8 lbs.</td>
<td>Dia.—4½&quot; Height—4½&quot;</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>713C high frequency receiver</td>
<td>21 watts</td>
<td>With horns KS-15034-3-7 600-15,000</td>
<td>4 ohms</td>
<td>(see specifications for horns)</td>
<td>With KS-15034-97 db KS-15035-95 db KS-15037-97 db</td>
<td>8 lbs.</td>
<td>Dia.—4½&quot; Height—4½&quot;</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>KS-12027 high frequency horn</td>
<td>—</td>
<td>With W713C Receiver 600-15,000</td>
<td>—</td>
<td>—</td>
<td>90° horizontal 90° vertical</td>
<td>10 lbs.</td>
<td>Length—15½&quot; Width—19½&quot; Height—11½&quot;</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>KS-12024 high frequency horn</td>
<td>—</td>
<td>With W713C Receiver 600-15,000</td>
<td>—</td>
<td>—</td>
<td>30° horizontal 40° vertical</td>
<td>7 lbs.</td>
<td>Length—15½&quot; Width—13½&quot; Height—8½&quot;</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>KS-12025 high frequency horn</td>
<td>—</td>
<td>With W713C Receiver 600-15,000</td>
<td>—</td>
<td>—</td>
<td>80° horizontal 40° vertical</td>
<td>12 lbs.</td>
<td>Length—15½&quot; Width—13½&quot; Height—8½&quot;</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

High Level Speaker Systems

For indoor or outdoor use

Range from 30 to 120 watts in single units

60-10,000 Depends on Components

Range from 160-300 lbs. Depends on Components

Send for complete information

Graybar Electric Co.
420 Lexington Ave., New York 17, N.Y.
Gentlemen: Please send me literature describing the new line of Western Electric loudspeakers.

Name:
Company:
Address:
WILLIAM CHALMERS, formerly with Hudnut Co., New York, as assistant advertising manager, has joined Kenyon & Eckhardt, New York, as assistant to DIRECT MILLS, executive vice president of the agency. Mr. Chalmers will do promotion for Ford radio shows.


BENJIE BRIMLEY, formerly on radio copy staff of Kenyon & Eckhardt, New York, and prior to that with Ralph H. Jones Co., Cincinnati, has joined copy staff of Franklin Bruck Adv., New York.

ALLEN F. CARPENTER, former assistant advertising manager of New Britain Machine Co., has joined staff of Wilson, Hatch & Welch Inc., Hartford, New York, as a copy supervisor, and McCann-Erickson, New York, as copy group head.

E. J. CONLON and BETSY TYROLER, formerly with Burton-Brown Adv., Chicago, have joined John W. Shaw Inc., Chicago, as account executives. ROBERT JACOBY, formerly with Charles Daniel Prev Adv., Chicago, and JO ANN MUNSON, formerly with H. M. Gross Co., Chicago, also have joined John W. Shaw Inc., as copywriter and comptroller, respectively.

STANLEY RESOR, president of J. Walter Thompson Co., New York, was best man at wedding of SARAH JACKSON, agency's Hollywood vice president, to Paul Dickinson in Los Angeles.

ROGERS & SMITH Adv., Chicago agency, discontinued Los Angeles office as of July 31.

BENNET HANAU & Assoc., San Jose, Calif. All changed name to Hanaud &蔼, and changed office to 300 S. Market St., San Jose, Calif.

FRANK E. FEHNISAN has been appointed research director of Street & Finney Inc., New York.

H. W. SMITH & Son, New York, has installed a television set at its New York headquarters to keep persons entertained while waiting in reception room.


WILLIAM J. GREEN, manager of copy department of the Knollin Adv., late in July moved his headquarters to the agency's San Francisco office to its Los Angeles office.

O'BRIEN DOURLY Adv., Vancouver, has changed corporate name to O'Briens Adv., Ltd. M. J. O'BRIEN is president and general manager, D. M. THERIAN is vice president, and D. N. MURPHY is office manager.

PERRY SNELL, formerly in advertising department of RCA Victor Ltd., Montreal, has joined Canadian Adv. Agency, Montreal, as an account executive.

ELWOOD K. GRADY, account executive of J. Walter Thompson Co., Los Angeles, has shifted to agency's Seattle office in similar capacity.

MARGARET ROBERTS, assistant to production manager of Knollin Adv. Agency, San Francisco, and John W. RULI have announced their marriage.

JACK A. TAYLOR, formerly with McKee Inc., St. Louis, The Sudier Co., Los Angeles, has joined John F. Whisland & Assoc., Hollywood, as production manager and sales representative.

JAMES F. EGAN, former head of the copy departments at Kenyon & Eckhardt, New York, and prior to that at Lenox & Mitchell, that city, has been appointed copy chief of Doberty, Clifford & Shoemaker, New York, effective Aug. 15.

LESLIE NORINS, account executive of Lockwood-Shackelford Adv., Hollywood, and formerly with McCann-Erickson, has been married Aug. 16.

LAURENCE R. ROSENBAUM, formerly with McCann-Erickson, as account executive, has joined Laurence Rosenbaum & Shaw Adv., New York, as an account executive.

FRED W. C. RIDLEY, former account executive with J. D. Tashier & Co., New York, for the past 21 years, has been elected a vice president of the agency.

JOHN W. SHAW, formerly with Alten, Deutch & Shea, New York, has been appointed creative director of agency.

HAROLD KAYE, radio director of the

WORLD C. OF C. PLANS MEDIA SURVEY—LARMON SIGURD S. LARMON, president of Young & Rubicam, returning from the International Chamber of Commerce meeting in Switzerland which he attended as a delegate, said last week in New York that the ICC's Committee on Advertising would undertake a survey of markets and media and hoped to stabilize rate structures throughout the world.

In certain countries the advertising man is without basic market information," Mr. Larmen said. "He must have accurate data on the size, location, trade conditions and competition in the various markets. An the establishment of standard and uniform rates would help the advertising industry make its contribution to expanded world trade."

Mr. Larmen suggested that American business could aid non-dominated countries of Europe by increasing purchases of goods and services and by eliminating existing obstacles to world trade. "With out seriously affecting the U. S. economy our own imports could be doubled," he added.

10% Pay Increase

TERMS CALLING for 10% increase covering employees employed by Los Angeles area independent stations have been reached between IBEW Local 45 and management of stations. Dollarwise they are divided into three groups: KGFJ, KFKA, KFWK, pay $74.50; KFVDF, KFAC, KLEG, KFRO, KFOX, KFBK, KFRE, KFOX, KFRO, $82.50; KFMB, KMPC, KZLA scale begins at $93.50. All supervisors are to be paid 15% above group minimums.

New York office of Ollan Adv., St. Louis, has been appointed vice president of the company. He will continue to be located in the New York office.

SAMUEL S. DOY, formerly with McCann-Erickson, New York, as account executive, has joined the agency.

TED BLISS producer of Young & Rubicam Inc., is the father of a girl born in Los Angeles July 15.

"Whadda ya say, I meet you at gudinn' time—WDFD Flint says there's a good movie at the Capitol."

Page 54 • August 4, 1947
McDonald Tells of Talks With AT&T, Movie Executives on Phone Vision Plans

FURTHER DETAILS of Zenith Radio Corp.'s plans for phone vision and a few hitherto unpublished revelations were aired for the first time ago by Comdr. Eugene F. McDonald, company president, at the annual stockholders meeting.

Some of the revelations made were these:
(1) Three months ago he had talked to two vice presidents of the American Telephone and Telegraph Co., who were and are interested in phone vision, Comdr. McDonald said. Also, since the announcement of the development earlier this month, Zenith has been approached by three electric utility companies who were anxious, he said, to have power lines instead of telephone wires used with the system.
(2) Comdr. McDonald described a conversation with the head of one of the largest motion picture companies, which also operates a chain of theatres in large cities. He declined to reveal the name of the film executive, but quoted him as saying, "Phone vision will give us 20 million new outlets, and we are looking for distribution."
(3) Zenith, Comdr. McDonald told stockholders, had been working since 1931 on a method of using telephone wires for television, but not until three months ago had he received permission from his patient attorneys to reveal development of phone vision.

Emphasizing this as only a surmise, he cited a parallel example of economics under phone vision. If the cost of seeing a new feature, such as "The Yearling," in the home by phone vision were one dollar, and it were seen by a family of five, he said, the producer would need only 25 cents to average five cents per viewer.

Discussing the overall financial condition of the corporation, Comdr. McDonald told stockholders that demand for Zenith products was still at an all-time high level.

Blames OPA for Loss

Comdr. McDonald also disclosed that Zenith had suffered a "terrific" loss in the first six months of the fiscal year ending April 30, a loss which he attributed chiefly to OPA limitation on the price charged for automobile radio sets. He explained, however, that this loss was partially made up in the last half of the year when prices for these sets were increased 25%.

One new director, Hays McFarland, was elected to replace Irving Allen, who retired from the directorship. Directors reelected for another year include Comdr. McDonald, Hugh Robertson, K. E. Hassel, Irving Herriott, Ralph Huibbert and Frank Miller.

Accredit TV Newsman

WALTER COMPTON, DuMont Television Network commentator, is the first newsman heard exclusively on telecasts to be accredited on Capitol Hill by the Radio Correspondents Assn., according to Leslie G. Arries, general manager of DuMont's WTTG Washington. Mr. Compton's program, presented Mon.-Fri 8:45 p.m. (EDST), utilizes various video effects, including moving headlines. Transradio supplies the basic news service and Harris and Ev- ing the photographs. Before Mr. Compton, who formerly was heard on Mutual, launched his DuMont program in June 1947 no television station had attempted news on a regular Mon.-Fri. basis. Mr. Arries states.
New receiver antenna of the microwave relay link is discussed by George E. Hagerty (I), engineering director, Westinghouse Radio Stations Inc.; J. Kenneth Hilfer, RCA television representative for New England, and Mr. Hauser.

**WBZ-TV PLANS TO USE RCA MICROWAVE RELAY**

An RCA Microwave Relay unit will be used by WBZ-TV Boston in connection with remote pickups when it goes on the air with test patterns late this year. W. H. Hauser, chief engineer of the new New England Westinghouse stations, announced last week.

This type of local transmission is needed for complete coverage, according to Mr. Hauser, for it provides a method of telecasting remote programs where coaxial lines are not available from the pickup point to the main transmitter. RCA, manufacturer of the unit, says it should provide a satisfactory signal path up to 25 miles, which would meet WBZ-TV’s special event requirements over the greater part of the Metropolitan Boston area.

Westinghouse, meanwhile, is proceeding with construction of its million-dollar center in suburban Allston. When completed, it will house studios, offices, and transmitting space for WBZ-TV and WBZ-FM, and studios and offices for WBZ and WDBS (shortwave station). Main transmitting plant for WBZ and WDBS will continue to be located at Hull on Boston’s South shore.

**John Cornell**

JOHN CORNELL, 32, announcer on NBC’s “Just Plain Bill” and former CBS staff announcer, died July 22 at his Jackson Heights, L. I., home. Police reported that Mr. Cornell, whose real name was Earl Kalusche, shot himself in the head. A note was left by the announcer addressed to his wife, Tita, a model, and with their seven-year-old son, was in Coral Gables, Fl., according to police.

**Turntable**

WILLIAM A. WHEELER, former sales representative for World Broadcasting System, New York, has been appointed manager of the Transcription Dept. of Columbia Records Inc., Hollywood. Prior to his association with World Broadcasting, where he dealt exclusively in transcription work, Mr. Wheeler was business manager of Domestic Radio Bureau, OWI in Washington, and in six years was with U. S. Office of Education.

CALIFONE Corp., Los Angeles, is marketing portable transcription player weighing less than 10 lbs. Headed by ROBERT G. METZNER, firm claims player handles records up to 17½” at both 33 1/3 and 78 r.p.m.

FINLEY TRANSCRIPTIONS Inc., Hollywood, has taken over national distribution of “The David Street Song Shop,” quarter hour musical series featuring David Street, with Lucile Norman. About 130 shows are available.

MAYFAIR TRANSCRIPTION Co., Hollywood, has produced transcribed “Alan Ladd Show.” Planned for 52 weeks, series is a feature-weekly dramatic program directed by Leonard Rees. SPORTS TRANSCRIPTION has been signed to headline 52 week subscribed series of music and variety programs produced by Jack Stewart for the Mayfair Company.

ORRIN NANCE has been named general sales manager of Broadcast Recorders, Hollywood.

**DOING A SUPER-SELLING JOB IN IDAHO**

KSE
POCATELLO • IDAHO

**TAR HEEL BROADCASTING SYSTEM, INC.**

Washington, North Carolina
National Radio Representatives
FORJOE & Co.
New York • Chicago • Los Angeles

**Selling is as Simple as**

ROBERT HOUGH, former chief engineer of WMMS, Cleveland, W. Va., has been named chief engineer of WBBX, new 750 kilowatt nighttime station on 640 kc scheduled to begin operations soon in Glarksburg, W. Va.

RAYMOND H. HARDENBERGH, for two years design engineer of Kiel-McCulloch Inc., San Bruno, Calif., equipment manufacturer, has been appointed chief engineer of KSMO Santa Maria, Calif.

BILL COLLINS has been appointed acting chief engineer of KENW New Westminster, B. C.

LOUIS GILLISPIE has joined engineering staff of KFYP San Antonio.

ARTHUR F. SCHOFENFELD, formerly with WCBS-TV New York, has been appointed chief engineer of Champaign Valley Broadcasting Corp., now starting construction of WENR and WNW-FM at Albany, N. Y.

HOWARD H. PAGE, ERNEST WEISS and LEON DORBIN have joined engineering staff of WHLI and WHNY Hempstead, L. I., N. Y.

PAUL SLOAN, member of technical department of KDRA Pittsburgh, has received his 10-year Western Union service pin and has been made a member of KDRA Ten Year Club.

ERNEST T. ROBARGE, engineer at WENR Keene, N. H., is the father of a boy born July 12.

AUDAX Co., New York, has announced two new 14-inch ribbon reproducing models. Model V4-A features adequate output without pre-amplification and jewel stylus which can be replaced by user without returning to factory. Model Studio-SI is fitted with standard diamond stylus providing output adequate for most amplifiers.

L. A. MARTINO, chief engineer of WDRB Hartford, has returned to duties after two months’ absence due to an operation.

GLENN D. GILLETTE, consulting engineer, Alexandria, Va., left Boston July 27 aboard the missionary schooner “Morning Star”, for Panama. Cruise will continue to the South Seas and will end in Paris where Mr. Gillette, former owner of the ship, will leave the crew in Panama.

**IN EASTERN NORTH CAROLINA**

**WRRF**
5000 WATTS, 900 KC
WASHINGTON, N. C.

**WRRZ**
1000 WATTS, 880 KC
CUMBERLAND, N. C.

Bright leaf tobacco is just one of the many crops to be grown in Eastern North Carolina, and last year’s crop from this rich agricultural belt sold for $245,000 in the state of North Carolina.

