And it's happening right now. We opened the 1947 Illinois State Fair Saturday night (August 9) with the original WLS National Barn Dance. Dinner Bell Time broadcasts from the Fair today noon. Our tent is packed...we're meeting old friends and making new ones—we're bringing the Fair to all the folks at home. We'll be at the Wisconsin State Fair next week—then at Indiana two weeks later.

It happens every year, because, for 23 years, WLS has been an actual part of everyday life and living, here in Midwest America.

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
**THE CLIFF EDWARDS SHOW**

260 TRANSCRIPTION PROGRAMS

Five Quarter-Hours a Week for a Year!

"UKULELE IKE"

HERE'S A PROGRAM YOU CAN SELL!

EXCLUSIVELY to one station in one market.

1—Cliff sings the songs everybody knows as only he can sing them! This means—AUDIENCE . . . as proved by his WHB-Kansas City Hooperatings, in a five-month period: 3.2, then 3.7, then 6.2 and up to 6.7!! Against Break- fast-in-Hollywood and Fred Waring! Cliff's music is universal in appeal!!

2—Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.

3—The music is individually recorded—tune at a time—on 16 transcriptions (lateral cut, 33 1/3 r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes . . . so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.

4—These are specially recorded transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED

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4—These are specially recorded transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED

. . . together with an option on this feature for your market. The $5 will be applied on purchase price if you buy The Cliff Edwards Show. This offer subject to prior sale.

---

**JUST LOOK AT THE CLIFF EDWARDS SUCCESS STORY**

★ Cliff has appeared in 103 Hollywood motion pictures.
★ He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
★ He was the voice of the "Black Crow" in Disney's "Dumbo."
★ His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
★ He appeared in 14 Broadway shows.
★ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
★ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.

---

**Audition Recording**

SENT EXPRESS

$5 C.O.D.

**First in a Series of Advertisements Announcing Programs Available Exclusively through**

**BROADCASTERS' GUILD, Inc.**

HOLLYWOOD • CHICAGO • NEW YORK • 1121 Scarritt Bldg., KANSAS CITY • Phone Victor 5243
A pioneer New England radio station and one of the original stations of The Yankee Network, serving Providence and Rhode Island for twenty-five years.

WEAN

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

ANOTHER YANKEE JOINS THE QUARTER CENTURY CLUB
BROADCASTING at deadline

Upcoming
Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.
Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.
(Other Upcomings Page 83)

Bulletin
FRANCES FARMER WILDER, CBS consultant on daytime programs since 1944, resigns effective Sept. 1 to join Social Research, Inc., Chicago, as director, West Coast division. Mrs. Wilder also plans to resign as president, Women Broadcasters Assn. She was education director, Columbia's Pacific network for six years before becoming network's daytime programs consultant.

PAY INCREASE agreement reached between CBS Hollywood and Local 45 IBEW for sound effects men who shifted from AFRA to engineer union. One year contract, retroactive to June 1, calls for average 39% increase putting sound effects men within 11% of CBS New York soundmen salaries.

STAN SCHLOEDER, assistant timebuyer for BBD, New York, named timebuyer. Among accounts is Squibb & Sons Co.

NBC, GUILD NEAR ACCORD
CONTRACT dispute between NBC and news writers of Radio Writers Guild reportedly near compromise settlement. Negotiations over few remaining grievances resuming early this week, according to Ben Meyers, who is attorney representing writers union.

NAB Group Completes Draft of Code
COMBINED NAB committees late Friday wound up two-day study of provisions of new Standards of Practice to be submitted to board prior to Atlantic City convention (see photo page 83). Final preening given document at Washington session.

Under chairmanship of Merle S. Jones, WCCO Minneapolis, Program Executive Committee and Special Standards of Practice Committee went into details of document [broadcasting, July 28]. Most attention devoted to refinements of language, with few changes in basic provisions. Code was drawn up by special standards committee headed by Robert D. Swezey, MBS.

Reports of commercial and program sub-committees submitted at two-day meeting. Remaining in code are three-minute ban on commercial content of quarter-hour programs (actually 2% minutes except in case of participating programs), and ban on middle commercials in newscasts under 15 minutes.

No punitive clause incorporated in code due to antitrust laws. Operation of code expected to come under direction of Harold Fair, NAB Director of Programs.

Procedure to be followed in presenting code to industry to be decided within fortnight. Understood NAB President Justin Miller anxious to have floor discussion of provisions by industry at Atlantic City convention.

Two-day joint committee session marked by agreement on most provisions, with little heated argument. Adoption of document wound up task started little over four months ago, with high praise given drafters who worked with Mr. Swezey.

BROADCASTING • Telecasting
People out for fun spend money... That's why serving tourists is an important business in the Nashville area. Attracted by historic buildings, resorts and Tennessee Valley power developments—tourists add over 39 million dollars yearly to retail sales in this market area. ...Total retail sales of 356 million dollars make a rich territory for your quality products—and it can be covered for you at reasonable listener cost over WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN

MUTUAL

5,000 WATTS • 980 KC

Represented Nationally by THE KATZ AGENCY, INC.
"Mr. TIME-BUYER, We Love You When You Use Our WMT!"

"We're the WMTland twins. We represent the prosperous farm and urban markets you reach in Eastern Iowa.

"Loyal WMT fans, of course. We count on WMT for emergencies. Like the time Chuck Worcester, WMT Farm Service Director, located 13,000 bushels of badly needed soybean seed supplies, after a terrific flood.

"But even without emergencies we count on WMT for CBS shows and local programs we city and farm Iowans like."

Mr. Time-Buyer! Take the hint. Capture the twins' affection for YOUR product with the "station of the stars".

WMT
CEDAR RAPIDS

The Station Built By Loyal Listener-ship...Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group
FOR ONE-STATION COVERAGE OF THE ENTIRE HAWAIIAN ISLANDS

KULA

Most powerful, only full-time clear channel station in this major market Hawaii

10,000 WATTS 690 KILOCYCLES ABC AFFILIATE

SOME HAWAIIAN SURPRISES

SURPASSING ALL THE STATES, THE TERRITORY OF HAWAII WAS FIRST IN EFFECTIVE BUYING INCOME PER FAMILY IN SALES MANAGEMENT ESTIMATES FOR 1946.

Among the 200 leading cities, Honolulu was 40th in population, 37th in retail sales, 22nd in food group sales and 21st in drug store sales. Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA. Maintaining mainland broadcasting standards . . . staffed by popular island radio personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

PACIFIC FRONTIER BROADCASTING CO., LTD.

STUDIOS—1525 KAPIOLANI BLVD., HONOLULU, HAWAII

For data on the Hawaiian market and rates and details about KULA see

ABC or AVERY KNÖDEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

August 11, 1947 • Page 7
sell a Premium Product

with 15 minutes of talk

Fifteen years ago, the Tillamook Creamery Association decided that radio might help them to market their quality Cheddar cheese. Production was small, competition keen, and Tillamook sold for three to four cents more than other leading brands on the West Coast. Experimentally, they bought a weekly quarter-hour of NBC Western Network's *Woman's Magazine of the Air*. Tillamook cheese began to flow into customers' market baskets in gratifying quantities.

In 1936, the Tillamook Association neatly tied program, product and campaign into one compact package. They took the *Magazine's* master of ceremonies, Bennie Walker, teamed him with Tillamook’s cooking expert, Nancy Parker, and stepped up the schedule from a seasonal cycle to a year-round effort. There were no frills, no “names”, no pressure—just two people, talking for fifteen minutes, once a week, about recipes... and cheese; with sales messages blended into Walker’s free-and-easy patter to sustain the natural correlation between program and commercial content.

It pulled, it sold, it stayed. Mail requests for a sample recipe booklet, issued in quarterly editions, have averaged 300 to 400 a week for years. Premium offers of practical articles pull 4,000 a month. One offer of a five-pound cheese, sent postpaid, sold between two and three tons the first week.

These spot checks have milestone a steady rise in the sales curve through the years. From 1934, their first full year on the air, through the decade to 1944, Tillamook net dollar volume tripled. Best of all, for every penny invested in *Bennie Walker's Tillamook Kitchen*, and its seven NBC Western Network stations, Tillamook Creamery Association members received a generous dividend over and above the going market price for cheese.

It's an outstanding success story, but not unique. Scores more NBC Western Network clients have tried the selling power of America's Number 1 Network in the Rocky Mountain and Pacific Coast states and found it infinite. Names like Standard of California, Sperry Flour, Richfield Oil, Safeway Stores, and many more know it. Why not put this power behind your product—now?

*San Francisco* NBC WESTERN NETWORK
* A Service of Radio Corporation of America
Feature of the Week

Sellers of Sales

A SWITCH from the academic confines of the classroom to the competitive hustle-bustle atmosphere of the advertising agency is not the easiest thing in the world to imagine, let alone accomplish. But Armella Smerge, Campbell radio timebuyer of Olian Advertising Co., Chicago, made such a change and today she is very glad she did.

Born in Chicago, Armella graduated from Rosary High School in 1936 and Rosary College in River Forest, Ill., in 1940. It was then that she decided to make a career out of teaching. She chose the subject of “speech” which she taught at St. Giles in Oak Park and, later, St. Luke’s in River Forest, thus returning to an old stamping ground but this time in the capacity of teaching rather than learning.

Armella taught two semesters, then was bedded with a strep infection for a whole year, during which time she had a good deal of time to examine the nature of the profession which she had originally selected for a life-long career. It had proved to be a strenuous one, and entirely aside from financial reasons—in those days teachers’ salaries were not exactly attractive either, though they had scarcely begun to invite the attention of public concern and disapproval—Armella decided then and there to make a change.

When she recovered in the middle of 1942, Armella turned her efforts to the advertising agency field, applying for a job at MacFarland, Aveyard & Co., Chicago. There she started working in the research department, and a month later was transferred to that agency’s radio department. Armella recalls that the transfer was probably the turning point in her life because her boss left town a short time later on a two-month trip and Armella found herself with a big campaign on her hands for United Wall Paper Factories, Inc. It was her first actual contact (Continued on page 74)
WIP

PHILADELPHIA'S PIONEER VOICE

Announces the appointment of

EDWARD PETRY & CO. Inc.

AS

NATIONAL REPRESENTATIVES

WIP-FM • DIAL 610-97.5 • IT'S MUTUAL
No. 21—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

STEPPERS!

Above, dear reader, you observe “a known reaction to a given stimulus”. Jack Thompson of our Chicago Office has just heard that one of our spot-radio accounts is breaking into some new markets soon. So Run, Don't Walk is the order of the day!

Yes, there's a moral here. No matter how large or small your current radio problem is, we want to help you solve it—and we think you'll find that all of us are very fast steppers, here at F&P.

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
Baltimore  WCBS
Beaumont  KFDM
Boise  KDSH
Buffalo  WGR
Charleston, S. C.  WCSC
Columbia, S. C.  WIS
Corpus Christi  KRIS
Davenport  WOC
Des Moines  WHO
Denver  KVOD
Duluth-Superior  WDSM
Fargo  WDAY
Ft. Worth-Dallas  WFAA
Hartford-Hilo  KGMB-KHBC
Houston  KXYZ
Indianapolis  WISH
Kansas City  KMBC
Louisville  WAVE
Minneapolis-St. Paul  WTCN
New York  WMCA
Omaha  KFAB
Pembroke, Mass.  WMBD-WDZ
Portland, Ore.  KEX
Raleigh  WPTF
Roanoke  WDBJ
San Diego  KSDJ
St. Louis  KSD
Seattle  KIRO
Syracuse  WFRB

TELEVISION:
St. Louis  KSD-TV

NEW YORK:
444 Madison Ave.

CHICAGO:
180 N. Michigan Ave.

DETROIT:
Plymouth Bldg.

FORT WORTH:
406 W. Seventh St.

ATLANTA:
Palmer Bldg.

HOLLYWOOD:
6331 Hollywood Blvd.

SAN FRANCISCO:
38 Sutter Street
Denny, Jett and Durr May Quit FCC Resignations Prior To End of Year Possible

By SOL TAISHOFF

THREE MEMBERS of the FCC—Chairman Charles R. Denny, and Commissioners E. K. Jett and Clifford J. Durr—may resign before the year's end.

And the next chairman of the FCC may be J. Leonard Reinsch, radio adviser to President Truman and managing director of the Governor James M. Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton).

Although tight-lipped silence has been maintained by the Commissioners, speculation has centered upon their departure from the radio regulatory scene for some weeks.

A combination of circumstances might motivate the resignation of Mr. Denny but the most important factor is regarded as economic. Mr. Denny, who has served as FCC chairman since February 1946, and who previously had distinguished himself as a general counsel, is expected to resign sometime following the conclusion of the International Telecommunications Conferences at Atlantic City, over which he is presiding.

Confers With Saroff

The 35-year-old official within the last fortnight has conferred with David M. Saroff, RCA president, and Niles Trammell, president of NBC. Three years ago, while he was FCC general counsel, Mr. Denny had been proffered the NBC general counselship. It is presumed that matter again came under discussion. The vice presidency and general counselship of NBC was vacated only a week ago through retirement of A. L. Ashby [BROADCASTING, Aug. 4]. Mr. Denny has several other pending offers, including law firm partnerships.

Mr. Jett has had several opportunities to leave the FCC in recent years but would be disposed to remain as long as Chairman Denny, whom he holds in highest esteem, continues in the chairmanship.

Mr. Durr, extreme left-winger of the Henry A. Wallace school, and leading proponent of direct government control of programming, faces a reappointment fight when his term expires next June 30. He may want to beat the gun. He is mentioned for law professorships either at Yale or at his alma mater, Harvard.

Thus, a new majority of the Commission could take over within the next few months and alter the whole philosophy of radio regulation without a single change in the radio law. The only veteran member would be Vice Chairman Paul A. Walker, who has served since creation of the FCC in 1934. Commissioner Rosel H. Hyde, Republican of Idaho, assumed office on April 22, 1946. Commodore E. M. Webster, who assumed office on April 19, has not yet had occasion to participate in a regular meeting of the Commission at its Washington headquarters, having been occupied with his technical duties as a delegate to the International Telecommunications Conferences at Atlantic City.

The Commission's newest member, Representative Robert F. Jones, Ohio Republican, does not assume office until Sept. 3.

Mr. Reinsch, confidant of the President since the vice presidential campaigning days of 1944, would be in a strong position for a vacancy.

Mr. Denny, who would have wanted it. Now a resident of Atlanta, he has been in radio for over 20 years, having started out on WLS Chicago in 1924. The 39-year-old broadcaster served as radio director of the Democratic Committee during the last campaign and has been active in industry affairs both as a member of the NAB and BMI boards.

Mr. Jett, a retired naval officer who has been identified with federal radio regulation since its earliest days, is a member of the American delegation to the ITC. He has had a number of offers in private life, including the engineering directorship of the NAB, which he rejected several months ago. He is now being urged to become a candidate for membership on the proposed new International Frequency List Commission, which would undertake a full-scale reengineering of the radio spectrum between 10 kc and 30 mc and thereafter keep it current for world use.

There is one definite hitch in Mr. Jett's position. As a foremost allocative expert, he is regarded as ideally qualified for membership on this Commission. He would be willing to become a candidate if headquarters of the organization of Lake Success under United Nations auspices as originally contemplated, it is understood. But it is doubted whether such a position would be regarded as considered if headquarters are established in Europe, as now appears likely. Present frequency registration headquarters are at Atlantic City, New Jersey, and it is assumed that a similar function will be performed in the Western Hemisphere. It is expected that the vote will be reached within two weeks.

Contingent on Location

Thus, if Commission headquarters are moved to Lake Success, those close to Lt. Jett feel he will become an active candidate. Otherwise, it is assured he would be disposed to remain on the FCC.

The $10,000 salary limitation for members of the FCC is regarded as largely responsible for the thinking of both Mears, Denny and Jett. Mr. Durr may also feel that way but other circumstances, largely political, are unquestionably involved.

Mr. Denny, father of three children, has been in government service virtually since his graduation from law school in 1930. He served for one year with a Washington law firm and then joined the Department of Justice, rising swiftly to governmental legal rank. Former FCC Chairman Lawrence Fly brought him to the Commis- sion as an assistant general counsel in 1941 and Mr. Fly's successor, Paul A. Porter, was largely instrumental in his appointment to a commissionership in early 1946 and the chairmanship last December.