Selling this “as good as gold” market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area, WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 223,353 population and 125,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the “as good as gold” market of Eastern North Carolina, use WRRF and WRRZ.

**MINCING YOU? ... in INDIANAPOLIS**

"Mere Man" Proves It’s Really a Woman’s World

Every Monday through Friday—by 2:45 p.m. (C.D.S.T.)—WIBC Actor-Producer Barry Lake does his host and for 10 minutes does the role of a "mere man" adrift in a sea of nylon, nylons and other matters feminines. For the homemakers of Hoosierland, Barry Lake’s "Memos of a Mere Man" are a much-needed source of afternoon entertainment—providing each day a quick, warm-hearted profile of some outstanding woman-in-the-news, a fast-paced "capsule story" with a happy ending or surprise ending and a well-assorted array of additional features, all of which go to prove it’s really a woman’s world—man notwithstanding. For the advertiser seeking to court the buying fancy of Indianapolis womenhood, this bright WIBC live-talk show offers a ready-made audience with which to start the sales ball rolling. For full details, see your John Blair Man.

**MAILING**

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

**NIBC**
1070 KC
5000 WATTS
BASIC MUTUAL
Renting of TV Receivers Increasing in New York

COMMERCIAL TELEVISION Corp., New York, is actively engaged in the business of renting television receivers to bars, restaurants and other establishments whose owners want to test video's pulling power before laying out the $2,000 or so needed to buy a large-screen set.

This newest offspring of the rapidly developing television industry was launched some six weeks ago as a sideline by Albert P. Brod, whose main business is refrigeration and air conditioning. Already, he told BROADCASTING last week, CTC has bought more than 50 United States Television sets with 475-square-inch screens and placed them in New York locations.

Deal is a straight cash rental for three months, six months or a year, he said, with an arrangement whereby the renter will be credited with up to 90% of his rental fees on the purchase price of the set if he decides to buy it.

Jones Is Named Manager of RCA Hollywood Unit

WATSON JONES, who has been associated with RCA in the motion picture field for nearly 20 years, has been appointed manager of RCA's Hollywood Film Recording Sales, succeeding W. V. Wolfe. Wolfe has been in Hollywood, where he has been active in sales and installation of RCA equipment in the leading studios. Recently he engineered RCA's first 16 mm mobile recording unit, delivered to Coronet Films in Chicago.

Mr. Jones joined RCA in 1929 and worked on theatre sound reproduction problems until 1939, when he was transferred to the RCA theatre service group in Hollywood. He was appointed to the RCA film recording activity in 1935 to handle Hollywood studio contracts and has continued in this activity.

Report 95% Teen-Age Girls Have Own Receivers

IN A SURVEY by Seventeen Magazine, it was determined recently that 95% of teen-age girls have radios or radio-phonographs of their own, 95% buy their own records and 71% study either voice or a musical instrument.

Almost half of the girls hope to have a new radio or radio-phonograph this year. Forty-five percent of them want the new instrument to be a console style, 71% want it to have FM and half of them want to have a television attachment.

The survey indicated that the influence of teen-agers on the purchase of the family's music unit is evident, since 51% of the girls urged the purchase of the instrument now and more than 7% actually paid part or all of its cost.
LAST THURSDAY as the RCA Victor Allied Stores Television Caravan rang up its curtain in the Maas Bros. department store in Tampa for the eleventh opening of its 22-city tour, Lou Sposa, the Caravan’s program manager, made a mid-tour report.

To date, he said, the Caravan has been seen by over half a million persons in seven states. Eighty radio programs have originated from the video studios set up overnight in the stores. Ninety pages of advertising have been devoted to the tour and it has made the front pages of more than a hundred local newspapers. Most important, the Caravan started out in the black and is still in the black at the halfway mark, with every prospect of staying that way through the remainder of the tour, Mr. Sposa declared.

The report pointed out that the tour’s sponsors are enthusiastic about the low cost of point-of-sale demonstrations provided by the Caravan, while all of the stores visited so far have had increased store traffic and sales during the stay of the Caravan.

Even in New York, where regular television program service dates back to 1939, increases were far ahead of expectations, and in cities where television was new to the public the crowds and business were of pre-Christmas variety, with one store reporting a 31% increase directly attributable to the Caravan’s visit.

Pessimistic prophets who predicted at the tour’s beginning that the equipment would not stand up under the strain of long hauls packed in jeep station wagons will be disappointed with the statement of Bernard Brink, chief engineer of the Caravan, that the U. S. Rubber Co. cellular rubber sheeting in which the equipment is packed has kept it in as good physical condition as the day it left the RCA plant in Camden at the offset of the tour. The store-week schedule has not overtaxed, maintained but the crew also cut a day off the allotted time for driving from Cincinnati to Tampa so they could get in an extra day’s swimming in the Gulf.

Several of the Caravan’s sponsors have expressed interest in continuing the Caravan beyond its scheduled windup in October, according to Sam Cuff, general manager of the tour.

Erection, lighting, painting & Ground Systems

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. D. C.

District 1640

The Robert L. Kaufman Organization

W. C. A COMMUNICATIONS, INC.

64 Broad St.

New York 4, N. Y.

The Robert L. Kaufman Organization

W. C. A COMMUNICATIONS, INC.

64 Broad St.

New York 4, N. Y.

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & Ground Systems

6100 N. E. Columbia Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7303

WINFIELD SCOTT MCCABER & ASSOCIATES

Consulting Radio Engineers

TELEVISION SPECIALISTS

410 Bond Bldg.

6095 Windermere Ave.

Washington, D. C.

District 6723

Sunset 2357 W

WILLIAM E. RICHARDSON

Consulting Radio Engineer

1935 S. W. Moss St.

Cherry 4070

Portland 1, Oregon

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.

Executive 9798

RADIO CONSULTANTS, INC.

Leonard L. Asch, Director

1010 Vermont Ave., Washington 5, D. C.

George P. Adair

Radio Engineering Consultant

1833 M Street, N. W.

Executive 1230

WASHINGTON 6, D. C.

Hooper Survey Reveals

INTERMONTAGE NETWORK FIRST:

IN INTERMOUNTAIN WEST

Ask AVERY-KNODEL

For Details

Page 58 * August 4, 1947

Allied Arts

WILLIAM M. MCGUIRE, associated with distributor sales department of Byron Electric Products, Inc., has been transferred to company’s radio division where he will serve as products specialty salesman in cooperation with radio division managers and distributors in eastern United States.

BEDFORD RADIO & TELEVISION Co., Brooklyn, N. Y., has appointed M. C. F. Martin to handle advertising.

OFFICE OF LOCAL 1212, IBEW, radio broadcasting engineers union, formerly located at 60 East 42nd St., New York, have been moved to 118 East 42nd St., New York.

AMERICAN TELECASTING, Hollywood, has been organized as a subsidiary of American Television Laboratories, that city to package live video productions as well as training production personnel. WILLIAM J. GRAY, veteran actor, is in charge of talent.

U. S. TELEVISION MFG. Co., New York, has introduced a new console model television set, T-502, which includes AM, FM and broadcast reception and automatic record changer in addition to video via 10-inch di- rect view tube, giving picture area of 34 square inches, in electric 26" wide, 49" high and 22" deep, about a third more compact than earlier models. T-502 retails for $900, including federal excise tax. Installation is extra.

DONALD DAVIS has joined Imperial Productions, Toronto, as assistant to manager D. N. CARR.

CANADIAN FACTS Ltd., Toronto survey firm, has moved to larger quarters at 146 Wellington St. West, Toronto.

TELEVISION SCREEN PRODUCTIONS Inc., began shooting its first commercial "movie" last week at its New York studios, it was announced by CARRICK BARK, president of the video firm. The commercial will be shown to agencies to prove how much selling impact can be contained in a one-minute film.

RICHARD C. OLSON, California attorney and son of Culturist L. Olson, former governor of California, has been appointed sales representative of the United States Telecasting Mfg. Corp. in Los Angeles.

LEWIS KOEMIN, formerly in U. S. Navy, has been appointed representative in Manhattan district for the company.

CHUCK KOREN, radio head of Nat Goldstone Agency, Hollywood talent service, has resigned.

UNITED STATES TELEVISION Mfg. Corp., produced its 1,000th large screen television receiver July 24, not counting the company’s home video sets.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
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<tr>
<td></td>
<td>Offices and Laboratories, 1539 Wisconsin Ave., N.W., Washington, D.C.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., DE 1234 Washington, D.C.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. Atwood 3228</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>1100 W. Abram St. Phone 1218 Arlington, Texas</td>
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<td>STEWART &amp; GARRON</td>
<td>415 Connecticut Ave., N.W. Washington, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave. MI 4151 Dallas, Texas</td>
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<td>JOHN BARRON</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Building, Washington 4, D.C.</td>
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<tr>
<td>RING &amp; CLARK</td>
<td>902 National Press Bldg. NA. 3379 Washington, D.C.</td>
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<tr>
<td>LOHINES &amp; CULVER</td>
<td>981 Broad Street Phone 3-2055 Bridgeport, Connecticut</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D.C. Republic 5984</td>
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<td>JOHN BARRON</td>
<td>710 16th St., N.W.-Metropolitan 4077 Washington, D.C.</td>
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<td>WYNN &amp; CARR</td>
<td>1730 Connecticut Ave., N.W. Washington, D.C. ADams 3711</td>
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<td>LOHINES &amp; CULVER</td>
<td>1319 F St., N.W. District 4127 Washington, D.C.</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue Washington 6, D.C. Michigan 2261</td>
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<td>ROBERTSON &amp; ANDERSON</td>
<td>927 15th St. N.W. Republic 3583 Washington, D.C.</td>
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<td>GUY BARROW</td>
<td>319 Bond Bldg. Republic 1111 Washington, D.C.</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P.O. Box 2407 Birmingham, Alabama Bessemer 15068</td>
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<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City 18 W. 42nd St. Bldg. Raymond Bldg.</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers Bond Bldg. Executive 8970 Washington 5, D.C.</td>
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<td>DEWITT &amp; WALLS</td>
<td>383 E. 57th St. Triangle 4400 Chicago 13, Illinois</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P.O. Box 2407 Birmingham, Alabama Bessemer 15068</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St. Phone 1218 Arlington, Texas</td>
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<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineer 622 Madison Avenue Toledo 4, Ohio</td>
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<tr>
<td>RING &amp; CLARK</td>
<td>88 Years’ Experience in Radio Engineering Munsey Bldg. Republic 2347 Washington 4, D.C.</td>
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<td>BROADCASTING</td>
<td>Telcasting</td>
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PHILIP MORRIS

committed to women. The ad

vigorously attacks the per

of color on these subjects; the

people are not the same. His

menciled that change is a
tive in a cultural and political

change. His message is clear:

women's rights are a matter

n the 1960s, the movement

ings that it is not just a quest

for equality. The women's

vement was driven by a desire

to transform society through

change. It was a time of activi

and resistance. The campaign

lent a voice to the many women

ning for change. Today, the

vement continues to push for

equality. The struggle for

human rights is ongoing, and

women will continue to fight

for their rights.

The history of the women's

vement is a testament to the

of peaceful protest. It is a

story of courage, determination,

nd sacrifice. The women's

vement is a shining example of

human rights can be achieved

through peaceful means. The

vement's legacy is one of

and inspiration. It is a

story of hope for the future.

The women's movement is a

story of change. It is a

story of progress. It is a story

of humanity. The women's

vement continues to be a

force for change in society. It

reminds us that change is

possible. It reminds us that

human rights are a universal

right. The women's movement

is a story of hope, and it is a

story of the power of the

human spirit.
WABD Survey Shows Television Tastes

Entertainment Preferred Above Education, Du Mont Finds

EVEN BY TELEVISION, education is less popular than entertainment with the viewing public, according to a survey of audience reaction to the Tuesday evening programs of WABD, Du Mont video station in New York.

Ballots covering regularity of listening, opinion of program quality, average number of viewers and leaving room for comments on WABD’s four regular Tuesday evening programs were sent to 5,250 persons. Accompanying letter from J. M. Alexander, Du Mont advertising manager, explained that this evening was chosen because WABD is the only New York video station regularly giving program service on Tuesdays.

Replies were received from 744 persons, 14.1% of the mailing list. The answers indicated that Small Fry Club, a program telecast 7:30 p.m. for small children, was viewed regularly by 54% of the respondents and occasionally by 24%, that 38% thought the program was very good and another 30% found it good, that 46 was the average number of viewers at home . . . 1.5 men, 1.3 women, 1.8 children; while 1.2 persons see this program in public places . . . 7 men, 3 women, 2 children.

Those audience figures were almost exactly paralleled by the data for Cash and Carry, a comedy quiz show, watched regularly by 53% and occasionally by 28%, with 42% finding it very good and 25% good. Home viewers averaged 4.2 sets for 1.6 men, 1.4 women, 1.0 children. Viewers in public places totaled 1.2 . . . 7 men, 4 women, 1 children.

The Western feature film again drew an almost identical response, with 53% of the respondents watching regularly, 28% occasionally, 26% finding the quality very good and 44% good, 4.4 persons watching at home . . . 2.1 men, 1.2 women, 1.1 children; 1.5 watching in public places . . . 9 men, 4 women, 2 children.

For the fourth program, Serving Through Science, regular viewers dropped to 37% of the respondents, occasional viewers were 34%. Program was rated very good by 30%, good by 1%. Its home audience averaged 2.7 persons . . . 1.3 men, 1.0 women, 0 children; in public places viewers averaged 1.2 . . . 8 men, 3 women, 1 children.

Conclusion seems to be that as long as the television set gives unadulterated entertainment about half the audience will watch it, but that only a third will keep their sets on when education creeps in. Time of telecast may also be a factor, perhaps if the science show preceded instead of following the film it would have a higher rating.

Two of the programs are sponsored and for each of them the questionnaire asked for the sponsor’s name. Chevrolet Division of General Motors, sponsor of the Western film telecasts, was correctly identified by 89.4% of the respondents. U. S. Rubber Co., sponsor of Serving Through Science, had a sponsor identification of 52.6%, an exceptionally high figure in comparison with the 37% figure for regular listening, showing that the sponsor was identified by 88.9% of the program’s regular listeners.

Video Caravan Attracts

During Cincinnati Stay

HUGE CROWDS were attracted to the Television Caravan of Allied Stores and RCA during its three-day stay in Cincinnati, July 22-24. Preceded by a parade of industrial and television jeeps, the caravan arrived at Rollman & Sons Co., its demonstration point, and was greeted by Mayor Carl Rich and George B. Jacobs, president of Rollman’s.

The vast possibilities of television as an advertising medium for department stores were brought out by Howard E. Whetno, television co-ordinator and sales promotion manager, who said that men and women alike showed great interest in commercial announcements where actual demonstrations were made.