While Mr. Denny's decision would be premised largely upon economic considerations, there can be no doubt that the recent withdrawal of the nomination of Ray C. Wakefield for reappointment to the Commission was a blow to

Next Congress Will Be Urged To Adopt Foundation Plan

ATTEMPTED RESURRECTION of the State Dept.'s Foundation Plan for international broadcasting is on Assistant Secretary William Benton's must list, it was learned last week.

The Foundation, a projected 15-man super board of directors to manage a semi-public corporation to take over the "Voice of America," was cold-shouldered by Congress last winter, and met only tepid industry reaction [BROADCASTING, March 31].

The plan was a year in the making and was submitted to Congress with an urgent appeal from Secretary of State George C. Marshall that immediate action be taken. The State Dept. has pushed continually for acceptance of the plan, although its advocacy has been veiled in the last few months by reference only to a "permanent" broadcasting organization.

The seven international broadcasting licensees who have U. S. contracts for transmitting or programming the "Voice of America" have supported the Foundation Plan with many reservations. During a conference with Secretary Marshall in May [BROADCASTING, May 12] they agreed "in principle" that some sort of permanent organization was needed, and that for lack of a better plan, the Foundation should be studied.

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**Columbia Broadcasting System Board Votes 50c Cash Dividend**

Applies to Class A and B Stock; Firm's Net Income Down

CBS BOARD of directors last week declared a cash dividend of 50c a share on the present class A and B stock of $2.50 par value, payable on Sept. 5, 1947 to stockholders of record at the close of business on Aug. 22, 1947.

Gross income of CBS for 26 weeks ended June 28, 1947, was $51,411,368, compared with $46,800,052 for the similar period in 1946. However, operating expenses and cost of goods sold for the former period were $25,359,323, against $21,725,830 in 1946. After deduction of these and other expenses CBS income before federal taxes for the period ended June 28, 1947 was $4,719,707, against $5,212,716. Net income for the period, after taxes, was $2,919,507, against $3,300,716 in 1946. Earnings per share were $1.70, against $1.86.

Of the 1947 net income listed above, $1,886,391 or $1.13 a share was realized from CBS broadcasting operations and $953,246 or $0.57 a share from its record manufacturing operations. These figures compare with $2,581,683 from broadcasting and $819,033 from record manufacturing during the 1946 period.

**GE Lamp Div. Returns To Air; On NBC, ABC**

GENERAL ELECTRIC Co., Schenectady (Lamp Division), through BBDO, New York, has bought the Monday, 10:30-11 p.m. period on NBC, it was disclosed last week. Although talent contracts had not yet been signed it was reasonably certain that Fred Waring and his orchestra would be sponsored in that period.

This marks the first time GE Lamp Division has returned to radio since the sponsorship of the Phil Spitalny Hour of Charm program last year.

The advertiser also will sponsor Willie Piper on AE, scheduled in September. Time is definitely set but will be on Wednesday or Thursday night. Show is currently heard sustaining Thursdays, 7:30-8 p.m.

**'Cavalcade' Resumes**

E. I. duPONT de NEMOURS & Co., Wilmington, Del. (institutional), following summer hiatus, on Aug. 18 resumes weekly Cavalcade of America on 145 NBC stations, Mon., 8-9-30 p.m. (EDST), with West Coast repeat 7:30-8 p.m. (PST). Dramatization will be "The Iron Horse," with Robert Young and Walter Brennan starred. Robert Armbruster continues as musical director with Gayne Whiteman announcer. John Zoller is Hollywood director-producer of BBDO Network, agency sales account. Bill Karna is network producer and Robert Brook technician.

### PACIFIC NETWORK HOOPERS

**JULY**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jack Phear Show*</td>
<td>6</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>2. Can You Top This?</td>
<td>6</td>
<td>Colgate-Palmolive-Peet</td>
<td>Ted Bates Inc.</td>
</tr>
<tr>
<td>3. Mr. District Attorney</td>
<td>6</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>Doherty, Clifford &amp; Sheinfeld Inc.</td>
</tr>
<tr>
<td>4. Your Hit Parade</td>
<td>6</td>
<td>Pepsodent Div.-Lever Bros.</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>7. Blondie</td>
<td>5</td>
<td>Signal Oil</td>
<td>L. F. Shattuck &amp; Son</td>
</tr>
<tr>
<td>8. The Whistler</td>
<td>6</td>
<td>Emerson Drug</td>
<td>L. F. Shattuck &amp; Son</td>
</tr>
<tr>
<td>9. Inner Sanctum</td>
<td>6</td>
<td>Rexall Drug</td>
<td>BBDO</td>
</tr>
<tr>
<td>10. Rexall Summer Theatre</td>
<td>6</td>
<td>BBDO</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>11. This Is Your FBI</td>
<td>6</td>
<td>Equitable Life Assurance Society</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>12. Fred Waring Show</td>
<td>6</td>
<td>Universal Oil Co. of California</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>14. Richard Davis, Special Investigator</td>
<td>5</td>
<td>Campbell Soup</td>
<td>Word Wheelock</td>
</tr>
<tr>
<td>15. Meet Corliss Archer</td>
<td>5</td>
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</tbody>
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* Includes First and Second Broadcast

ABOTT AND COSTELLO, ABC IN 5-YEAR PACT

ABC last week signed a five-year contract with Bud Abbott and Lou Costello ([BROADCASTING, July 28]), under the terms of which the comedy team will be sponsored on a cooperative basis.

In the plan set up and developed by Charles C. Barry, ABC vice president in charge of programs, Abbott and Costello will be made available to local sponsors in the U.S. and Canada, with the program specially transcribed in Hollywood. Program time will be announced this week.

The comedy team just completed four years under the sponsorship of the R. J. Reynolds Tobacco Co., and was last heard on NBC.

Candy Firm Sponsors CARDBINET Candy Co., Oakland, Calif. (U-No bars, Baffle bars), on Aug. 8 started weekly David Street Shoe show on eight NBC Pacific stations, Fri., 8:45-15 p.m. (PST). Besides David Street, tenor, program includes the Melio-Larks, vocal group, with Ernie Felice directing the Ernie Felice Quartet. Don Forbes is announcer. Sam Koerner handles production, and David de Korven writes narration. Agency is Elliott-Daly Adv., Oakland.

National Guard Awards Gardner 1948 Contract

NATIONAL GUARD'S $850,000 advertising contract for the 1948 fiscal year was awarded last week to the Gardner Adv. Co. of New York and St. Louis, according to an announcement by Major General Butler M. Miltonberger, chief of the War Dept.'s National Guard Bureau.

Bids for the account were made in June by seven leading agencies, but decision was withheld pending availability of funds. Purpose of the campaign is to inform the public of the necessity of maintaining an expanded National Guard.

Ted Lewis Show Bought By Brewer for Fall Use

BURLINGTON Brewing Co., Burlington, Wis. (Van Merritt Beer), has purchased The Ted Lewis Show, transcribed half-hour program, packaged by Chartoe-Cooleman Productions, for use this fall on stations in following eight key cities, Chicago, New York, Los Angeles, San Francisco, Cleveland, Boston, Philadelphia, and Pittsburgh.

While stations have not as yet been determined, Harlow Roberts, radio director of Goodkind, Jolee and Morgan, Chicago agency handling contracts, said there were a number of availabilities. Choice of stations and time, he indicated, is being held up pending a clearer picture of fall schedule availabilities and resumption of normal standard time operation.

WBKB Expected to Up Its Video Rates Soon

WITH CHICAGO receiver delivers climbing steadily, WBKB, video station in the Illinois metropolis, has named Aug. 15 as probable date when set census will exceed 6,000, thus paving the way for new rates.

Under terms of WBKB's rate card, established a year ago, basic hour rate then will increase from $200 (on 1,000-15,000 set basis) to $375. The latter rate will apply until 15,000 receivers are reported in use in the Chicago area.

Renewals were signed by Keeley Brewing Co., sponsors of wrestling and boxing three times weekly and forthcoming sponsor of Chicago Rockets professional football games this fall; Botany Worstred Mills Inc., weather forecasts, and Elgin Watch Co., time spot announcements. Respective agencies are Malcolm-Howard, Chicago, Silberstein-Goldsmith Inc., Chicago, and J. Walter Thompson Co., Chicago.

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Weiss Hits 'Ruthless' AFM Demands

Plot to Hold Back FM Is Denied At Probe

AFM is a "thing apart from any process known as democracy," Lewis Allen Weiss, MBS board chairman, said when Don Lee vice president and general manager, told the House Labor Subcommittee investigating activities of the union and its president, James C. Petroillo.