UST Video Sales Up

AN INCREASE of nearly 20% in sales volume of United States Television Mfg. Corp. video receivers in June as compared with May was reported last week by the company. June sales were $205,208 compared with $213,714 for May. In the first six months of the year television receiver sales volume was $1,085,315. Company reported earnings for the first quarter of $128,404, equivalent to 40 cents a share on the 319,000 shares outstanding.
July 25 Decisions

**ACTIONS ON MOTIONS**

BY COMMISSIONER HYDE

The Gate City Co., Keokuk, Iowa.—Granted petition for lease to amend its operating authority to include limited information on qualification of applicant's officers, directors and stockholders, and to make other changes; accepted said amendment.

DeKalb Radio Studios, DeKalb, Ill.—Granted petition insofar as it requested leave to amend its application so as to specify 500 w power instead of 250 w, and to change paragraphs 14 and 17 of said application to show change in power and emission; information incidental thereto; accepted said amendment.

Western Maryland Bestv. Corp., Hagerstown, Md.—Denied petition for leave to amend its application so as to change name of applicant Bestv. Corp., and accepted said amendment.

KPDR Central Louisiana Bestv. Co., Alexandria, La.—Granted petition for leave to amend its application so as to add supplemental engineering report containing additional information concerning possible interference to certain existing stations; accepted said amendment.

Locke Star News-Journal & Journal, Inc., Lockport, N. Y.—Granted petition for leave to amend its application so as to specify frequency 1220 kc instead of 1340 kc and make other changes; accepted said amendment; and, on Commission's own motion, removed application as accepted from hearing docket.

KCAPP Yellow Book, Co., Sterling, Ill.—Granted petition for leave to amend its application so as to add supplemental report containing additional information on Commission's own motion concerning possible interference to certain existing stations; accepted said amendment.

WCNY Rochester, Rochester, N. Y.—Granted petition for leave to amend its application so as to specify frequency 1220 kc instead of 1340 kc and make other changes; accepted said amendment; and, on Commission's own motion, removed application as accepted from hearing docket.

WJLS-WJAS Hendersonville, Tenn.—Granted petition for leave to amend its application so as to specify frequency 1220 kc instead of 1340 kc and make other changes; accepted said amendment; and, on Commission's own motion, removed application as accepted from hearing docket.

KBTM Regional Bestv. Co., Jonesboro, Ark.—Granted petition insofar as Sec. 1.267 and late acceptance of written guarantee in re application of Scott County Bestv. Co., Bixlestone, Mo.; and City Bestv. Co., Mason City, Iowa.—Granted petition for leave to amend its application so as to add supplemental engineering study relative to other radio service available to the area; accepted petition as amended; and, on Commission's own motion, removed application as accepted from hearing docket.

KTHS Radio Bestv. Inc., West Memphis, Ark.—Denied petition to amend its application to include limited information on qualification of applicant's officers, directors and stockholders; and make other changes; accepted said petition as amended; and, on Commission's own motion, removed application as accepted from hearing docket.

KFCM San Country Bestv. Co., Phoenix, Ariz.—Granted petition for leave to amend its application so as to show revised transmitter site; make other changes; accepted amendment.

**ACTIONS ON MOTIONS**

FROM MICROPHONE TO LINE

**YOU NEED**

Only two types of PLUG-IN amplifiers...Type 111-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

**YOU SAVE**

By conserving rack space...

By simplified maintenance...

Just PLUG-IN a spare amplifier should trouble occur.

**YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form...write for it today.

The Langevin Company

SOUND REINFORCEMENT and REPRODUCTION ENGINEERING

NEW YORK 33, N.Y. 17, SAN FRANCISCO 1830 Powell St. 3

100 ANGELES 1200 W. Sunset Blvd., 34

**FROM MICROPHONE TO LINE**

**YOU NEED**

Only two types of PLUG-IN amplifiers...Type 111-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

**YOU SAVE**

By conserving rack space...

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The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form...write for it today.
For the first time...anywhere!

COMPETITIVE BILLINGS OF THE
NATION’S LARGEST RADIO ADVERTISERS

NOW... for the first time, buyers of time will get competitive billing figures—22 general categories: drug and toilet goods, food and beverages, cigarettes and tobacco, etc—all broken down by product name, amount the sponsor spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1947 figures.

When canvassed, buyers of time said they wanted this information most as the centerpiece of the Convention Issue. Since they selected its theme, it’s only natural that this issue will be avidly read and referred to wherever advertiser and agency men huddle on radio plans.

NAB CONVENTION ISSUE

Guaranteed circulation is 15,500—1000 above our subscription list. Every national and regional account and agency will be covered. Be sure you’re “in” the year’s best advertising buy.

Final Advertising Deadline—September 1

Write, call or wire collect for reservation
WHO is“Listened-to-Most”in 74 of
Iowa’s 99 Counties
(during daytime)

Write for complete facts!
50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

Page 64 • August 4, 1947

FCC Actions
(Continued from page 62)

AMEND to change power from 5 to 1 kw in 2 kw D and make changes in
DA for night use.

AM-1120 kc
 Madison, WIS.—CP for new standard
 station to be operated on 1010 kc
 power of 1 kw and D and hours of
 operation. AMENDED to change
 power from 1 kw to 250 kw and change
 type of trans.

AM-1160 kc
 Cardinal Bectz, Co., Palo Alto, Calif.
 —CP for new FM station (Class A) to
 be operated on Channel 260, 95.5 mc
 ERP of 1 kw.

Modification of CP

WLBC-FM, Monroe, Ind.—Mod. CP
 which authorized new FM station for
 extension of completion date.

FM-99.7 mc
 Muscatine Bectz, Co., Muscatine, Iowa
 —CP for new FM station (Class B)
 to be operated on Channel 260, 99.7 mc
 ERP of 1.2 kw and ant. height above
 average terrain 522 ft.

Modification of CP

WCCT-FM, Cincinnati, Ohio—Mod. CP
 as mod. which authorized a new FM
 station for extension of completion
 date.

FM-101.1 mc
 Saint Louis County Bectz, Co., Clay-
 ton, N. C.—CP for new FM station
 (Class B) to be operated on Channel
 260, 101.1 mc ERP of 11.1 kw and ant.
 height above average terrain 294 ft.

Modification of CP

WKFS-FM, Reading, Pa.—Mod. CP
 as mod. which authorized a new FM
 station for extension of completion
 date.

AM-1370 kc
 Dr. Azra C. Baker, Seymour, Ind.—
 CP for new standard station on 1370 kc
 power of 250 w D.

AM-1450 kc
 Wyandotte News Co., Wyandotte,
 Mich.—CP for new standard station on
 1410 kc power of 250 w D. AMENDED
 to change frequency from 1310 to 1440
 kc and change type of trans. (Conting-
 ent upon WKRF to change frequency
 from 1310 to 1440.

AM-1380 kc
 Robert P. LaFollette, Dunkirk, N. Y.
 —CP for new standard station on 1380
 kc power of 500 w D.

AM-1330 kc
 Wilson Radio Co., Wilson, N. C.—CP
 for new standard station on 1330 kc
 power of 250 w and uni. hours of opera-
 tion. Contingent upon the grant of
 WKVO for change in frequency.

AM-1380 kc
 Radio Lakewood, Lakewood, Ohio—
 CP for new standard station on 1380 kc
 power of 250 w D. AMENDED to change
 power from 250 to 50 w and type of
 trans.

AM-1410 kc
 The Henderson County Bectz, Co.
 Athens, Tex.—CP for new standard
 station on 1410 kc power of 250 w D.

AM-1340 kc
 Marietta Bectz, Co., Parkersburg, W.
 Va.—CP for new standard station on
 1340 kc power of 250 w and uni. hours
 of operation.

Modification of CP

WKLL, Rankkakee, Ill.—Mod. CP, as
 mod. which authorized new FM sta-
 tion for extension of completion date.

WKMO-FM, Rekomo, Ind.—Mod. CP
 as mod., which authorized new FM
 station to extend completion date.

FM-101.1 mc
 Air Waves Inc., Baton Rouge, La.
 —CP for new FM station (Class B) to
 be operated on Channel 266, 101.1 mc
 ERP of 3.2 kw.

Modification of CP

WHCP, Baltimore, Md.—Mod. CP
 which authorized new FM station to
 specify studio location, change trans.
 site, make changes in ant. system and
 change commencement and completion
dates.

WHBF-FM, Benton Harbor, Mich.—
 Mod. CP, as mod., which authorized
 new FM station for extension of
 completion date.

FM-96.1 mc
 Auburn Publishing Co., Auburn, N. Y.
 —CP for new FM station (Class B) to
 be operated on Channel 241, 96.1 mc
 ERP of 18.5 kw and ant. height above
 average terrain 519 ft.

Modification of CP

WAYF-FM, Winston-Salem, N. C.—
 Mod. CP, as mod. which authorized
 new FM station for extension of
 completion date.

WLWA, Cincinnati, Ohio—Mod. CP
 as mod., which authorized new FM
 station to extend completion date.

WCOL-FM, Columbus, Ohio—Mod. CP,
 as mod., for extension of completion
date.

KEKO-FM, Durant, Okla.—Mod. CP,
 as mod. which authorized new FM
 station for extension of completion
date.

WLVA-FM, Lynchburg, Va.—Mod. CP,
 as mod., for extension of completion
date.

KARO, Riverside, Calif.—Mod. CP
 which authorized construction of new
 commercial television station to request
 extensions of commencement and com-
 pletion dates.

KTVF, Los Angeles, Calif.—Mod. CP
 which authorized construction of new
 commercial television station to request
 extension of completion date.

ZITHER DITHER was stirred by three Milwaukee station managers as they teamed up on Vollmer Dahlstrand, president of Local No. 8, AFM, at WISN's 25th anniversary party. Good-naturedly discussing contract for such string-plucking musicians are (1 to r): Chuck Lapinher, WFOX; G. W. Grignon, WISN; Mr. Dahlstrand; and Hugh Boice, WEMP.
commercial television station to request extension of completion date.

WNBB Washington, D. C.—Mod. CP as mod. which would authorize
construction of new commercial television station to request further extension of completion date.

WISW Cleveland, Ohio.—Mod. CP to authorize construction of new
commercial television station to make changes in antenna, system, and change of location.

WLWC Columbus, Ohio.—Mod. CP which would authorize construction of new commercial television station to request further extension of completion date.

WXYK Milwaukee, Wis.—Mod CP which would authorize construction of new commercial television station to request further extension of completion date.

Modification of License

WPBO Portland, Me.—Same. License to change corporate name from Port-
land Best System Inc., to Guy Gannett Best System.

WBPK Portland, Me.—Same.

Applications for standard broadcast license listed by: WBD Fort Bragg, Kowa.

WMBC Macc, Mass.

TENDERED FOR FILING

Modification of CP

KRZU Santa Cruz, Calif.—Mod. CP to change proposed trans. location and modify DA equipment, operating with power of 1 kw. unhts and DA-SDN.

AG—740 kc

Radio Station Des Moines Inc., Des Moines, Iowa.—Mod. CP to change to standard on 740 kw of power of 250 w D.

Modification of License

WBCIC Pittsfield, Mass.—Mod. of license to increase power from 100 to 250 w and unhts.

AM—1420 kc

Highland Besty, Corp., Perkshill, N. Y.—CP for new standard station on 1420 kc of power of 250 w D.

Modification of CP

KLO Odgen, Utah.—Mod. CP to make changes in DA System using with power of 5 kw and DA-SDN on 1430 mc.

July 29 Decisions . . .

(Continued from page 70)

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Power Tubes for FM

RCA's leadership in FM tube development again contributes new, more efficient tubes for FM broadcast stations.

New metal header types. Originated by RCA, tubes such as the RCA-7C24 shown above, and the RCA-9C26 . . . have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are your assurance of higher quality FM power tubes that reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P.36 H, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

A HIGHLY enthusiastic reception greeted the KPRC Houston live FM broadcast of the Houston Symphony July 26, presented by special permission of Houston Local 65 (AFM).

Hubert Roussel, music critic of the Houston Post, was chiefly sold on the FM medium as a medium of the full tones of a symphony orchestra. Mr. Roussel mentioned the fact in his column that two receivers were used in the KPRC studio, where music was used to the broadcast. One was AM, the other FM, and they were used alternately, for contrast.

This left no doubt as to the greater fidelity, richness and purity of frequency modulation," he wrote. "Its advantages in the reproduction of orchestral music are three: A complete capture of the sound of the thinner instruments, especially the oboe and violins in high register, including the delicate overtones; the elimination of all foreign or 'background' noise . . . . and greater depth and transparency in the projection of masses and tone."

"Simplified still further, this means FM gives you the absolute sound of the music with no "radio" sound whatever. The effect is precisely that of the concert hall. You can hardly believe it is possible to go beyond it in transmitting, by mechanical means, the voice of a symphony orchestra."

KPRC has been presenting the Symphony broadcasts weekly, and feeding them to the Texas Quality Network for Texas Gulf Sulphur Co. The July 26 FM duplication was done as an experiment, to determine the tonal depth and richness of tone with a large orchestra over FM. Letters publicizing the event were sent to Houston civic, musical and advertising leaders, inviting them to listen, either over their own sets or in the KPRC studio. Invitation was issued by Jack Harris, manager.
ENCOURAGEMENT to local viewers and listeners is being offered by WBNX, Kalamazoo, in new series titled "LOOK TO THE SUMMER THEATRE" which is aired every Friday afternoon for a half hour. The theatre is set up in semi-workshop basic and is a participatory chance to work along their preferred fines. Script contest for local writers has been advertised and players are chosen from the ranks of local amateur and professional volunteers and members of station's supporting staff. Mr. Wyle, station head of CBS script department, has made available to the group a selection of acts which have been performed on CBS workshop and other scripts. The program has been produced by Warner Twyford, radio and drama editor of the Detroit Pilot who is also producer of the series, and Captain H. G. Bower- fender (Ret.), twice winner in Dr. Christen contest. Plans are being made for general appearance on a semi-regular basis. Show is carried as a sustainer and is not for sale.

AUDIENCE-PARTICIPATION program for ladies, "Cinderella Week-End," had its semi-final spot at the close of broadcast from Orchid Room of local Ryan's Restaurant, program will be heard Mon.-Fri. 9:30 a.m. Format is novel since combining breakfast-gathering and big prize features. A daily "Cinderella" who wins quiz is awarded prizes and the "week-end Cinderella" will win among those who write in the mail order contest. Station will contribute a prize of its choice and the winning club will be chosen by station's announcing panel.

Man- Made Rain
WHEN MANY a man, rain fell in the mountains behind Roosevelt Lake, poring over a 21st Howard Pyle, program director of KTAR Phoenix, was on hand to broadcast the story of it. The planes were not instead of rain, the rain that comes in conjunction with the simultaneous power failure which is known as a Phoenix newspaper, Arizona Republic, which instituted the proceedings.

Street Dances
NOVEL program featuring street dances and an community interest talent at a pickup basis is new project initiated by WBNX "Street Sock Hoplire" program. Designed as a public service feature, program already has become a favorite among those who have been shown the dances and activities, as well as providing good entertainment for viewers as service to determine by application. Street Sock Hop features a spot each Fri. at 10:30-11 p.m. with frollicking stations.

WBNX Smoothly Dovers into Your New York coverage; 1,280,000 English speaking persons, 2,248,755 Italian speaking persons, 1,230,000 German speaking persons, 278,000 Polish speaking persons, 226,500 Spanish speaking persons, 61,817 foreign language speakers.

There you get the whole picture with WBNX.

Our trained, experienced program department will assist in translating your copy, Remember WBNX means New York coverage in any language.

Photo: Lotie Errett Pix

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Photo: Lotie Errett Pix
Prof. Hocking Dreams—on Censorship

‘Freedom of Press’ New Book Suggests Some Dangerous Cures


WILLIAM ERNEST HOCKING, Harvard’s Eminent Professor of Philosophy, has written an admirable survey of the problems of free dissemination of news in the world today. He has gone further and offered solutions for the problems he sees.

Those solutions, to this reviewer, seem fully as dangerous as the “abuses” which Prof. Hocking thinks require a cure.

The book is the seventh in the series made possible by a grant from Time and the Encyclopaedia Britannica, to the commission for a study of freedom of speech and freedom of the press in the world today. First report issued by the full commission, “A Free and Responsible Press,” was published some months ago. Subsequent reports have been published under the by-lines of the various members of the group.

While the judgments arrived at are those of Prof. Hocking, in the preface he disclaims the document as entirely his own, pointing out that “... in our discussions ... expressions of principle were constantly in the air — proposed, beaten, surviving, or possibly re-born.”

Endorsement by Silence

The alarming thing about these conclusions is not so much that they are the way one member of the commission feels about free expression but that the ideas are supported by the other members who lend endorsement through their silence.

One finds, as he reads through the maze of interwoven phrases which are the philosopher’s stock in trade, that Prof. Hocking sees a need for more than a little censorship — of the stripe, naturally, which would be laid down if Prof. Hocking himself were the censor, but censorship nevertheless.

The professor believes that government “remains the residuary legatee of responsibility for an adequate press performance. It is bound to consider whether self-administered standards and the normal self-righting elements within community life are sufficient to meet the public interest and eliminate emerging abuses. If they are not sufficient, governmental action may be indicated.”

Possible Action

That action may take one of the following forms:
(a) Without intruding on press activities (press, it is explained, includes all forms of communication, including radio) the state may regulate the conditions under which those activities take place, so that the public interest is better served.
(b) The state may extend the scope of present legal restraints, if a given type of abuse amounts to “poisoning the wells of public opinion.”
(c) The state may itself enter the field of news supply, not to compete with or to displace, but to supplement the yield of private agencies.

The thoughtful reader cannot help but find cause for alarm. Granted, in the case of radio, that the authors of Communications Act of 1934 intended that only good would accrue from the establishment of the Federal Communications Commission and that it would function along the lines set forth in paragraph “a.,” few in the broadcasting art will deny that the authority of the Commission has been expanded far beyond the thought implied in that simple statement. Many fear that it will be expanded still further and point to attempts to interpret the law to apply to program censorship.

The threat contained in paragraph “c.” that the state may itself enter the field of news supply has been raised before in this country. For practical examples one has to go no further than the BBC, where government controls the medium, or a step further to Russia, where all news is state-controlled.

That Prof. Hocking is not an admirer of radio becomes apparent when we read that “when the crisis of a political campaign is at hand, no political party will trust its fortunes to the sober reasoning of printed words; it must bring its candidates forward in person; they must have or acquire a ‘radio voice’ or at least be able to produce a victrola record which can be blared to the helpless crowds through loud-speakers as a sad substitute for the almost physical lift with which man speaking aways his hearers.”

Is it bad for all of the voters to hear a man speak, rather than the relatively few who can attend political “rallies”? Is there something reprehensible about hearing the man himself rather than reading a statement in a newspaper which was probably prepared by a hired “ghost writer”?

Those in radio can see only one answer. Apparently Prof. Hocking sees only one, too. But the answers are not the same.

Art King

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region *
(SOON 5000 WATTS)
PHONE SANDY GUERRE
DANVILLE 2350
* Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!

American Broadcasting Company GEORGE P. ROLLINS INC.
National Representatives

FRESH AIR PROJECT
Children’s Vacation Plan
Aided by WKNE
WKNE Keene, N. H., had a vital part in the success of the Fresh Air Fund vacation project conducted by Keene residents last month. Co-operating with Rev. Bernard Chapman, who instigated the plan, WKNE broadcast announcements and put on a publicity campaign to meet the idea of having an interracial group of children spend two weeks with Keene families. Agency for obtaining the underprivileged children of New York was the New York Herald-Tribune Fresh Air Fund.

Early this spring, Richard Bath, WKNE vice president and general manager, wrote to Rev. Chapman offering the services of the station. When the project got underway, Howard Wheelock and Stacy Cole, of WKNE, did morning and evening broadcasts and several spots. “We began at once to receive telephone and mail requests for children,” wrote Rev. Chapman to the station. “As a result, we brought nearly a whole train carload of children for an out-of-doors vacation . . . I attribute our success in a large measure to the use of Radio Station WKNE.”

August 4, 1947 • Page 67
Bristol-Myers

(Continued from page 15)
out interruption since the first
Ipana Troubadors show 22 years
ago.

For a while Duffy’s Tavern was
on Friday. The rating was not
what the company wanted. Finally
it was moved to Wednesday, with
no change in format, and the aver-
age and peak ratings were both
checked carefully and compared.
Both shot up and have remained
up ever since.

Nighttime is preferred because
B-M wants to hit a mixed audi-
ence, having products that, in gen-
eral, are used by all members of
the family.

As ratings are usually highest
on comedy shows, this type pro-
gram is a favorite of the com-
pany’s. Joe Allen, acting for Bris-
tol-Myers, has tried many com-
dians for this reason. “We would
rather take on a show with a po-
tential rating of 25 than one with
a guaranteed 10 or 12 level,” he
explains. So far, Bristol-Myers has
hit the jackpot on ratings. And
high ratings ring up customer sales
on the B-M cash register.

“If one word can summarize
Bristol-Myers’ attitude on com-
mercialism, it is ‘consistency,’ ” says
Joe Jacobs, vice-president of Doherty,
Clifford & Shenfield, one of the two
B-M agencies.

Product Personalitv

Starting with the Ipana Trouba-
dors, the company has developed
a “personality for each product,”
which has made a difference in that
product over others in the field, and
has come through with proof of per-
f ormance,” he maintains.

According to Mr. Jacobs, “their
basic sales messages haven’t dif-
f ered materially since they started
to advertise. Except for hitchhik-
ers each broadcast commercial is
reworded every time it goes on the
air.” Fundamental facts about the
products, and selling phrases are
repeated, but the complete com-
mercial is never allowed to grow
stale or to become irritating to the
listener.

There is a minimum of “censor-
ship” imposed on agency or tal-
ett. Mr. Allen’s two assistants,
Tom Hamilton and Roger Whit-
man, attend rehearsals and check
scripts for policy violations.

Such violations involve jokes or
gags about doctors, dentists or
druggists and about controversial
subjects, political parties, religious
and racial groups, North and South.

“Our primary purpose is to sell
Bristol-Myers products,” explains
Joe Allen. “We steer clear of edi-
torializing or taking sides in a
controversial issue. The stations
set aside public service time for
such discussions. When a sponsor
takes over, he is bound to offend
some segment of his listeners, and
consequently lose a substantial
block of customers.”

Bristol-Myers has learned much
about what customers want
through its 60 successful years of
business.

The firm began as the Clinton
Pharmaceutical Co. in 1887 in the
small Mohawk valley town of Clin-
ton, N. Y. William M. Bristol Sr.
and John R. Myers were the own-
ers. A rented laboratory half the
size of the general office room of
their present quarters at 630 Fifth
Ave., the company made pharma-
cutical products, all of the ethical
type. Customers were physicians
and druggists. There was no ad-
vertising.

In 1890 the company moved
to Syracuse and later, with the steady
growth of the company, on to the
larger city of Brooklyn, eight years
later.

With the main offices now estab-
lished in Rockefeller Center New
York, the firm is spread over the
world, and is still continuing its
ethical line through its subsidi-
ary, Bristol Laboratories — out-
standing product of which is peni-
cillin—in addition to the propri-
etary products.

Main plant is at Hillside, N. J.,
and branch sales offices are in Chi-
cago, Dallas, San Francisco and
Atlanta. Bristol-Myers’ foreign
plants are in Canada, Australia,
New Zealand, England and South
Africa. There are seven manufac-
turing branches in Latin America.

Subsidiary companies include
Bristol Laboratories in Syracuse;
Rubberset Co. with plants in New-
ark, N. J., Salisbury, Md., and
Gravenhurst, Canada, and offices in
St. Louis and Los Angeles; Sun-
Tube Corp., whose plant is in Hill-
side, N. J.; Sun Tube Corp. of Can-
ada Ltd., at Ottawa, and Charles
Amen Co. Ltd. at Alexandria, La.

The sons of William M. Bristol
now head the firm. Henry P. is
president, Lee H. and William M.
Jr. executive vice presidents.

Two agencies handle their ac-
counts—the aforementioned Doh-
erty, Clifford & Shenfield, and Young & Rubicam, both New
York. Joel Jacobs is the D, C & S account executive. John E. Grimm Jr. has the
job at Y & R. Y & R handles
Sai Hepatica, Minit-Rub and Tru-
shay. D, C & S has all other pro-
ducts, including the ethical line of
drugs with advertising confined to
professional journals.

“We have found the two-agency
system to be the most satisfac-
tory,” says the B-M advertising
vice president. “As in any compe-
tition, each stimulates the other.
A one-agency system is apt to be
single-minded. And more than two
usually complicates the whole op-
eration.”

$1,000 RICHER

Kwajalein Native’s Find Ends

— NBC Plastic Globe Stunt

A NATIVE of the Marshall Islands,
Kien Re by name, will be $1,000
richer this fall when the NBC
People Are Funny program brings
him to Hollywood and presents him
with a cash award. Kien Re found
a plastic globe floating in the Pa-
cific Ocean off Kwajalein recently.
In the globe was a note which, when
translated by a U. S. Navy officer
(Kien Re doesn’t speak English),
advised Kien Re to notify the NBC
program of his discovery.

His finding terminated a stunt
that was started on the People Are
Funny program of Nov. 30, 1945,
when 12 notes, sealed in plastic
globes, were dropped from an air-
plane into the Pacific Ocean off the
California coast by Dale Dunlap, a
contestant. Each note advised the
finder to notify the People Are
Funny office, the first finder to re-
ceive $1,000 in cash.

B-M’s Account Executives

Mr. Grimm Mr. Jacobs

NEW ORLEANS

WDSU ABC

1280 kc

INVEST YOUR AD DOLLAR

WCK

50,000 WATTS

WCKY

OF SALES POWER

August 4, 1947 • Page 60
FCC ACTIONS
(Continued from page 68)

--Granted mod. of CP for extension of commencement date to 8/7/47.

KOBE Las Cruces, N. M.--Granted mod. of CP to change type of trans. for approval of ant. and trans. location and to specify studio location.

KCMO Kansas City, Mo.--Granted mod. of CP to change type of trans. and for approval of ant. and trans. location and to specify studio location.

KTRY Tyler, Tex.--Granted mod. of CP for extension of completion date to 8/15/47. (By the Presiding Officer of the Motions Docket)

WARM Saratona, Pa.--Commission, on its own motion, ordered an extension of the time in the processing of applications in Docket 7831 and to have the same filed.

WBAX--Wilk's-Butte, Pa.--Same.

July 29 Applications

ACCEPTED FOR FILING

AM--1400 kc

The Bristol Co., Bristol, Conn.--CP for new standard station to be operated on 1440 kc power of 250 kw D.

AM--960 kc

Radio Atlantic Inc., Athens, Ga.--CP for new standard station to be operated on 960 kc power of 1 kw D.

AM--1320 kc

WBEC Bloomington, Ill.--CP to install new tower and mount FM ant. on AM tower.

Modifications of CP

KWDM Des Moines, Iowa--CP for new standard station to change type in IA to change trans. location and change studio location.

KBDX Des Moines, Iowa--CP mod., which authorized changes in location of new trans. and FM ant.

AM--600 kc

Southland Best, Co., New Orleans, La.--CP for new standard station to be operated on 600 kc power of 1 kw D.

AM--860 kc

Southland Best, Co., Shreveport, La.--CP for new standard station to be operated on 860 kc power of 5 kw D.

AM--1200 kc

WCCM Lawrence, Mass.--CP mod., which authorized a new standard station to change type in MA to change trans. and make changes in vertical ant.

AM--1000 kc

KIDK Des Moines, Iowa--CP mod., which authorized a new standard station to change type in IA to change trans. and for approval of ant. trans., and studio locations.

AM--1200 kc

KEVR Los Angeles, Calif.--CP mod., which authorized to install new trans., vertical ant., and ground system and change extension of completion date.

AM--1700 kc

Yamhill Best, Inc., McMinnville, Oreg.--CP for new standard station to be operated on 1700 kc power of 250 kw w.

AM--1600 kc

Springville Radio Co., Springville, Utah--CP mod. for new standard station to be operated on 1600 kc power of 250 kw w.

AM--1320 kc

KING Seattle, Wash.--CP to increase power from 10 kw to 50 kw, install new trans. and make changes in DA (DA-1).

FM--455 mc

United Best, Co., Silver Spring, Md.--CP for new FM station (Stations A) to be operated on Channel 240, 95.9 mc ERP of 250 w and 125 ft. height above terrain 360 ft.

Modification of CP

KSEI FM Palisade, Idaho--CP, as mod., which authorized new FM station for extension of completion date.

WFAA-FM White Plains, N. Y.--CP, which authorized new FM station for extension of completion date.

WGTY-FM Wilson, N. C.--CP which authorized new FM station for extension of completion date.

Remote Pickup

Muckle Shoals Best. Corp., area of Muckle Shoals City, Ala.--CP for new remote pickup station to be operated on 1462, 2968, 2150, 7700 kc, power of 50 kw, emission A3, hours of operation in accordance with Sec. 1402.

WDNS area of Oil City, Pa.--License to cover new remote pickup station.

Stanbridge-Parker Corp., New Paltz, N. Y.--CP for new remote pickup station to be operated on 1462 kc power of 50 kw, emission special for FM, hours of operation in accordance with Sec. 4.402.

WKBM Arcata, P. R.--CP, which authorized construction of new remote pickup station to request extension of commencement and completion dates.

Modification of CP

KLAC-TV Los Angeles, Calif.--CP which authorized new commercial television station to request extension of completion date.

WTFT Toledo, Ohio--CP which authorized construction of new commercial television station, to request extension of commencement and completion dates.

TV Relay

Triangle Publications Inc., Philadelphia, Pa.--CP for new experimental television relay station to be operated on 7975-7925 mc, power of 6 kw, emission special, hours of operation unlimited. in accordance with Sec. 4.131 (b) and 4.163.