Petroillo, testifying in Los Angeles Aug. 7 before Rep. Carroll Kearns (R-Pa.), subcommittee chairman, Mr. Weiss tore into the union with denunciations of its methods under Petroillo's dictatorship and disclosed a new attempt by AFM to extract unjustified fees even as the subcommittee was conducting its inquiry.

Mr. Weiss, under subcommittee questioning, denied that broadcast interests are deliberately trying to hold back FM development. He called it a better way of transmitting sound "but not over distance."

The subcommittee's investigation into the AFM's television policy was met by evasive answers from witnesses for the union, drawing threats from

KOEPF NAMED TO HEAD TV FOR FORT INDUSTRY

JOHN KOEPF, Washington manager of the Fort Industry Co., has been appointed television manager of that company and will begin his new duties at the headquarters office in Detroit on Aug. 18.

Mr. Koepf will be responsible for planning and directing the construction of the building of the company's television stations. WTVT, Fort Industry Co. video station, is under construction in Toledo, and the company holds a television construction permit in Detroit. Mr. Koepf will be in charge of the building of those two stations, in conjunction with E. Y. Felsing, general manager of the Toledo, and Ralph Elvin, managing director of WJKB Detroit. In addition he will coordinate the television plans of the company in other cities, where television station applications are to be made.

After four years active duty in the Navy, Mr. Koepf joined Fort Industry in January 1946. Prior to that he was in charge of radio activities for Procter & Gamble Co., Cincinnati, and was sales promotion director of WLW Cincinnati and promotion editor of the Cincinnati Post.

Irrging G. McCann, subcommittee counsel, to resort to full governmental authority to compel direct response. Mr. Weiss revealed in detail some of the AFM's pressure tactics in negotiating with broadcasters. He described the new attempt by the Petroillo union to exact enormous fees for use of transcriptions in networking a program on the Coast.

New AFM Demand

This latest demand, made early last week, called for an additional $12,000 recording fee on "Song of the Stranger," 13-week half-hour series which had been transcribed for 43 western stations unable to clear time during its live origination, he said. He termed the demand "ruthless and illegal."

Pointing out that the union itself recognized the right of an individual station or stations to negotiate with the musical syndicate under the law to carry at the time of live origination, he cited the AFM's uncompromising attitude in refusing a regional network the right to do likewise. He was impossible to pipe the program to each station live since available lines at the time of broadcast were carrying a regional origination.

Mr. Weiss said this type of practice is not new, describing an incident on the Bandwagon ten years ago. At that time AFM demanded recording fees in a similar situation. Don Lee network refused payment and MBS was equally firm. Music Corp. of America paid the charges, he testified, and in turn charged the advertising agency which then deducted the amount from its payment to Mr. Weiss.

He told of an attempt by AFRA to obtain similar rights during negotiations. This was prior to passage of the Les Act, he said. Following passage of the act and enactment of the Taft-Hartley labor law, he said, there had been no further demands of this sort in AFRA negotiations. He concluded there could be no legal basis for the AFM demand.

Going into jurisdiction of AFM locals, Mr. McCann asked Mr. Weiss if locals were able to make contracts. Mr. Weiss replied that locals could negotiate wages but were without authority on "quotas or even working conditions."

Nationwide Contest to Decide Finest High School Radio Voice

CONTEST to determine the all-American high school radio voice, with every student in the nation eligible to compete, will be staged as a feature of National Radio Week [Closed Circuit, Aug. 4]: Programs from five regional winners will be completed under direction of a joint NAB-RMA committee.

The U. S. Office of Education has signified its approval of the contest, radio representatives said, and will lend its support by encouraging school administrators and teachers to cooperate.

While the topic on which student entries will write and speak has not been announced, present plans call for a subject concerning both broadcasting and current history.

School and local winners will compete in regional contests, with national winners to be selected from perhaps three leading contestants. The final selection is to be made at a public ceremony slated for New York or Washington. Local and regional prizes will be awarded. Each national winner will receive a trip to the city of the winning station. In addition, schools represented by local and regional winners are to get receiving sets as awards.

Unlike the first two Radio Week events, staged in 1945 and 1946, the 1947 celebration will be intensely promoted by NAB. Work is progressing on promotion and workbook material and this will be distributed at least a month in advance of Radio Week.

Marking the 27th anniversary of broadcasting, the celebration will be supported by a number of related business associations. These includeRadio Week, Television Broadcasters Assn., National Assn. of Women Broadcasters, National Radio Furniture Assn., National Music Merchants Assn., National Electric Retailers Assn., American Federation of Advertisers, Radio Executives Club of New York and AAA.

Letter-Writing Contest

A second contest, based on letter-writing entries from women, will be staged by the American Assn. of一览ers, under direction of the American Assn. of Women Broadcasters, under direction of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Regional organization in both contests is expected to follow the NAB districting pattern. The letter competition may be based on program preference. Prizes will include a trip to the city of the winning station.

Networks already are working on special programming for the Radio Week. FMA will feature an FM Day Oct. 29, and it is reported that networks have been discussing a promotion contest for the airliner-owned radio stations. Other stations have been discussing a promotion contest for the airliner-owned radio stations. Other stations have been discussed.

Promotion material will include a workbook for broadcasters, dealers, advertisers, and others. Some 50,000 copies will be mailed mid-September. Posters, streamers and price tags will call attention to the millions of dollars worth of entries received.

Questions of officials of the Los Angeles local who participated in (Continued on page 89)
**Biggar Quits WIBC; Church Gets Post**

L. B. Wilson to Take Over WCKY Management Sept. 1

Mr. Biggar

Ken Church, former manager of WCKY Cincinnati, has been named general manager of WIBC Indianapolis effective Sept. 1.

**Mr. Church**

In general manager and plans are of WCKY the former offices Chicago since 1924 as sales head. Later he became assistant general manager and commercial manager. In October 1941, he left KMOX to join WRC Cincinnati, where he remained until December 1944, at which time he went with WCKY as executive vice president and general manager.

Mr. Biggar is a former director and assistant to the general manager of WLW Cincinnati. Prior to that position he had been with WLS Chicago since 1924. He is present secretary of the National Association of Broadcasters, a member of the Standards of Practice Committee of NAB, and is chairman of Employee-Employer Relations Committee of the NAB Eighth District.

**WCKY Names McKinnie National Sales Chief**

Appointment of Ralph E. McKinnie, formerly with the Paul H. Raymer Co., New York, as national sales manager of WCKY Cincinnati was announced last week coincide with announcement that the L. B. Wilson station has opened New York offices and is setting up facilities for handling business out of Chicago and other cities.

Mr. McKinnie's offices will be at 480 Lexington Ave., New York. He will have as his assistant Kathryn T. Callahan, former office manager and assistant to H. B. Humphrey of the H. B. Humphrey Co.

For five years Mr. McKinnie served in the Navy, and was a lieutenant commander in the USS Portunus. In addition to his experience with the Raymer Co., he has had extensive sales and promotion experience with Bell & Howell Co. and the Pure Oil Co.

**ASCAP, INDUSTRY MEN TALK 1948 AGREEMENT**

The American Society of Composers, Authors, and Publishers (ASCAP), in its annual convention last week to lay the groundwork for a 1948 agreement. No major decisions were reached in a three-and-a-half-hour session, but it was understood the talks would be resumed before the NAB convention opens in Atlantic City.

The ASCAP delegation was headed by its president, Deems Taylor, recently returned from the Confederation meeting in London. Others present were Theodore C. Stirelitz, president of WOR New York, chairman of the joint music committee; C. E. Arney Jr. and Don Petty of NAB; Campbell Arnoux, WTMR Norfolk; Julius Brauner, CBS; Walter Haase, WDRC Hartford; Robert Mason, WMRN Marion, Ohio; Joseph A. McDowell, ABC; Ed. Souhany, NBC; John Sherburne of 3rd Network, and Ed Yocom, KGHL Billings, Mont.

ASCAP representatives, in addition to Mr. Taylor, were Stanley Adams, Fred Ahlert, Otto Harbach, John O'Conner, Lester Santley, Herman Finkelstein, Richard F. Murray and Julius Collins.

**STRIKE AUTHORIZATION BEFORE CHICAGO'S RDC**

CHICAGO UNIT of the Radio Directors Guild will meet this week (Aug. 11-17) to discuss whether it should authorize the negotiating committee to call a national strike if necessary in lieu of the networks' joint refusal to recognize the Guild as bargaining agent for freelance, agency and production package directors.