Triangle Publications Inc., Philadelphia, Pa.--CP for new experimental television relay station to be operated on 7000-7625 mc, power of 1 kw, and emission special, hours of operation unlimited, in accordance with Sec. 4.131 (b) and 4.163.

WPTZ Philadelphia, Pa.--CP mod., which authorized construction of new AM station to request extension of completion date.

WPTZ Philadelphia, Pa.--CP mod., which authorized construction of new AM station to request extension of completion date.

TENDERED FOR FILING

AM--1200 kc

Mendocino Coast Best, Co., Fort Bragg, Calif.--CP for new standard station to be operated on 1230 kc power of 250 kw w.

AM--1480 kc

Easton Best, Co., Inc., Easton, Md.--CP for new standard station to be operated on 1480 kc power of 1 kw w. with DA.

AM--850 kc

Humoldt-Milban-Trenton Best, Co., Humboldt, Iowa--CP for new standard station to be operated on 850 kc power of 50 kw D.

AM--690 kc

KPEP Lamesa, Texas--CP to change hours of operation from D to w. using power of 250 kw on 690 kc.

KIT Yakima, Wash.--CP to increase power from 1 kw to 5 kw w. and install DA-N and new trans.

KSBY Boulder, Colo.--CP for new standard station to be operated on 1540 kc power of 50 kw w. (Barron, Boston, Mass., Sunset, Houston, Tex. Request facilities of KWBX).

July 30 Applications

ACCEPTED FOR FILING

WAIL Bakersfield, Calif.--CP which authorized new AM station to change trans. and station location.

AM--1480 kc

Andrew G. Haley, Fullerton, Calif.--CP which authorized new AM station to operate on 1300 kc, power of 500 w. D. AMENDED to change name to Andrew G. Haley "New Wave." to change power from 500 w to 1 kw, to change station to change trans. and change studio location.

AM--990 kc

Cardinal Best, Co., Palo Alto, Calif.--CP which authorized new AM station to be operated on 990 kc, power of 1 kw D.

KBBW Salinas, Calif.--Voluntary assign- ment of CP to Ballinas Best, Corp.

AM--1320 kc

Walsenburg Best, Corp., Walsenburg, Colo.--CP for new AM station to be operated on 1450 kc, power of 250 kw w.

AM--1230 kc

KSBW Creston, Iowa--CP to install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WHIR Madison, Wis.--CP which authorized new AM station. AMENDED to change trans. location and make changes in ant.

AM--1450 kc

Williston Best, Co., Williston, N. D.--CP for new AM station to be operated on 1450 kc, power of 250 kw.

AM--940 kc

Public Service Best, Inc., Toledo, Ohio--CP for new AM station to be operated on 1230 kc, power of 250 kw w. AMENDED to change completion date.

AM--1450 kc

W. Paul Oskeme, Westby, Wis.--CP for new AM station to be operated on 1230 kc, power of 250 kw w.

AM--1450 kc

WAJZ Lewistown, Tenn.--Involuntary assignment of license to Ida Murray and Martha Murray, Executives of the license to Ida Murray, deceased.

AM--1030 kc

KWBG Corp., Chicago, Ill.--Assignment of license to Baylor D.

Reinquishment of Control

WOGY New York, N. Y.--Reinquishment of control from Muskat Corp., to Charles E. Merrill and Radio Sales Corp. (321 1/3 shares capital stock, 8 1/12 shares transferred equally to Charles E. Merrill and Radio Sales Corp.), two remaining stockholders each own 50% of stock.

Modification of CP

KUSC Los Angeles, Calif.--CP, as mod., which authorized a new non-commercial educational television station for extension of completion date.

WIXQD area of New York, N. Y.--License to the new exper- imental television relay station.

Remote Pickup

WJJJ, Inc., Farmington, Conn.--CP for new remote pickup station to be operated on 31.25, 28.25, 27.02, 38.34.
FCC Box Score
FCC BOX SCORE of actions as of date of issue as follows: Standard stations—1,314 licensed, and 545 construction permits, 695 applications pending (of which 593 are in hearing); commercial FM—59 licensed, 843 conditional grants, 624 CPs (part of CPs come from conditional grants, others from hearing proceedings), 164 applications pending (84 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); noncommercial educational FM—six licensed, 55 CPs, 11 applications pending.

me, power of 25 w, emission of 3 hours of operation in accordance with Sec. 4.403.

Remote Pickup

KAXJ Houston, Tex.—Mod. CP which authorized CP of a new remote pickup broadcast station, to request change in frequency from 139.75 to 139.40 mc, to single frequency within 23-23 mc band; to change type of equipment and power from 15 to 25 w.

APPLICATIONS RETURNED

Tribune Publishing Company, Fratt, Kan.—CP for new FM station to be operated on frequency to be assigned by FCC and BFP of 602.5 mc RETURNED July 28, 1947, application incomplete.

TENDERED FOR FILING

AM—1230 kc: J. James Green, Kingman, Ariz.—CP for new AM station to be operated on 1230 kc, power of 250 wk unlisted.

Transfer of Control

WISH Indianapolis, Ind.—Consent to transfer of control of AM station WISH and CP of for FM station to Universal Bosctg. Co. Inc.

Assignment of License

Buffalo Broadcast Co., WKBW Buffalo, N. Y.—Consent to assignment of license to Continental Broadcasting Co., for new AM station to be operated on 1230 kc, power of 250 w.

The Pixies, Columbus, Ohio—Consent to assignment of license and CP of standard station WCOL and CP of WCOL-FM to The Pixies.

AM—1230 kc: Herald Bosctg. Co., Levelland, Tex.—CP for new AM station to be operated on 1230 kc, power of 250 wk unlisted.

To Cover the Tri-state (WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000

To you need

Retail Market

HUNTINGTON, W. VA.

5000 DAY 1000 NIGHT

930 KC

ABC PROGRAMS

represented by BRANHAM

BROADCASTING • TELECASTING

the denial of petitioner's application is without prejudice to filing new application by that corporation specifying one of the two Class B FM channels now available for assignment in Boston, Mass.

Battson and Cole Join ABC's Engineering Dept.

JOHN H. BATTSON, former transmitter development engineer for Federal Telephone & Radio Co., New York, and Charles D. Cole, former project engineer for the Lengoein Co., New York, have joined the ABC General Engineering Dept. Mr. Battson has been appointed assistant to John G. Preston, ABC's chief allocations engineer, and Mr. Cole became a staff engineer in the network's facilities section.

The consent to assignment of the station was granted May 19, 1947.

At one time Mr. Battson was a research engineer for the EKCO Radio Co. of London, and from 1937 to 1939 was a supervisor of radio equipment production for the British Air Ministry. After the war, in which he served with the RAF, Mr. Battson came to the United States as a research engineer for the Midland Broadcasting Co., Kansas City, Mo.

Prior to his association with Lengoein Co. Mr. Cole was project engineer successively for Radio Engineering Laboratories, Is- land City, N. Y., the Horni-Signal Co., New York, and Lear Inc.

UNITED NATIONS WEEK

NBC, AUN and NEA Jointly

To Sponsor Observances

NBC, the American Assn. for the UN and the National Education Assn., sponsors of United Nations Week, Sept. 14-20, have announced the planning that week folk dance festivals, talks and concerts are scheduled to take place in the lower plaza at Rockefeller Center, New York. In Tarrytown, N. Y., designed as a model community by the AUN for observing the week, other special events will be held daily.

Throughout the U. S., governors and mayors have proclaimed United Nations Week to mark the opening of the General Assembly session, which coincides with the opening of the UN General Assembly session.
Congressional Appropriation For 'Voice' Pleases Benton

"HEARTENING" is the word to describe the way Congress treated the "Voice of America." Assistant Secretary of State William Benton told a news conference last Thursday that in a comparative analysis he pointed out that radio broadcasting drew $6,200,000 this year as compared to $7,800,000 last year—a percentage of success hardly accorded to any other agency of the government and to no other branch of the State Dept.

Other functions of the former Office of Information and Cultural Affairs—the title has now been changed to Office of Information and Educational Exchange (OIE)—suffered heavily however. Data were particularly severe in field services, but Mr. Benton emphasized that a solid framework has been left upon which it will be easy to build.

"Amazed" at Results

He told BROADCASTING after his news conference that the good fortune of the "Voice of America" was all the more amazing because when the 80th Congress convened it was the most unpopular of all State Dept. programs. At one time Rep. John Taber (R.-N.Y.), Chairman of the House Appropriations Committee declared he would permit all but the "Voice" to continue. The most serious charges were leveled against it in the radio broadcasting: That it was subversive; that disloyal persons were employed; that the programs were sowing seeds of hate abroad instead of peace that it was mismanaged at home.

A flood of editorial support from all over the country followed. Support was given by private broadcasters during an impressive meeting in the State Dept. which resulted in a public statement of support from the seven licensees handling the "Voice" transmissions and some of its programming.

The result of the publicity was to stimulate a tremendous amount of Congressional debate and study. Although the House Appropriations Committee originally recommended complete abandonment of the OIC it was restored by the Senate. The House, bucking opposition from then-Treasurer, maintained a good part of the Senate's proposal.

Nevertheless, the cut in funds has been significant to the point where the "Voice" has been forced to adopt a reorganization. The reorganization has been planned for eventual adoption in any event, but it was speeded by Congressional action.

Under the aegis of Kenneth Fry, Chief of the International Broadcasting Division, the new "Voice" will be a lighter, more efficient and almost certainly more effective medium. It will now broadcast only at night—considered the most valuable time in any country. Some languages have been eliminated, notably Swedish and Danish, and all English language programs to Latin America.

Other Expansions

Other programs may be expanded—a half-hour has already been added to the Russian program and plans are on file for the addition of Arabic and Turkish as soon as personnel can be found.

Mr. Fry, a veteran of the State Dept. operation who received his training from the networks, feels that in the long run the Congress will limit the "Voice of America." Without the budget slash he fears the streamlining program could never have been sold.

But the long fight for a permanent and "respectable" "Voice of America" is hardly started. The Senate has on its calendar the Mundt bill which would legitimize the program on a permanent basis, rather than a year to year affair dependent upon Congressional whim. The Mundt bill has been approved twice by two Congresses but each time was lost in last-minute business.

Mr. Benton also indicated that he will take up the fight for an International Broadcasting Foundation—a quasi public corporation to be administered by a 15-man board of distinguished citizens. This kind of organization, Mr. Benton feels could do a much better job of international broadcasting, and would give the responsibility for its operation almost completely to private enterprise.

U. S. Sentences Chandler To Life Term for Treason

TREATSE'S REWARD was handed to Douglas Chandler last week in a Boston Federal Court. He was sentenced to life imprisonment and fined $1000 for his disloyal war-time broadcasts over Radio Berlin.

The former Baltimore newsmen conducted a propaganda show under the sobriquet of "Paul Revere." His own defense was that it was not an anti-American show but Anti-Russian.

The prosecution recommended the death sentence and characterized Mr. Chandler as a "black-hearted traitor" who "gave his heart and soul to Hitler and wanted Germany to win the war."

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- RECORDING BLANKS

Type B 16"—$1.32 net
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Shafto Declares BMB 15-Point Plan Aids Growth of Broadcast Advertising

TREMENDOUS growth in the volume of broadcast advertising will be stimulated by adoption of the BMB 15-point plan for commercial operation, according to G. Richard Shafto, WIS Columbia, S. C., a member of the special committee that drew up the plan. Mr. Shafto is a member of the NAB Board of Directors representing medium stations.

The special committee was appointed by NAB President Justin Miller by direction of the NAB board at its May meeting.

Mr. Shafto said the continuing subscription plan [BROADCASTING, July 26] gives broadcasters an opportunity to give the advertiser data about the medium that will permit intelligent and economic use of radio time.

"The requirement leading to BMB's full achievement of its purpose is the practically complete participation by broadcast stations in BMB surveys," according to Mr. Shafto. He opposed the new Hooper proposal for county-county reports on the ground that "it merely asks the listener a different question," when reduced to fundamentals.

"The first BMB survey has placed the individual station audience figures a little too high on the graph paper," says Mr. Shafto. "We could have torn off the part of the curve that runs from zero to 50% and BMB would still fulfill its purpose by affording a relative evaluation of stations.

"By switching questions somewhat, Mr. Hooper proposes to transpose the curve of station audience percentages to the other half of the graph paper. Under Hooper's plan the best station might be rated 40-50-60% so that we could throw away the top part of the paper. Nevertheless, the relative standing of the stations would remain the same.

"BMB is thoroughly capable of adopting questions which would result in more conservative evaluations of a station's audience. The important point is that whatever standard is adopted be a uniform one which has the full acceptance of the advertiser, the agency and the industry.

"It is clearer to me that we must give the greatest support to BMB in order to obtain full station participation if we are to achieve the tremendous advantage which a complete BMB area report can give radio." At the time of the NAB board meeting, BMB had only 120 subscribers for the 1946 survey, and district meetings had indicated the number of participating stations would fall far below participation in the 1946 survey.

Mr. Hooper's Project

Asked about the proposal which Mr. Shafto referred to as less desirable than the 15-point plan adopted by BMB, Mr. Hooper said Mr. Shafto was undoubtedly talking about some preliminary material sent by Mr. Hooper to a few broadcasters for their information. This material will form a small part of a study Mr. Hooper is making in preparation to go out to BMB and the entire broadcasting industry. Attached will be an offer which C. E. Hooper Inc. will make to all BMB members.

Mr. Hooper declined to state what this offer will be or go into any details about the plan he will propose, prior to its formal delivery to BMB's president, Hugh Felts. It is believed, however, that the new proposal will to some extent be based on that made by Mr. Hooper to the BMB Technical Committee two months ago [BROADCASTING, June 2]. At that time Mr. Hooper outlined a postcard survey procedure which he stated would achieve a higher standard of results than those produced by BMB's first nationwide audience survey in 1946 and which could be carried out at approximately half the cost of the 1946 survey. BMB could also make a nationwide survey in 1948 by adopting this procedure, Mr. Hooper said.

At that time this new survey technique had been tested only in the New York area and the BMB Technical Committee asked to be shown results of any other tests which the Hooper organization might make of this method of station audience measurement. Further tests in markets more representative of the national average than New York have been made and it is anticipated the Hooper memorandum will include a full report on them.

Mr. Hooper expects to complete the memo in about two weeks. It is expected to include a proposal that BMB award to the Hooper firm the contract for much of the field work on its 1948 nationwide survey. From the basis that this organization has had the essential experience and technical skill needed to carry out this task most efficiently and economically, Mr. Hooper refused to comment on this, or any other angle of his forthcoming proposal, except to say that it will be important to BMB and to the entire broadcasting industry.

AFM

(Continued from page 18)

by subcommittee members to have been set aside to give Mr. Petrillo a chance "to put his house in order."

Out of the earlier conference had come what Mr. Kearns had called "a great friendship and a lasting one between Mr. Petrillo and the music educators and school administrators of this nation." The union head had accepted Mr. Kearns' invitation for a school music conference at the July 7-8 hearings before the House subcommittee.

On the basis of that meeting Mr. Kearns had announced that he would meet with Mr. Petrillo in Chicago to receive a report on AFM plans for FM and television. If any action on television was taken at the Thursday meeting in Chicago, or if the matter was even discussed by the network and AFM group, could not be learned after the session had adjourned.

Mr. Kearns had said at the July 7-8 inquiry that his subcommittee would "be in a position to bring networks and Mr. Petrillo together in an effort to avoid a threatened music strike early next year. He also had taken a deep interest in the AFM president's threat to cease all recording next Jan. 1 and perhaps set up an AFM recording industry."

Meanwhile Rep. Richard M. Nixon (R-Calif.) expressed doubt that AFM ever would reform under Mr. Petrillo's administration. Rep. Nixon made the statement as he prepared to leave for a Hollywood hearing which may show that AFM is interfering with the progress of television. He is a member of the House subcommittee.

Rep. Nixon said he thought Mr. Petrillo would "live by the letter of the law but that doesn't mean he won't try other means to continue pretty much the same program he has been indulging in." This differed from the viewpoint expressed earlier by Rep. Kearns.
NAB Convention
(Continued from page 20)

Taking part in the demonstration will be William G. Becker, manager of Wieboldt's Inc., Chicago, chairman of the committee; Myrtle Green, discussing the Melody Lane program of Wieboldt's; The Paif Company, discussing news; Julian Trivers, of Henger's store, Buffalo, discussing Early Date at Henger's; a daytime program of general appeal to women; Miss L. A. Hull, chairman of the Program Committee, and sales directors.

Lea Hart, NAB Assistant Director of Broadcast Advertising, will sum up the station demonstration and offer suggestions on basic research and measurement of results.

Graphic demonstration of progress in use of radio by retailers will be given. Theme will be "Seven Years—Five Years Later." In charge will be Eugene Carr, general manager of the Brush-Moore stations in Ohio. Mr. Carr was Sales Managers Executive Committee chairman in 1942 when the original retail project was conceived at the Cleveland convention.

Lack of Understanding

At that time Mr. Carr and Mr. Pellegrin, impressed by lack of understanding of radio by retailers, instigated the plan that developed into a concentrated industry-wide drive to bring radio and retailers into harmony. Culmination of the drive was the Joske study in San Antonio.

Sales managers and program directors will merge their clinic sessions at lunch Monday, Harold Fair, NAB Director of Program Dept., and Mr. Pellegrin will lead discussion of common program and sales problems. Their goal is more effective cooperation between the departments, whose interests are interdependent.

Participating in the joint session will be Barbara Wells, director of women's programs, WOR New York, who is billed as the glamour element in an otherwise all-male cast. Program framers recognized that about 90% of all broadcasting is aimed at women.

The afternoon sales managers session is designated as a broadcast advertising clinic. In charge will be Odin Ramland, KDAL Duluth, chairman of the Sales Managers Executive Committee. Sub-committees will submit reports. Arthur Hull Hayes, WCBS New York, will report on industry presentation. Mr. Thomas will report on television. Louis Read, for some time sales manager of WWL New Orleans, will discuss agency recognition. Jack Kennedy,

Tell your story to
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You can reach thousands
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ABC CHANGING FORMAT
OF JUVENILE PROGRAMS

COMPLETION of arrangements for precedent-setting change in programming (Broadcasting, July 14), involving two ABC serials, Jack Armstrong and Sky King, was announced July 30 by the network and respective sponsors, General Mills Inc. and Derby Foods. Under new format, dramatic juvenile programs will be aired on alternate days beginning Aug. 25 in the 6:30-6:45 p.m. (CDST) slot, with each serial presenting a complete episode in itself.

Changes will be introduced on a sustaining basis during the remainder of the summer hiatus until Sept. 29, with sponsors picking them up commercially at that time. The leadoff program Aug. 25 will be Sky King, with Jack Armstrong getting first crack commercially Sept. 29. In keeping with changes, ABC is moving Tennessee Jed (Ward Baking Co.) from 5:45 p.m. to 5 p.m. period, and Terry and the Pirates (Quaker Oats) from 5 p.m. (CDST) to 5:15 p.m. (CDST) on Aug. 25. Latter two shows resume sponsors as of Aug. 25 and Aug. 28 respectively.

Concurrent with announcement of program shifts, ABC also revealed that Terry and the Pirates will move to Chicago studios Aug. 12.

ROBERT Q. LEWIS show which was heard on CBB Fri. 8:30-8:35 p.m., during the General Foods "Adventures of the Thin Man" summer hiatus is now heard on Sat. 8:30-9:30 p.m.
Authors' Authority Proposal Lashed by Rep. Domengeaux

ATTACK against proposed American Authors' Authority was leveled last Monday by Rep. James Domengeaux (D-La.), who termed the project a "nefarious program."

The AAA was conceived by novelist Cain as an agency which would protect the rights of artists. Under the plan a writer would only "lease" his works instead of selling the rights. The plan has been opposed by Hollywood and certain other groups which customarily buy artistic works.

Mr. Domengeaux's opposition took the form of a presentation to Congress of an analysis prepared by the American Writers Assn. It was quoted in full in the Congressional Record of July 28.

"The impudent totalitarian presumption of this scheme," said the analysis "is incredible. No one in American labor has ever suggested that the AFL or the railroad brotherhoods should acquire legal title to the labor power of their members. No one has ever suggested that the U.S. Chamber of Commerce should demand legal title to the business firms of its members. But the AAA demands just that."

The analysis declared that the member writer of the proposed authority would be forced to consign his works without having any say as to their disposition. He would be, in effect, it was claimed, a voiceless member of an all-powerful body having complete jurisdiction over his production. Furthermore, although he would have the right to withdraw his work at any time, the withdrawal privilege would be an empty one since he would be deprived of any other market.

The plan was likened to James Caesar Petrillo's AFM. It would rest, said the analysis, "on a total surrender by the writer of his properties in his works. The authority . . . would take legal ownership of both copyrighted and uncopyrighted writings. It alone would close all financial deals, collect all funds, cut a slice from earnings and payment for its own uncontrolled use."

The author, it concluded, instead of being the free agent he is today, would be working for life under one legal roof, without appeal and without voice!

Charge Communists Back It

The analysis charged further that the AAA would also exercise political authority over its membership and that it was presently being sponsored by Communists and their fellow travelers in the Screen Writers Guild.

"It is very much too bad," continued the analysis, "that many American writers remain ignorant of and indifferent to the political movements that are shaping the world we live in. This ignorance is the main stock in trade of the fanatical Communists who do the work behind the Screen Writers Guild and the Hollywood center of pro-Soviet propaganda. They launched the AAA as part of a carefully worked-out campaign which has been partly successful in taking over the direction of American thought."

IBEW Head Accused

LASHING C. P. Hughes, head of IBEW Hollywood Local 40, with charges of meddling in affairs of union's Hollywood radio techni-
cians, Local 45, latter unit's executive board has complained to O. G. Harbark, regional chief of labor group. Specifically, Mr. Hughes is accused of instructing an engineer of KFWB Hollywood to handle a program which had previously been disapproved by Local 45.

Skelly Renews Two

SKELLY OIL CO., Kansas City, Mo., Sept. 8 renews for 52 weeks Alex Dreier commentary, Monday-Friday, 8-8:15 a.m. (CDST) and This Farming Business, Sat., 8-8:15 a.m. (CDST) on 24-station Midwest network of NBC. Both programs, Chicago-originated, will move to 7 a.m. (CST) slots effective Sept. 29.

Agency is Henri, Hurst and McDonald Inc., Chicago.
DISC M.C. CONVENTION
Record Spinnners Will Discuss Formation of National Judicial Body Aug. 15

NATION'S disc m.c.'s will discuss proposed formation of a national judicial body at first annual convention of the National Assn. of Disc Jockeys in Chicago's Hotel Sherman Aug. 15.

According to Hugh Douglas, Chicago radio personality appointed temporary chairman and spokes-
man by the convention committee, plans call for delegates to appoint members to hear and, if possible, act upon problems of disc m.c.'s. Mr. Douglas said need for a central organization is accentuated, with networks devoting choice time to the field and "big names" moving in on the record-spinning business.

Idea for new organization was inspired, it was said, by the presentation of disc jockeys in the film, "Something in the Wind," which stars Deanna Durbin, one of the sponsors of the association.

A long-distance call from Miss Durbin will open the convention. The committee hopes to have Gov. Dwight H. Green, of Illinois, and Chicago's Mayor Martin H. Ken-
nelly as luncheon speakers.

KOA GETS GE AWARD
2ND TIME IN 3 YEARS

GE AWARD for operating perfection went to KOA-NBC, Denver last week—the second time in three years that the coveted General Electric silver plaque has been won by the station.

The 50-kw station earned the 1948 award for a loss of only 42 seconds of broadcasting time. A loss of only four seconds during 1946 earned the latest award for KOA.

Lloyd E. Yoder, general manager of KOA, accepted the award on behalf of NBC and KOA from W. B. Clayton, commercial vice president of GE, Dallas. Mr. Clayton de-
clared "you have a challenge and an opportunity today, unequaled in your history, to promote national well-being; to guide our course of action and to mold public opinion, and I know with your fine record of the past, you will not falter or fail to carry on in the future."

WMEX Rehearing Request Denied by Commission

FCC said last Thursday that it had denied WMEX Boston's petition for re-hearing on the denial of its FM application, but left the way open for WMEX to apply to purchase KWPT, the station that the FCC failed to grant a license to.

WMEX, one of eight rivals for seven channels in the original proceeding and the only one whose application was denied [BROADCASTING, June 30], had contended in its re-hearing plea that it should be allowed to present further evidence to refute FCC's finding that the station lacks financial qualifications to build and operate its proposed FM affiliate.

Video Replacement

MUTUAL network program, Leave It to the Girls, is being considered for television as the replacement for Author Meets the Critics when the video version of the latter program has run its course for General Foods Corp., on WMIB New York. Food company is experimenting with various types of programs for its products in its video campaign on NBC's key video station. Author Meets the Critics is placed by Benton & Bowles, New York.

NAB Code Mailed To Executive Group

Final Committee Action May Be Taken This Week

TENTATIVE provisions of the new NAB code, as drafted July 22 by the Special Standards of Practice Committee [BROADCASTING, July 28], have been mailed to mem-
bers of the Program Executive Committee of the full committee will meet Thursday and Friday of this week at NAB headquarters in Washington.

Final committee action on the code may be taken at this meeting. As drafted by the committee the code includes strict limitations on length of commercials but lacks en-
forcement teeth.

Should the committee approve its new code, the text will be submitted to members of the board of directors, which has final authority to put it into operation. Consider-
ation has been given to the idea of submitting the draft to the NAB membership in advance of the At-

tlantic City convention Sept. 15-18.

Chairman of the Program Executive Committee, under which the Special Standards of Practice Com-
mittee operates, is Merle S. Jones of WCCO Minneapolis. Robert D. Sprague of WBBM, who directed the prepara-
tion of the code, will attend the meeting as will John M. Outter Jr. of WSJ Atlanta, chairman of the sub-
committee on commercial practices; Edgar Bilt, WMIB Pearsall, chair-
man of the general practices sub-committee, and Ken B. Dyke, NBC chairman of the drafting subcom-
mittee.

National Guard Show

NATIONAL GUARD of the U. S. effective Aug. 14 begins sponsor-
ship of First Call for the Bloc-

KFWL, Chicago, as the replacement for the bloc- 

party on MBS, Thurs., 9:30-10 p.m. 

Program will feature music by Ray 

Block's orchestra with vocals by 

Monica Lewis and Larry Douglas. 

Guest stars also will appear 

Agency is Gardner Adv., New Yor 

St, Louis.

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INNOVATION in NAB history was a two-day catechism for new directors elected at the winter-spring district meetings. Six newly-elected directors, who take office at the Atlantic City convention, were present and heard addressed by NAB top executives and department heads. All functions of the association were described in detail to acquaint the new directors with NAB operations.

New Equipment to Be Viewed
At New York FM Convention

NEW developments in FM techniques during the year, including transmitting and receiving equipment, will be put on display at the FM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Several new AM-FM table model receivers will be unveiled by manufacturers, according to Bill Bailey, FMA executive director.

FMA last week was mailing out registration forms. Fee prior to Aug. 15 will be $18, including lunch and the Friday night banquet. After Aug. 15 the fee will be $20. Expressed interest of members and nonmembers to attend the convention indicates heavy attendance, Mr. Bailey said.

Agenda will be announced in early August. Among speakers will be M. F. Balcolm, Sylvania Electric Products, president of Radio Manufacturers Assn., and a prominent FCC representative. Mr. Balcolm will speak at the banquet. Justin Miller, NAB president, has been extended a special invitation to attend.

New officers to be elected include

Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Frank A. Gunther, REL, secretary; Arthur Freed, Freed Radio Corp., treasurer. Executive officers are appointed by the board.

The board will meet after the convention, as will the five-man executive committee.

Demonstration of FM's fidelity will be staged by Mr. Hirschmann and Dr. Edwin Armstrong, inventor of FM.

President Hofheinz will open proceedings Friday morning. Invited to attend the convention are FMA members and nonmembers as well as CP holders and FM applicants, along with FM manufacturers. No charge will be made to manufacturers desiring to place equipment on display.

FMA has arranged to accommodate up to 600 delegates at the Roosevelt, with overflow to be taken care of at the Ambassador and Astor.
Help Wanted
Where are all the good radio men? Saleman, announcer and engineer-announcer needed. Must have experience and be willing to work for a living wage. One inch ads, $1.00. Replies to Box 883, BROADCASTING.

Assistant over one year New York City—radio station with broadcast advertising department. Minimum experience two years. Reply Box 972, BROADCASTING.

Announcer—experienced announcer for Mutual affiliate in Charlotte, North Carolina. Must be an experienced commercial announcer. Reply Box 1022, BROADCASTING.

Help Wanted (Cont’d)
Announcer—Wanted for position on Chicago station, where there is a definite possibility of advancement to supervisory position. Applicant should have good voice, experience, and desire to work in a progressive market. Reply Box 987, 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.

Unusual opportunity for experienced salesman as commercial manager NBC affiliate in market of 250,000. Your income builds with your volume. Photo, proof of past performance first letter.


Help Wanted (Cont’d)
Announcer—Wanted for position on Chicago station, where there is a definite possibility of advancement to supervisory position. Applicant should have good voice, experience, and desire to work in a progressive market. Reply Box 987, BROADCASTING.

Sales engineer—Wanted for position with major network station in major market. Excellent opportunity. Improving conditions. Good future. Reply Box 973, BROADCASTING.

Help Wanted (Cont’d)
Copier with air experience. Will with extensive radio station and agency experience: commercial writing, children’s shows, spot advertising. Reply Box 992, BROADCASTING.

Radio Executive—Over twenty years experience. A different location, one that is asociated with radio stations. A position with major market. Reply Box 982, BROADCASTING.

Unusual opportunity for experienced salesman as commercial manager NBC affiliate in market of 250,000. Your income builds with your volume. Photo, proof of past performance first letter.