Burr Lee, head of the Chicago unit, pointed out that the Chicago network-director contract is on a three-year basis and still has two years run, and that the week's meeting is not for the purpose of authorizing a strike immediately but merely to provide an expression of the independents' disaffection with the negotiating committee's deem a strike necessary in the long run pending refusal of the networks to reopen negotiations.

The New York local already has unanimously voted a strike authorization, with Los Angeles expected to act shortly. If all locals concur in such an action, then a move would be initiated by the Guild to approach the networks once again.

**Named to NAB Group**

J. ROBERT GULICK, sales manager of WGBS Lane- Realy, Pa., has been named chairman of the NAB Sales Managers Retail Advisory Subcomittee by Odin Ramsdell, KDAL-Duluth, chairman of the Sales Managers Executive Committee. Mr. Gulick succeeds William D. Murdock, WOL Washington.

The subcommittee is scheduled to meet Aug. 27 in the BMB board room, New York.

**$70,000 Deal by which H. H. Tanner home permanent beauty kit, will sponsor My Favorite Story, Ziv transcribed program, is completed in Minneapolis. WCCO Minneapolis and WISN Milwaukee have been selected to air the series, with others to be named. Seated, 1 to r: Sam Kaufman, account executive, Borell & Jacobs Inc., and H. H. Tanner, president of sponsoring firm. Standing, Barney Goldman, Frederie W. Ziv Corp.**

**NETWORKS-RGW AGREE ON ALL BASIC ISSUES**

AGREEMENT on all basic issues has been reached by the four major networks and the Radio Writers Guild, according to an announcement last week by Roy Langham, executive secretary of the RWG. Staff scriptwriters as well as freelancers contributing to the networks are covered by the pact.

Although not yet formally signed, the agreement has been initialed, satisfying the law and all parties involved. New contracts will thus fall within the deadline set by the Taft-Hartley Act, effective Aug. 22.

Agreement provides that all network writers, sustaining as well as commercial, except 10% of each unit, must join the RWG.

**1-kw WWOK Flint Sold for $100,000**

Former KPRC Commercial Chief And Business Group Buy It

SALE OF WWOK Flint, Mich., new 1-kw rental on 1470 kc, by Albert S. and Robert A. Drohlich to Howard C. Evans, former KPRC Houston commercial manager, and approximately a score of business and professional men was announced last week. Sale price is $100,000. The transfer is subject to FCC approval.

The buyers, operating as Cooperative Radio Co., include Mr. Evans, who will be general manager of the station; Harold B. Rothrock, Washington radio consulting engineer; George B. Bairey, former acting chief of FCC's Allocations Section and now a partner of Mr. Rothrock; Franz O. Wellembucher, attorney and retired navy captain, and Herbert L. Crate, Texas real estate man. Mr. Evans has an option to acquire the stock of Cooperative Radio Co., which he will serve as vice president, in addition to managing the station. With that exception, no stockholder has more than 15% interest. Mr. Evans was commercial manager of KPRC for two years.


**KNEW WILL JOIN ABC; PLANS TO START SEPT. 1**

KNEW, new 5-kw Spokane station on 1340 kc now under construction and scheduled to go on the air Sept. 1, will become an affiliate of Don Lee-MBS on that date, replacing KFIO.

Burl C. Hageson is president of Coeur d'Alene Broadcasting Co., licensee of KNEW, which also operates KVIN Coeur d'Alene, Idaho. Harry Lantry is general manager of KNEW. William Rhodes is commercial manager and George McGowen program director. All were formerly associated with KXXL Spokane. Paul Crane, assistant program director, was formerly on KXXL and earlier an Automatic Co., 1-kw Salinas, Calif., station on 1380 kc and also under construction, replaces KDON Monterey as a Don Lee-MBS affiliate on Oct. 1. Licensees in Salinas, Calif., are Arvella Broadcasting Co., with William M. Oates and Milt Hall principal owners. Mr. Oates has been associated with various California stations. Mr. Hall was formerly chief engineer of KOA Denver.

Noe Says Yes

GEN. CLAIR L. CHENNAULT'S recent controversial speech, which the Army refused to carry on its China station, may be broadcast shortly in this country. James A. Noe cabled the general, who is a personal friend, and asked him to forward the speech transcribed for broadcast on his stations, WNOE New Orleans and KNOE Monroe, La. KNET Palestine, Tex., has also expressed a desire to carry the program.

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**Broadcasting & Telecasting**
ALL during June and early July your radio and newspapers reported fully to you about the series of floods that were spreading destruction throughout the Middle-West.

WHO of course gave its listeners a complete reportorial service, as well as carrying many messages of warning, etc., for specific areas. But, as good citizens, we wanted intensely to do more.

So one day we asked our listeners if they'd like to contribute to a WHO Flood Relief Fund, to be sent to responsible administering committees in heavily stricken communities.

We made a few announcements, and the money started coming in. As this is written, it's still coming in. The total contributors to date number more than 6,000 and the contributions to more than $90,000. Lots of the gifts, of course, are small. But note that the average is approximately $15. . . .

Yes—Iowans are kind, generous, and neighborly. We are proud to be one of the media serving such wonderful people—prouder still to have earned their respect and confidence as expressed in such Public Service enterprises as our Flood Relief Fund.
NAB Exhibition to Show Radio Advance

Azcarraga to Talk; Program Clinic Arranged

By J. FRANK BEATTY

NEW broadcasting, television and FM equipment never before shown to the industry will be displayed at the NAB Convention at Atlantic City Sept. 15-18. A number of surprise features presenting recent progress in broadcast engineering are understood to be held in store for convention delegates.

Besides the exhibition of technical developments since the war the individual displays will include latest designs in all forms of transmitting and receiving devices. The exhibition will be vastly larger than any prior equipment display in NAB history and five times the size of that at the 1946 convention in Chicago.

Feature attractions probably will include giant-screen projected television, an elaborate showing of new AM, FM, television and facsimile receiving sets, and an FM demonstration.

A leading television manufacturer is understood to be working on engineering aspects of a giant-screen TV demonstration. According to Atlantic City sources this demonstration would present actual movie-size television signals received from New York or Philadelphia. It may require setting up of special relay facilities since Atlantic City is beyond the normal range of TV stations in either city. Engineers are understood to have been in Atlantic City working on details of this demonstration.

New Convention Feature

The display of receiving sets, with leading manufacturers showing their latest AM, FM and combination models, is designed to acquaint broadcasters with new developments in equipment the public uses to receive radio’s programs. It is a new convention feature.

A high spot of the convention will be the scheduled talk by FCC Chairman Charles R. Denny. Mr. Denny has tentatively accepted NAB’s invitation to speak. His Blue Book won’t be bleached’ speech featured last year’s convention in Chicago.

Plans for the convention moved forward last week. C. E. Arney Jr., NAB secretary-treasurer, and Robert K. Richards, public relations director, were in Atlantic City working on arrangements.

Important feature of the meeting will be the international session, with Emilio Azcarraga, owner of XEW and XEQ Mexico City and head of the Mexican delegation at the Atlantic City telecommunications conference, scheduled to address the convention luncheon Sept. 15, following the keynote address by President Jus-
Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President · Headley-Reed, National Representatives

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Preliminary Work Now, Fuller Discussions Planned Later

INTERNATIONAL TELECOMMUNICATIONS: The conference last week decided that the High Frequency Broadcasting Conference, scheduled to convene August 15 as the third and final conference of the Atlantic City radio meetings, would be held, but that its activities would be limited to preliminary work in the preparation of an agenda for the full conference to be held at some future date. Limitation was made upon the insistence of the British delegation that certain matters, especially those concerning exchange of broadcasts and a code of ethics, are political problems and should be left to the United Nations. This, essentially, involves the "right to listen," and apparently was so obviously a political question that there was little discussion of the British position.

First plenary session of the High Frequency Conference was set for Aug. 16, when the credentials committee and another committee to prepare an agenda for the conference will be appointed. Second plenary session will be held August 26, when the actual working conference will get under way. September 28 was set as the final closing date for all of the Atlantic City telecommunication conferences, on the expectation that the regulations and the new World-wide Radio Convention will be completed and signed by September 15.

Decision to hold the HFCB as an advisory conference was reached by a vote of 56 to 3, with 11 delegations absent and 3 not voting, after hours of discussion. A proposal of the Cuban delegation that the conference be held as originally planned, with a complete agenda including such matters as the specific assignment of frequencies to shortwave stations throughout the world, was defeated by a vote of 49 to 11. Another proposal, that the conference be postponed entirely, was also defeated. Plan adopted was first proposed by United Kingdom and Denmark and, with a few amendments, was formally offered by L.K. Jett, FCC commissioner and member of the American delegation at the International Telecommunications Conferences.

Soviet Motion Defeated

Alexander Fortushenko, chairman of the Russian delegation, moved that the conference be reopened immediately, the motion being defeated on the grounds that the technical experts of many of the countries are not due in Atlantic City before August 15. The minority group who voted against holding the short session pointed out that it would be difficult to keep their delegations away from home for that time if the conference is only to be preliminary, with no conclusions reached.

Charles R. Denny, chairman of the conference, emphasized the importance of the preliminary work and expressed the hope that all delegates who had originally planned to participate in the full HFBC would remain for the preliminary sessions. Mr. Denny made a personal plea to Dr. De Mendoza of Cuba, who has threatened that the Cuban delegation would leave for home until a full agenda was submitted, to stay in Atlantic City to take part in the preliminary sessions. His plea was seconded by a salvo of applause from the other delegations.

Jett's Statement

In presenting the U.S. plan, Commissioner Jett said: "Due to insufficient time, it will be impossible to hold a full-scale broadcasting conference as originally contemplated. We agree we cannot re-engineer the band allocated to high frequency broadcasting and make specific frequency assignments within the time limits of the two proposals we have on our disposal in Atlantic City. We agree that we cannot start the High Frequency Broadcasting Conference on Aug. 15 without interference and that all activities in Atlantic City can be completed not later than Sept. 30. In fixing this date, we have assumed that the radio regulations and the new convention will be signed by Sept. 15."

Before adjoining next month, the High Frequency Broadcasting Conference delegates will name the date and place for the second session of that conference.

Court Fight Looms As ABC Moves to Dispose of WOOD

A CONTEST with the possibility of a court fight was shaping up last week over ABC's proposed $850,000 sale of WOOD Grand Rapids to Harry M. Bittner, Indiana and New Hampshire station owner, and an unnamed associate [Broadcasting, Aug. 4].

Spokesmen for Liberty Broadcasting Co., whose purchase of the network has been conditionally approved by FCC, have never been consulted, said they were considering two possible courses to contest the network's new sales plan.

One, they said, would be to seek a court order to restrain the network from selling to Mr. Bittner and his associate, the alternate plan being considered, they reported, is to file as a competing bidder under the Avco Rule when the ABC-Bittner transaction is reported to the Commission and advertised for public bids. If the directorate followed, would be a paradoxical development under the Avco plan in which, for the first time, an original purchaser would also be the rival defendant.

The network is currently holding WOOD in trust for the ultimate owner under FCC mandate arising from ABC's $3,650,000 acquisition of King-Trendle Broadcasting Corp. (WOOD and WXYZ Detroit) last year. Liberty, owned by Roy C. Kelly and Ray M. Veenstra, originally signed to buy the station from the network for $850,000.

New Finance Plan

Liberty spokesmen said the original financing plan did not materialize and that a new one was worked out, involving $200,000 in notes to the network. This plan, Liberty spokesmen said, was agreeable to ABC. But the network contends it reserved the right to seek another purchaser if it wished. Liberty representatives said the deal will be 

Lindow to Become WFDF's Manager

Appointment to Be Effective When Bittner Acquires Outlet

LESTER W. LINDOw, presently general manager of WRNY and WRNY-FM Rochester, N. Y., is resigning to accept an appointment as general manager, WFDF, Flint, Mich.

Harry M. Bittner, president of the Trebit Corp., in announcing the appointment last week, said his firm would become effective when the FCC approves the proposed sale of WFDF to the Trebit Corp. for a price of $850,000.

Mr. Lindow went to Rochester in June. He succeeds Robert J. Kobak, who resigned to reorganize the station.

During the war, Mr. Lindow served as chief of the radio branch, Bureau of Public Relations, War Dept. At one time he was public relations officer of the ETO under General Eisenhower and later under General Clay in Berlin. He holds the rank of lieutenant colonel in the reserve and is presently public relations officer for the New York State 9th Division reserve.
Q. WHY DO THEY DO IT?

A. IT PAYS ... AND PAYS ... AND PAYS!

More advertisers ... local and national... buy more time on KLZ than on any other Denver station.

KLZ
DENVER

CBS-560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY
ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
Hidden Assets
KALL Salt Lake City's Vern Bruggeman is fast learning that small packages do not always indicate small price tags. Mr. Bruggeman is handling a series titled On the House for the new $1,500,000 Sears-Roebuck store in Salt Lake City. He broadcasts from the store, selecting a woman shopper, interviewing her, and calling the price of the sales slip she has with her at the time. The store pays the bill. During the second broadcast of the series, Mr. Bruggeman challenged the shopper with a small parcel. Much to his chagrin, she was also carrying sales slips totalling over $600 in her purse. She had just purchased a range and refrigerator. Mr. B. is wondering how much longer On the House will be on the air at that rate.

 WTO License Extension Is FOreseen As FCC Calls Hearing on Petition
EXTENSION of WTO Boston's license beyond the Aug. 31 deadline was assured last week after FCC officially called in a hearing request Sept. 25 on a petition for reconsideration for reconsideration of the decision which ordered the station delicensed.

Comm. Rosel H. Hyde did not participate in the decision to grant oral argument.

WORL has been given until Aug. 31 to "wind up its affairs" under the terms of the Commission's April decision denying license renewal on grounds of concealment of ownership [BROADCASTING, April 28]. The delention decision was adopted on a 3-to-1 vote.

Cites Voting
The station, in its re-hearing petition, noted that less than a majority of the Commission voted to deny renewal, that only three Commissioners who participated also had taken part in the preceding oral argument, and that FCC staff members who participated in the hearing had since resigned. The station contended that changes in FCC membership and staff, justified reargument at least, if not re-hearing [BROADCASTING, May 19].

The petition also asked for an opportunity to show the difference between the WORL and WOKO Albany cases. The Supreme Court's WOKO decision, also involving concealed ownership, had been cited by FCC as precedent for its action against WORL, but WORL argued that the two cases were different. The station also noted that the Supreme Court's WOKO decision had not been issued when the WORL oral argument was held, so there was no opportunity then to point out the differences.

WORL is considered sure to appeal if the Commission, after hearing argument on the re-hearing petition, fails to modify its order or hear the case again. The petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd.

The station is owned by Harold A. LaFountain, general manager of the Arde Bulova stations, and Sanford H. and George Cohen. It is a daytime outlet operating on 980 kc with 1 kw.

WCSI-FM Columbus, Ind., Planning to Start Soon
CONSTRUCTION of the 384-ft. tower of WCSI-FM is near completion and the new Columbus, Ind., FM outlet plans to begin broadcasting soon on channel 237, (95.3 mc), according to Paul Wagner, general manager of the station.

Two-story building housing the WCSI-FM studios and transmitter is located two miles southwest of Columbus, and Mr. Wagner reports, it includes three studios, master control room, newsroom, living quarters for the engineering staff and workshops for the technicians.

Appointment of Harold M. Arthurs, former news editor of WPLH Huntington, Va., as news editor of WCSI-FM has been announced. Mr. Arthurs, who served with U. S. Marine Corps during the war, also had previous radio experience at WLW Cincinnati and WPAY Portsmouth, Ohio.

RADIO need not be more expensive than newspaper space, and for the same price, the additional consumer interest is better measured. That was the experience of Lima Bean Growers Assn., Sacramento (cooperative). Sales this year were not the prime consideration, since there was a short crop. As a result the advertising budget was limited to campaigns in Washington, D. C., Indianapolis; Cleveland; Columbus; Philadelphia; Kansas City; Detroit; Cincinnati and Pittsburgh.

In previous campaigns, newspapers and car cards were the media used. This year radio was substituted for newspapers, since small space achieves little prominence as result of currently jammmed newsprint.

With an available budget of approximately $5,000 and a three-month campaign in prospect, spot participations offered the answer to J. Walter Thompson Co., Los Angeles, agency serving account. Stressing appetite appeal and economy, agency set up campaigns in the nine markets which averaged between three and six announcements weekly depending upon cost.