FCC Grants 4 New AM CP's, Increases Power of 3 Others

GRANTS for four new AM outlets and power increases for three other stations were announced by the FCC in orders or final decisions announced last Thursday.

The Commission proposed to deny the application of WKBW of Buffalo, N.Y., to move from 1250 kw to 1500 kw, on the ground that it is not in the public interest because of interference to other stations.

But in three other docket cases FCC authorized (1) KFNF Shan- don, Iowa, now operating with 1 kw day and 800 kw night on 920 kc, to increase daytime power to 5 kw; (2) KROW, Oakland, Calif., to increase power on 960 kc from 1 to 1.5 kw, during the daytime; and (3) KOVO Provo, Utah, to move from 1240 to 960 kc and boost power from 250 w to 1 kw, directionalized at night.

The new station grants were as follows:

1. Independent Broadcasting Co., Des Moines, Iowa, to increase power on 830 kc, 5 kw day, 4.5 kw night.

2. Associated Broadcasters, Wadena, Minn., 840 kc, 1 kw fulltime.

3. Mr. Smith, to move from KFNT, Farm- bult, Minn., 930 kc, 1 kw fulltime.

4. Mr. Smith, to move from KFNF, Farmington, Ohio, 910 kc, 1 kw day, only. This grant was in consideration of the action of the FCC in proposed decision in the case, and also in consideration of the application by Broadcasting System, Inc., for the same facilities at Farmington, Ohio (BROADCASTING, June 2).

In the WISH case, FCC concluded that the Indianapolis station's prayer in its organization on 340 kc would result in "serious objectionable daytime interference" to WMMX Mt. Vernon, Ill., a 1 kw-daytime station, 940 kc; and (WMMX) is the only station in Mt. Vernon," the Commission added.

It also denied the WISH request that proceedings on the Independent Broadcasting application at Des Moines be stayed and that Independent's application be considered comparatively with WISH's since the stations are mutually exclusive. But because WISH's application was given a proposed denial independent of any consideration of the application for Des Moines, FCC ruled, the WISH request for stay of proceedings and comparative consideration "need not be considered further.

FCC then ordered Independent's application granted, John W. Boler, Minnesota broadcaster and head of the bankrupt North Central Broadcasting System, to a present station but not now a stockholder of the Des Moines grantee. He has an option to acquire stock. Independent also has an FM grant.

The new-station grants to Lee Smith and Associated Broadcasters and the power boost for KFNF came in a separate proceeding. FCC concluded that the three proposed operations, as revised to decrease interference, would cause no prohibitive conflicts. Both Faribault and Wadena received their first outlets in these grants. The Wadena station will serve an area which now receives no nighttime service and only one-sixth of which has daytime service.

In the KOVO-KROW 960-ke case FCC previously issued a decision proposing to grant the KOVO application and deny KROW's without prejudice to the filling of a new application which would create no interference problems (BROADCASTING, April 25). Last week's order, granting both applications, came after KROW revised its antenna plans to eliminate conflict.

Comr. Clifford J. Durr did not participate in any of the actions, which were taken by the Commission in an executive session held last Monday at Atlantic City, N.J.

Ownership of the new-station grantee companies:

Independent Broadcasting Co., Des Moines, Iowa, interested in three Minnesota stations, is owned by John Boler, Clear Channel Broadcasting System, Mr. Boler has no interest in Independent Broadcasting but has an option to buy approximately 11% of the stockholders: John P. Rosen- field, department store executive and noted aficionado of high fidelity; P. E. Parker, textile company executive, 23 1/2%; J. B. Groves, president of the company, 23 1/2%; Edwin B. Buckley, banker, 21 1/2%; Robert W. Root, 6%.

Lee-Smith Broadcasting Co., Farm- bult, Minn., Herbert H. Lee, Palmer Dragsten, and John R. Hyde Jr., war veterans, are equal owners.

Independent Broadcasting Co., Inc., Wada- na, Minn.—Owns 27 local business and professional men, headed by C. V. Phillips and with individual stock interest ranging from about 3 to 16.5%. E. V. Bergstrom is vice president; H. E. B. Peterson, treasurer; and Hugh O. Parker, secretary.

Paul F. S. Braden, Middletown. Ohio, Mr. Braden is a consulting radio engi- neer. He was an engineer for WISH and its successor WING Dayton from 1929-1949, and was in charge of installation of WISH's original transmitter. He is now general manager of his new station.

WJBK Application

WJBK Detroit, acquired by Fort Industry Co. in June. [BROADCAST- ING, June 23], applied to FCC last week to move from 1490 to 1500 kc and increase its power from 250 kw to 10 kw, directionalized full- time. The application is contingent on the new WABJ Adrian, Mich., changing from 1500 to 1490 kc.

AFRA Caucus

AFRA-LOS ANGELES is to hold a caucus Aug. 6 to determine its stand on resolutions to be introduced by national convention dele- gates in New York, Aug. 14 to 17.

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AFRA Caucus
"LIFELOOD OF TELEVISION"

Kersta of NBC, Speaking at Northwestern U. Institute—Sees Networks in Major Role

THAT "networks will be the life blood of television" due to high production costs and lack of major talent and production centers was the contention of Norman Kersta, manager of the NBC Television Dept. in New York, who spoke a the N B C- Northwestern U. Summer Radio Institute July 28. Speaking on "A Status Report on Television," Mr. Kersta said "the whole world is a stage for the television camera. Television satisfies a human desire that has never been satisfied before—that of being present at great events when they occur." He expressed his belief that "the sense of the unknown, spontaneity, and immediacy is the most potent factor in television programming."

Commenting further on network television, Mr. Kersta reported that NBC hopes to extend the present New York-Sanctuery-Washington television network within a few months. He added that he foresaw a Chicago-New York video tieup (coaxial cable) by 1948.

Radio Institute closed Aug. 1 when its annual banquet held in the Merchants and Manufacturers Club in Chicago. James H. McBurney, dean of Northwestern's school of speech, presided and was principal speaker. Four top graduates of institute were given two full and two half scholarships, awarded annually by NBC. In addition, certificates were presented to $154,336 who had completed successfully the six-week course in advanced radio training.

FCC TO HEAR NBC-KFI VIDEO DISPUTE AUG. 25

DISPUTE between NBC and its Los Angeles affiliate, KFI, over their respective television channel assignments was set down by FCC last week for oral arguments Aug. 25. Both KFI and NBC want Channel No. 4, which FCC assigned to the network while assigning No. 9 to KFI.

A KFI appeal to the Circuit Court of Appeals for the District of Columbia would be withdrawn, without prejudice to the station's right to apply again, under an agreement reached last week by KFI and the Commission, but the Court has not yet acted upon this move to dismiss. The appeal filed by KFI's filing opposition to its assignment with FCC in January, which the Commission dismissed in June. The Aug. 25 arguments concern KFI's petition for the reconsideration of the channel assignments and NBC's reply contending that the Commission has no right to grant KFI's request.

Baseball's Appeal

ENORMOUS listener-appeal of baseball broadcasts was reported last week by C. E.-Hooper Inc., New York, in comparing ratings for independent stations with those of the share-of-audience to the stations transmitting baseball were

That the report states that on July 18, 10:10-10:30 p.m., night baseball was broadcast in 17 of the Hooper checking cities, all other games being scheduled during the afternoon of the July 4 holiday.

In the same 17 cities where sports programming was beamed, baseball was 45.8 on July 18, on July 4 the share-of-audience to the same group of stations was 20.8, sets-in-use 14.0, rating 2.9. In the other 19 cities not broadcasting baseball, the share-of-audience to all independent stations was 13.9, sets-in-use 15.6, rating 2.1.

Rouse Resigns

ARTHUR B. ROUSE Jr. has announced his resignation as director of station relations of the John H. Perry Radio Stations (WJHP-WJHP-FM Jacksonville, Fla., WCOA-WCOA-FM Pensacola, WDLP Panama City, WTMQ Ocala). Mr. Rouse had been in charge of coordinating the Perry AM and FM stations.

You DON'T WRITE to People You Don't Like!

21993

LETTERS in One Month

from friends of WEDO!

* See our National Reps or write for a
  notification breakdown by cities and states.

RCA Income

RCA's gross income in the first half of 1947 amounted to $101,301,085 for the same period in 1946, according to a statement last week by Brig. Gen. David Sarnoff, president and chairman of the corporation's board. Net income, after all charges and taxes, was $8,825,912 for the first six months of 1947, compared with $5,686,282 in the six-months 1946 period. After payment of preferred dividends net earnings applicable to the common stock for the first six months of 1947 amounted to $4,260,573, or 10.7 cents a share, as compared with 29.5 cents a share in the first half of 1946.
U. S. Proposal on Reallocation of Spectrum First Is Approved

A PROPOSAL of the United States delegation to the International Radio Conference now in session at Atlantic City that a new international frequency list be prepared on a thorough re-engineering of the spectrum between 10 kc and 30 mc has been adopted by the committee to inaugurate preparations for such a list.

Adoption of this procedure, by a vote of 41 to 14, came after extended debate by both a subcommittee and the full committee, in which the U. S. plan was opposed by nations favoring a proposal of Bielorussia that an interim list be prepared by fitting displaced stations into correct bands and re-engineering as necessary to provide as satisfactory a solution as possible, with work on a completely engineered plan to be deferred until after the issuance of the interim list.

U. S. Proposal

A U. S. proposal points out that "until frequency assignments for all services can be completely engineered, it will not be certain that effective use can be made of the frequency spectrum or that the frequency assignments of any service can be met without experiencing harmful interference," so that it is necessary for an appropriate group to continue to prepare such a list after the close of the Atlantic City Radio Conference. Therefore, the proposal states:

A special International Frequency List Committee shall be established by the Atlantic City Radio Conference. The Commission shall have as its objective the formulation of an engineering plan which will improve the utilization of the radio spectrum by providing for the continued operation of all existing services in every country, while eliminating the harmful interference which has resulted in the past from the activation of radio operations without an integrated world-wide plan.

"In addition to assuring to all countries the continued operation of existing services without harmful interference, the Commission shall endeavor, in formulating such a plan, to make adequate provision for the present development of new radio services and the expansion of existing services, so that all countries may improve and increase their services in the fullest extent practicable. The Commission shall treat communications services which were interrupted by the war and which have not yet been restored on the same basis as existing services, and, in addition, shall give special consideration to the needs of countries when natural developments have been impeded."

The Commission is to convene at a place to be set by the Atlantic City conference not later than Jan. 15, 1949, and to begin by determining an engineering framework based on the new bandwidth and tolerance tables adopted by the conference. Timetable calls for the engineering framework to be completed by March 1, 1948, and the full international frequency list to be finished by Nov. 1, 1948.

Effective Sept. 1, 1949

The list is to conform to the allocation table adopted by the International Telecommunication and to the engineering principles cited above, so as to provide for all requirements while avoiding harmful interference. When the list is completed and not later than Jan. 1, 1949, the Bureau of the International Telecommunications Union is to furnish copies of the list to all ITU members, with a special conference to consider the list set for March 1, 1949. New list is to become effective Sept. 1, 1949, with all frequency changes necessary to implement the new frequency location table to be completed by then.

Following the vote by which the U. S. resolution was approved, the delegate of USSR advised the conference of a view of the opposition that the decision could not be accepted by Russia. This view was supported by the delegate of Bielorussia. Chairman of the committee said that the U. S. proposal would be discussed in detail at the next meeting of the committee and asked each delegate to submit recommended amendments to the outlined procedure at that time.

When a United States delegate found himself in disagreement with the action of the committee on technical definitions of the general technical committee, he reacted in a somewhat different manner from that of the Russian representative in refusing to vote the majority ruling. The technical definitions group defined harmful interference as "any radiation or any induction which endangers the functioning of a radionavigation service or of a safety service or obstructs or repeatedly interrupts communications operating in accordance with these regulations."

Finding himself outvoted on his objection to including "induction" in the definition, the U. S. delegate pointed out that this will require great changes in household apparatus, such as the wiring of spark plugs in automobiles, etc., to prevent induction interference. He pledged the U. S. to "make every effort to bring the national laws into conformity with the rule, in the belief that the nations which are proposing and supporting this definition will be obliged to act in such a way that they will be correspondingly prepared to make these large and expensive modifications in induction apparatus."

To determine whether the committee work of the International Radio Conference can be substantially completed by Aug. 15, so that the High Frequency Broadcasting Conference can convene on that date, Conference Chairman Charles R. Denny called a joint meeting of the heads of delegations to the IRC and the International Telecommunications Conference plenipotentiary conference for 8:30 p.m., Aug. 1.

Radio Conference Group Races to Meet Deadline

DELEGATES at the International Radio Conference scheduled 66 conferences and working group meetings for last week, in addition to many delegation and extra-schedule meetings, in an attempt to meet the original deadline of Aug. 15 for a new set of international radio regulations. The conference began May 16 in Atlantic City.

The first International Telecommunications Conference (plenipotentiary conference) and second of the Atlantic City conferences, which began July 2, had 20 meetings scheduled for the week. Third series of meetings, the High Frequency Broadcasting Conference, is expected to open Aug. 15, and to remain in session until about Sept. 15 when the series of international communications conferences will come to a close.

Westinghouse Video Sets To Be Marketed This Year

WESTINGHOUSE RADIO Corp. announced at a distributors' meeting in New York last week that its first television set—a table model priced at about $400—will be placed on sale before the end of this year.

The announcement was made by Edgar G. Hermann, Westinghouse Home Radio sales manager, who also supervised the showing of 12 Westinghouse radio models "priced to meet the buyers' market." A national radio and magazine advertising program will be launched to herald the new sets during the fall season, Westinghouse officials said.

KAKC Tulsa, Okla., received the annual distinguished service award from the American Legion Radio Committee of Oklahoma, "for their outstanding cooperation with the Legion organizations and for making every effort to acquaint the public with veteran's problems and pending veterans legislation."

FOR SALE

5,000 WATT
CBS NEW ENGLAND RADIO STATION

Must Be Sold
Sacrifice Price $185,000
Physical Value Approximately $110,000
Grosses $185,000
First Come, First Served
Box 121, BROADCASTING

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BROADCASTING • Telecasting
Philadelphia Bars Using TV Must Pay Fee, Court Rules

TELEVISION in Pennsylvania taprooms was dealt a serious blow last week by a court decision holding that drinking establishments having video sets must obtain an amusement permit. Such permits, issued by the Liquor Control Board, will cost liquor licensees $120 annually, while the cost to beer parlors will be $60.

In effect the decision, handed down by Presiding Judge William M. Hargest, of the Dauphin County Court, classified television as a motion picture. It upheld a ruling by the State Liquor Control Board that taprooms having video receivers must get a license.

The Liquor Board had advised all retail licensees in the Philadelphia area March 1 that the use of television sets was unlawful without an amusement permit. It was about that time that taprooms began making video installations in large numbers.