To obtain coverage, the association chose WTOP WIBC WHK WJKB KCMO WZNS WIBG WCAE. Campaign opened the third week in January and extended through mid-March.

After a month, it was decided to offer a 2-lb. package of Sea-side lima beans to the women sending in the best recipes using lima beans. Five stations agreed to invite recipes, but only three allowed contests. With only 25% of the schedule remaining when the response stopped, more than 500 entries were received.

With this type of reaction coming from the limited campaign, K. & S Bernardino charging Mr. Paar's attempts to inject his own ideas into show caused constant conflict, resulting in their being invited to leave.

Because he admittedly owns 10% of Mr. Paar and has run-of-the-show contract, Larry Marx, also a writer, stated he could not quit, but must be released. Special deal had to be worked out for him.

Mac Benhoff, Jack Douglas and Dave Swarts took over as replacements on the show.

Construction Is Underway At KYAK (250 w) Yakima
CONSTRUCTION has begun on KYAK, (250 w, 1400 kc) Yakima, Wash. It will be located on Mead and Fair Avenues at Yakima's east city limits. Business offices will be in the Miller Bidg.

Robert S. McCaw, formerly with KEYR and KRSC Seattle, is president of The Yakima Broadcasting Corp., licenses of KYAK, and will be general manager of the station. J. Elroy McCaw, his cousin and part-owner of KELA Centralia, Wash., and KPOA Honolulu, is vice president; and Tom Olsen, owner of KGY Olympia, Wash., is secretary-treasurer.

WYOH, KITO, Both 1 kw, Will Be ABC Affiliates
ABC has added a affiliate and replaced another, bringing total number of network stations to 261.

WYOH, effective Oct. 1 joins ABC, operating with 1 kw on 1480 kc, with Harry Hyett as manager. Station is owned by Radio Wisconsin Inc.

KITO San Bernardino, Calif., joins ABC Nov. 15, replacing KPRO Riverside, Calif., owned by San Bernardino Broadcasting Co. KITO operates with 1 kw on 1290 kc.

LOS ANGELES Coliseum is constructing new flexiatast booth with microphones-socketed slots for announcers.

August 11, 1947 • Page 23
what wins awards?

The awards illustrated and described on the following pages are selections from a group of more than fifty citations bestowed on WOR during the past decade. No attempt has been made however to present other numerous written and engraved scrolls and plaques of gratitude. These were received by the station and its personnel for general and specialized contributions made to this country and its Allies during the turbulent years of World War II.

On the whole, WOR thinks it's a wonderful thing to win such awards, but a station, to be a real champion, should lick competition while at work as well as when on show.

It should deliver the greatest number of listeners at the lowest possible cost.

It should create shows that sell as well as inform and entertain.

It should be ever alert to technical advancements and be quick to acquire and apply those that benefit the industry, help to bring better radio to the millions of listeners it serves and aid in the continued development of American broadcasting.

Perhaps it's because WOR has faithfully adhered to such principles during the past quarter-century that it is able to display the material that follows.
SINCE ITS FOUNDING in 1922, WOR has rigidly adhered to an ever-expanding plan of public service program development. Among the numerous recognitions it has received from such varied organizations as The American Red Cross, the USO, the U.S. Army, etc. is the George Foster Peabody Award (above). Ever alert to the tempo of the times in which we live, WOR devotes hours of air time and hours of manpower to keeping its millions of listeners completely informed on all events that affect their lives.
THE FIRST Annual Advertising Award (formerly the Harvard-Bok Award) ever granted to radio, was given to WOR in 1937 for its outstanding promotion and advertising. WOR won this enviable honor again in 1941. WOR's promotion has always endeavored — and still does endeavor — to do four things: 1) Contribute to the general advancement of American broadcasting. 2) Educate and inform the buyers of broadcasting time and programs. 3) Contribute to the public's knowledge of radio. 4) Improve the technical presentation of the printed word.
to quote VARIETY, "'Showmanagement' awards go to those stations which, each in its class, are marked by top management which consistently encourages the activities of program creation, general promotion and concern for community public interest." WOR feels that this paragraph, written in 1940, describes the station's attitude as aptly today as it did in that year.
WOR's PUBLICITY is a continuing blend of the unusual. Never stodgy, always informative, its stories and news-making stunts peg WOR's name — and the names of its sponsors — in national magazines, newspapers and syndicated and wire service copy from coast to coast. This BILLBOARD scroll is one indication of what the critical trade press thinks of the job being done.
THE EIGHTH AMERICAN EXHIBIT OF EDUCATIONAL RADIO PROGRAMS
IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS
HONORABLE MENTION
IN THE REGIONAL STATION CLASSIFICATION FOR A RELIGIOUS PROGRAM TO
STATION WOR AND NAVY CHAPLAINS CORPS
FOR THE PROGRAM SERIES
THE NAVY GOES TO CHURCH
THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY
1944

WAR CAUSED CHANGES in radio programming which, in normal times, might not have occurred for more than a decade. Out of the changes came more skillful production, a greater interest in and understanding of listener likes and dislikes and, in the process, new program types that have grown into some of the most popular shows on the air today. The Ohio State University certificate above is one of many national recognitions received by WOR during the past six years for its advanced and original program creation.
note:

Other WOR promotion honors have included — VARIETY placques for “Best Nationally Exploited Station”; BILLBOARD placques for outstanding achievement; DMAA scrolls and silver cup for most outstanding direct mail campaigns; American Institute of Graphic Arts scrolls for design and presentation of advertising brochures.

WOR

that power-full station at 1440 Broadway, in New York mutual
Brown Suggests Small Stations Cut Expenses to Withstand Competition

ECONOMY measures by station management will be necessary during the highly competitive era the industry is entering, J. Allen Brown, NAB Assistant Director of Broadcast Advertising, told the U. of Denver Summer Radio Clinic on Small Market Operations.

New stations in small cities will face special need for economical operation, he said. “The entire staff of the new station will become more productive, more versatile and more efficient to withstand the inroads of competition. The small station just doesn’t have a large operating budget, and therefore it will have to make every dollar count.”

Mr. Brown advised personnel working in or planning to enter the small market field to develop several talents. He felt that despite fears that rapid industry expansion will bring on bankruptcy for some operators, many small stations managers will avoid trouble by use of good business sense.

He added: “Some wise managers have sized up their markets and expected revenues by securing national average income figures on stations already in the small market field. These broadcasters, many of whom started out with big operating budgets, are tightening up...I have no fear for the station manager who knows how to do big things in the community on a small budget.”

Others who took part in the five-day small market session were Fred Mueller, commercial manager, and Lee Fendren, promotion manager, KLZ Denver; Clarence Moore, program manager, and James R. McPherson, commercial director, KOA Denver; Jack Todd, general manager, KBL Boulder.

Clinic on radio law was held Aug. 4-8 under direction of Neville Miller, former NAB president. A clinic on use of community resources Aug. 11-15 will be directed by Rex Howell, owner-manager of KFXJ Grand Junction, Col. Final session Aug. 18-22 will deal with small station programming and will be directed by Allen Miller, director of the Rocky Mountain Radio Council.

KOWL GOES ON AIR; IS OWNED BY CROGHAN

Mr. Croghan throws the switch.

KOWL, new 5-kw Santa Monica, Calif., daytime station on 1580 kc, went on the air July 30. Station has Langevin-equipped studios and executive offices in Ambassador Hotel, Santa Monica.

KOWL is owned and operated by Arthur H. Croghan, formerly commercial manager of WJBK Detroit. In radio for 22 years, Mr. Croghan says the policy of KOWL is “no commercial religion, disc jockeys, murder mysteries, double spotting, over-commercialism and no talk exceeding five minutes except in rare instances.” Clay Osborne, for 20 years with California stations and national advertising agencies on the West Coast, and during war in charge of radio propaganda against Japan, is manager of KOWL.

Program department personnel includes Wynne Graves, writer; Marvis Purcell, librarian; Jack London, chief announcer; Vince Williams, Dick Jenkins and Walter MacIntyre, announcers. Elvira Holm, formerly program director of Century Adv., Detroit agency, is assistant to Mr. Croghan and Mr. Osborne. Joe Stone is chief engineer.

Western Electric transmitter with 160-ft. non-directional Truscon tower is located at 11637 Charnock Road, West Los Angeles. Station understood to be first in Southern California to install “Progar” to keep programs at constant level and modulation.