Several tavern owners in Philadelphia, backed by the Philadelphia Liquor Dealers Assn., immediately went into the Dauphin County Court with a bill in equity and sought to restrain the Liquor Board from enforcing its regulations and collecting the permit fees.

They argued that the word "television" does not appear in the act, which provides that drinking establishments that have dancing, floor shows, or theatrical or motion picture entertainment must obtain amusement permits. They declared that television, unlike a motion picture, which can be run and re-run, flickers away and is gone forever.

Judge Hargest's decision dismissing the bill in equity noted that not only did the word "television" not appear in the statute but that there has never been a judicial definition of the term. "This is a case of first impression and its decision is not without difficulty," he said.

He concluded that moving picture shows and television "both are devices for the accomplishment of the same end" — visual entertainment of patrons. He said the law is interested in "what the observers see, rather than how the thing is seen is produced."

"The statute is progressive," he ruled, "and the words 'moving picture exhibitions' used in it aptly describe a television exhibition."

The Liquor Control Board, Judge Hargest said, has authority to adopt and issue any regulation controlling the operation of television devices consistent with the provisions of the liquor laws, and he added that the Board's March ruling "is a valid exercise of police power." He indicated that licensees could be given relief only through an amendment to the law by the General Assembly.

"Inquirer" Attacks Ruling

The decision was immediately attacked editorially. The Philadelphia Inquirer, owner of WFIL and WFUL-TV, said:

"Many will be inclined to disagree with the interpretation. Taprooms and restaurants have had radio sets for years, for the convenience and diversion of their patrons, and have not had to pay for an amusement fee."

"If the latest ruling is not carried to the higher courts and there overturned, the unfortunate situation should be corrected by the next session of the Legislature."

There was some indication that an appeal would be made to the State's highest court. Jack Crane, president of the Liquor Dealers Assn., announced Thursday that his group is taking the first step to seek a reversal of Judge Hargest's ruling.

Mr. Crane said exceptions to ruling will be filed within the stipulated ten days. The ruling was handed down last Monday.

At a meeting of the association Thursday, Mr. Crane told tavern proprietors not to apply for permits until the court has disposed of the exceptions.

2 McGillvra Executives, Le Baron, Kelly, Resign

JAMES W. LE BARON, vice president and sales manager of Joseph Hersey McGillvra, New York, and Jack Kelly, account executive at the station representative firm, have resigned.

Prior to his association with McGillvra, where he served for seven years, Mr. Le Baron was with MacFadden Publications, New York. Mr. Kelly, before joining McGillvra, owned the New England Advertising Agency, Bridgeport, Conn.
HENDRIK BOORAEM, former manager of West Coast operations of Hutchins Advertising Co., last week was named to the newly-created post of national program manager of MBS, effective early in September.

Mutual announced that Mr. Booraem's connection with the network will allow Walter Litir, MBS executive producer, more time for new program development, particularly on the West Coast. Reporting directly to Phillips Carlin, Mutual vice president in charge of programs, Mr. Booraem will be responsible for the over-all production quality of MBS shows.

During the war, Mr. Booraem was a Navy lieutenant and second in command of Armed Forces Radio Service in Europe. Before serving in the Navy he was a programmer of programs at the Young & Rubican West Coast office and prior to that was with Arthur Kudnor where he directed the True Story program.

During his eight years with Y & R, Mr. Booraem directed such programs as Hobby Lobby, March of Time, We the People, Burns and Allen show and the Eddie Cantor show.

Sponsor Lewis Show

BURLINGTON BREWERY Co., Burlington, Wis. (Van Merritt beer) will sponsor the Ted Lewis program, transferred, produced and packaged by Chartoe-Colman, Chicago, effective Sept. 28, in eight major city markets—New York, Chicago, Los Angeles, San Francisco, Boston, Cleveland, Pittsburgh and Philadelphia. The advertiser, whose product is a premium price beer and who has distribution in those eight markets, bought the program for 18 weeks through Goodkind, Joyce & Morgan, Chicago advertising agency. 

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NATIONAL NETWORK HOOPERS EVENING JULY 15-21, 1947

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BROADCASTING • Telecasting
WGAY Says Programs No FTC Affair

Answers WWDC Charge
On Broadcasting
Race Results

WHILE the Federal Trade Commission continued to ponder its course of action, WGAY Silver Spring, Md., last week contended that the FTC should refuse to issue the cease and desist order desired by WWDC Washington [BROADCASTING, June 23] because: (1) FTC has no jurisdiction over the subject matter; (2) the FCC is the sole and exclusive governmental agency for the overall review of program service; and (3) on their merits, the facts stated do not justify the issuance of a complaint.

WWDC complaint was directed against the carrying of horse race information by WGAY on the ground that such information is being used by the community's gambling element, and it further ground that this type of broadcast constitutes an unfair trade practice.

In a reply filed Monday with FTC, WGAY says it discussed its policy with the Montgomery County Chief of Police, the Silver Spring police, and the State's Attorney's office at Rockville, Md., prior to inaugurating the broadcasts and was advised that there would be no objections. In fact, says WGAY, Walter W. Dawson, State's Attorney of the State's Attorney's office even added that "the folks in this area would like to have this information."

Still No Objection

On June 25, following the filing of WWDC's complaints, WGAY says it again contacted these same officials and were again advised that there was no objection. Therefore, says WGAY, it appears that the police "have (1) received no adverse comment or criticism; (2) do not sustain WWDC's charges that these programs are being used by the gambling element, and (3) not only have no objection to these shows but believe they are of interest to the residents."

As further proof of this last point, the statement cites the July 18 issue of the Maryland News which states that 56% of those polled in Montgomery County (where WGAY is located), favored the establishment of a race track which would permit pari mutuel betting.

The station says it has been advised that Maryland has as many race tracks as any other state in the U. S. and adds that Silver Spring residents place bets and frequent such nearby tracks as Laurel, Fimlico, Havre de Grace, Bowie and Marboro. Thus, according to WGAY, broadcasting of these results is of interest to a substantial part of its listeners.

In response to the charge that race results are used by persons interested in the "numbers game," WGAY says it has no knowledge of this and contends that "the possibility that this information may be used for an illegal 'numbers game' should not determine the propriety of the broadcast."

'Numbers' Tie-in

The station says it conferred with Lieut. Blick of the Washington Police Dept. after filing of the WWDC complaint and was advised that "number games" in the past have utilized reports of stock exchange sales, Treasury Dept. figures, and have even determined winners by shaking dice or balls.

Thus, says the statement, it appears that the "numbers game" exists not because of race results, but independently, and the possibility that these results might be used should make their broadcasting no more illegal than airing of stock market quotations.

As proof of the popularity of race results, WGAY reminds the FTC that they are also aired by WOL, Washington and WEAM Arlington, Va., both serving the Washington area.

WWDC's accusation that the broadcast of race results constitutes an unfair trade practice also draws a denial in the WGAY statement. "It would appear from the application for complaint," says the statement, "that WWDC has scruples which prevent it from engaging in similar activities at this time. However, Petitioner is advised that prior to July 1946, WWDC broadcast horse race results in a manner similar to that now employed by WGAY, WOL and WEAM."

In WWDC's application for FM facilities, questions were raised regarding its "general program service and policies," and a proposed decision was announced denying WWDC an FM station. The station subsequently revised its program policies and received a grant [BROADCASTING, Aug. 15, 1946]. But according to WGAY, WWDC's policy changes "were not dictated by the FCC but were responded to the proposed act of WWDC. Any inference that horse racing results were abandoned because of an FCC decision," says WGAY, "is not in accordance with the facts."

Cites FCC

Attention of the FTC is called to the "public interest, convenience, and necessity" section of the Communications Act of 1934 by which the FCC determines whether a station's license shall be renewed. In line with this, the statement cites the FCC decision of June 24, 1947, involving application for FM facilities by WMEX Boston [BROADCASTING, June 29].

In this case, the programming of WMEX was considered in detail, particularly the sports broadcasts and horse racing programs. According to the Commission in its conclusions "based its decision solely on the ground that WMEX was not financially qualified to operate the proposed facility.

Thus, contends the statement, "the Commission has not determined that the broadcasting of horse racing results violates the public interest standard of the Communications Act. On the contrary, the inference can be drawn that the broadcasting of these results is not forbidden since in the WMEX case no reference was made to such programs in the conclusions."

Actually, the final FCC decision did not make reference to program policies, but the earlier proposed decision added that "a second and separate ground for our proposed denial... would be the effect of the proposed program proposals of this applicant."

'Sole Judge'

Also cited by WGAY is Section 326 of the 1944 Communications Act. By this, says the statement, "Congress intended that (1) the licensee of radio facilities should be the sole judge of which particular programs should be broadcast and (2) that it was not deemed advisable to confer upon a governmental agency the right of censorship."

Neither the Federal Trade Commission Act of 1914 nor any other basic act, contends WGAY, confers any greater power upon the FTC than has been given by Congress to the FCC.

The statement then warns the FTC against taking jurisdiction in the matter, contending that such action "would be a dangerous precedent since a logical extension of this philosophy would give the FTC the right to examine the content of every program produced over the air."

Tennis Match Telecasts
Sponsored By U. S. Rubber

U. S. RUBBER Co., Akron, O., on Aug. 9-10 will sponsor the telecasts of the semi-finals and finals of the Eastern Grass Court Tennis Championships direct from the Orange Lawn Tennis Club, South Orange, N. J., on WABD New York and WTGY Washington, DuMont video stations.

In televising these matches, U. S. Rubber said that a new type of Image Orthicon camera which produces greatly improved pictures and provides better photo coverage will be used for the first time. The new camera has four lenses mounted in a turret which enable the operator to switch instantaneously from over-all shots of quick close-ups without loss of picture sequence. U. S. Rubber agency is Campbell-Ewald, New York.

IT WAS GOOD NEWS for Washington television set owners when this group got together. Making final arrangements for sponsorship of all home football games of Georgetown U. and George Washington U. from Christmas Stadium over WMAL and WMAL-TV (1 to r., seated): Joseph M. Zamoiski, sales manager of Columbia Wholesalers of Washington, sponsor, and Alvin Ehrlich, of Kal, Ehrlich & Merrick, Washington agency handling the account. Standing (1 to r), Sam Cook Digges, of WMAL sales staff; Kenneth Berkeley, WMAL, WMAL-TV general manager; Ben Baylor, WMAL sales manager.

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REVERSALS BY FCC
IN PROPOSED GRANTS

FCC REVERSED its proposed grants in two final decisions issued Friday in AM hearing cases.

WJPS Inc. received grant for 1330 kc with 5 kw day and 1 kw night at Evansville, Ind., in preference to Tri-State Broadcasting Corp., originally proposed grantee [BROADCASTING, April 7]. Fact that Frank E. McKinney, ABC Vice President Robert H. Hinckley and other Tri-State stockholders have interests in three other Indiana outlets was one reason for preference for WJPS. Another: Stockholder Hinckley's network position. WJPS owns by Robert S. Davis and J. Porter Smith, WGRG Louisville stockholders, and Jesse L. Kennard, oil producer. Chairman Denny and Comr. Jett voted for grant to Tri-State.

Radio Fort Wayne was granted 1450 kc with 250 w fulltime at Fort Wayne, Ind., and Commentator Arthur S. Feldman's Community Broadcasting Corp., which won proposed grant [BROADCASTING, May 5], was given denial along with Wisconsin Homer heaver, third applicant. Local ownership was major reason for preference of Radio Fort Wayne, owned equally by Merlin H. Smith, Charles A. Sprague, and Glenn R. Thayer. Station not to start till WGL, Fort Wayne moves from 1450 to 1250 kc. Comrs. Durr and Hyde voted for grant to Community. Comr. Walker did not participate.

AM RENEWALS ANNOUNCED

REGULAR license renewals for 23 AM stations and temporary extensions for 13 announced by FCC Friday. Commission disclosed that renewals for KBIO Burley, Ida., and WGIL Galesburg, Ill., being held up for study of information requested relating to Communications Act's prohibition against transfers without FCC approval.

Renewals, all to Aug. 1, 1960: WHGB WYND KFPW WFTL WDWS WLLH KNAK WINC KCOL KRCU KTMG WFOR WHAL WJHV WCLL WMBC KJUN WIRA KMHJ WWJU-Aux.

Temporary extensions, all to Oct. 1 this year, with reasons assigned by FCC: KIFI KLIZ WATL, pending receipt of information requested and further accounting study; KKN WGNH KGKL, pending study of applications filed in July; KRE, pending further engineering study; KBIO WOIL KTRO KFVD WELM, pending study or receipt of information requested; WCTT, pending receipt of renewal application.

PROPOSED UTAH STATIONS

PROPOSED GRANTS for two new Utah stations announced Friday by FCC. In one case Commission proposed (1) to authorize Lester R. Taylor, Provo businessman trading as Mid-Utah Broadcasting Co., to use 1450 kc with 250 w fulltime at Provo, and (2) to deny request of Dan B. Shields, trading as Utah Valley Broadcasting, for 1380 kc. In second case, FCC anticipated (1) grant to United Broadcasting Co., headed by Arch G. Webb, for Ogden operation on 1490 kc with 250 w fulltime, and (2) denial of Ogden Broadcasting's application for identical assignment. Comr. Durr did not participate in decisions.

SEVEN NEW AM STATIONS RECEIVE FCC AUTHORIZATION

GRANTS for seven new AM stations, including seventh outlet for Atlanta, announced by FCC Friday:

Radio Atlanta Inc., Atlanta: 860 kc, 1 kw day only. On condition that Robby Robinson direct himself unimpeachably, owner of the Atlanta or seven connection with Radio Atlanta.

KKM Broadcasting Co., Opelousas, La.: 910 kc, 1 kw fulltime, DA night.

Manager John decades ago.
NOVELTY MUSIC...

The love of music in all its varieties is part of the great American heritage. Broadcasting, in meeting its obligations, has developed musical units of all types, including those specializing in the unusual. The KMBC Tune Chasers, masters of a distinctly styled type of novelty music, featuring a musical washboard, fulfill the inner cravings of those in the Heart of America who like their music bordering the unusual. Yes, KMBC constantly is alert to the development and presentation of artists like The Tune Chasers...artists who have performed with the Kansas City Philharmonic Orchestra...washboard and all.

—KMBC of KANSAS CITY
Free & Peters, Inc.
All signs point to

Advertisers who know where they want to go in a sales way follow well-marked trails, are guided by trustworthy signs along the way.

Two such signs which advertisers observe in choosing stations for their radio advertising are "Programs" and "Audience."

The "Program" signpost points straight at WKY. In 30 counties adjacent to Oklahoma City in which Audience Surveys, Inc. conducted a diary study, WKY programs were rated top favorites by listeners 93.3% of the time. You would expect the "Audience" sign to be pointing toward WKY, too, with this kind of programming. It does. The average WKY program attracts 41.8% of all sets in use in those 30 counties, and that's a three-times greater share, on the average, than that of any other station heard in the area.

If you observe these trustworthy signs, and others, too, you'll arrive at WKY as your choice of stations to do your selling job most profitably in Oklahoma.