Marx on NAB Group

FRANK MARX, ABC director of general engineering, has been named a member of the NAB Engineering Executive Committee. He succeeds Royal V. Howard, now NAB Director of Engineering.
Air travel gets you to where you’re going in the least possible time—comfortably, economically. But there is a vastly important by-product of traveling and shipping and sending mail by air: the enlargement and maintenance of one of our strongest guarantees of peace—the nation’s air transportation system, the greatest in the world. The cost of maintaining such a system solely for readiness in a national emergency would be tremendous. Yet there must be one. That the cost is not on your tax bill is due to typical American enterprise and self-sufficiency—and the basic place of air transportation in the nation’s everyday personal and business affairs.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America

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

EXCISE tax collections on radio receivers, components and phonographs reached a record high in the fiscal year ending June 30, reflecting record sales by manufacturers, according to the Bureau of Internal Revenue. The 10% radio tax provided $83,856,922 for the U.S. during the year compared to $18,987,132 for the previous year when war conditions were a factor. June collections amounted to $6,159,485, double the $3,118,316 in June 1946.

Richard G. Bath, 49, vice president and general manager of WKNE Keene, N.H., died Aug. 3 in Elliott Community Hospital in Keene. He joined WKNE in 1933, the year the station was founded as WNBX Springfield, Vt. At that time he was in charge of sales.

When the station moved to Keene and changed its call letters to WKNE in 1940, Mr. Bath was named sales manager. In April 1946 he was appointed vice president and general manager of the Keene station.

Educated at Massachusetts College, Mr. Bath was a press photographer for two years with Springfield, Mass., newspapers. For a while he was with the Springfield Republican, resigning in 1928 to become publicity manager of the Fisk Tire Co. in Chicopee Falls, Mass. He remained with Fisk until joining WNBX, later WKNE.

He is survived by his wife, Mrs. Marian G. Bath, and son, Richard Gale Bath.

Mr. Bath

New combination radio was introduced last week by RCA Victor at Berkshire Music Festival, Tanglewood, Mass. It is called “The Berkshire," and combines radio, television and photograph.

Over twenty years of serving and entertaining Central Illinois has made WMBD first in the Peoria area. This pioneer station to which most Peorians listen achieves leadership with community participation shows, public entertainment and personalized interest in serving its neighbors. WMBD traditionally “brings its programs to life”.

Don Lee, WFIL Planning Video Newsreel Exchange

AN AGREEMENT to exchange television film newsreels has been worked out between WFIL Philadelphia and Don Lee Broadcasting System, Hollywood. Effective immediately, the two organizations will send spot news clips via air mail special delivery or air express, according to a written understanding arranged by Kenneth S. Stowman, WFIL-TV director, and Harry R. Lubke, director of television for Don Lee.

WFIL's camera crew has been operating on a dry-run basis, since the Philadelphia station will not televise until mid-September. But the crew is now committed to cover the area as part of the exchange agreement. Don Lee, on its part, is sending WFIL clips of important Hollywood events which the Philadelphia station will be able to use for its opening. WFIL has also promised to cover for Don Lee via 16 mm. film during the 1948 GOP convention.

Application for Dallas Television Outlet Filed

APPLICATION for a new television station at Dallas was filed last week by Rogers Lacy and Tom Potter, Texas oil men. They asked for Channel 8 and estimated installation costs at $300,000.

The station would be located atop a proposed new 47-story, $12,000,000 hotel, and spokesmen said Messrs. Lacy and Potter plan to provide video reception in every room. Mr. Potter is also an AM applicant for Seminole, Okla., and El Dorado, Kans. The application was filed by the Washington law firm of Welch, Mott & Morgan.

PUB OWNERS COMBAT VIDEO COURT DECISION

TAVERN OPERATORS in Philadelphia started the first step this week in contesting a decision which holds that television is in effect moving pictures [BROADCASTING, Aug. 4]. The decision required taverns showing telecasts to obtain the same kind of licenses as would be mandatory if they presented moving pictures. The licenses cost $120 annually for liquor licensees and $60 for beer parlor licensees.

Acting through the Philadelphia Retail Liquor Dealers Assn., the taproom owners filed formal exceptions to the court decision. Next step will be argument on the bill of exceptions.

The bill emphasized that the court was wrong in ruling the Liquor Board “has authority to adopt or issue any regulation controlling the operation of television devices, consistent with provisions of the Liquor Control Act." The bill denied that an order of the Liquor Board requiring an amusement license for television receivers in taprooms was a valid exercise of police power.

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Junior knows how to get out of practising!
Just keep on sawing out wails instead of scales until 1:30. Then mother will say he's free!
Why? Because it's time for HOUSEHOLD CHATS with BETTY LENNOX.

Important time, indeed! And pianissimo reigns in thousands of WGY-land* homes when Betty Lennox comes on the air. Tops in its field, HOUSEHOLD CHATS holds a rating of 5.6. Listeners go for Betty's household hints, guest interviews and discussions.

Advertisers like her too. Results talk!**
Get complete details from your nearest NBC Spot Sales office today!

**A recent 3-time offer brought 1521 responses from 50 counties in 7 states.

GENERAL ELECTRIC

50,000 WATTS—NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES
Advertising Group Headed by Manson

Committee Enlarged As Result Of Increased RMA Activity

GROWING advertising and promotional activity in RMA led last week to enlargement of the RMA Advertising Committee. Stanley H. Manson, public relations manager of Stromberg-Carlson Co., Rochester, was named committee chairman by Paul V. Galvin, president of Motorola Inc., Chicago, chairman of the RMA Set Division within which the committee operates.

Mr. Manson has been chairman of the RMA's "Radio-in-Every-Room" subcommittee and has been active in sales promotion functions. He assumes his new post when the committee meets Sept. 9 at the Roosevelt Hotel, New York.

Victor A. Irvine, advertising manager of Motorola Inc., was named vice chairman of the committee. Now under way are plans for National Radio Week, under committee direction in cooperation with the NAB (see story this issue). RMA has a $50,000 fund for set promotion.

John S. Garceau, Farnsworth Radio & Television Corp., Fort Wayne, Indiana, who was chairman of the committee since its formation in 1940 and who brought into RMA's promotional work the cooperation of a number of allied trade organizations, resigned recently.

Committee Members


Meeting of the RMA Export Committee, of which James E. Burke, Stewart-Warner Corp., is the new chairman, will meet Aug. 19 at the Stevens Hotel, Chicago. Exports of American-made receiving sets and components have risen rapidly since the war and a new record is expected in 1947 despite recent steps by Mexico and some other nations to bar or curtail American imports to conserve dollar credit balances.

Showmanship in the Merchandising, too

KDYL never forgets that the right kind of merchandising makes any radio program more effective.

That's why we put real KDYL showmanship into the merchandising support we give our sponsors' programs. And that, together with KDYL's over-all leadership in listeners, is why this station is first choice of so many advertisers—local and national.

WALTER F. MYERS, chief engineer of WJJD Chicago, makes a check of meter readings on RCA BTA 50-F transmitting unit, first postwar 50-kw unit manufactured by RCA, now being used to transmit the station's increased signal. Construction and equipment costs for new unit amounted to $525,000, with station retaining old transmitter as an auxiliary. WJJD began operation with 50 kw Aug. 4, making it Chicago's most powerful independent station.

SALE NEGOTIATIONS FOR KTMC COMPLETED

NEGOTIATIONS for the sale of KTMC McAlester, Okla., by C. E. Wilson and P. D. Jackson to J. Stanley O'Neill of Lake Mohawk, Sparta, N. J., have been completed, subject to FCC approval. The sale price is $100,000.

Mr. O'Neill has been in the communications field for more than 20 years, and for the past 14 years has owned and operated the Fire & Police Radio Communication Co., Hackensack, N. J., which he recently sold. With FCC approval of the KTMC purchase, he will move to McAlester and assume active direction of the company.

KTMC is a 250-w fulltime affiliate of ABC and the Oklahoma network. The station is licensed to McAlester Broadcasting Co. Blackburn-Hamilton Co. handled negotiations for the transfer, which is subject to the open-bidding proceedings prescribed by FCC's Aveo Rule.

Half-Year Tube Output Passes 100-Million Mark

PRODUCTION of radio receiving tubes exceeded 100,000,000 during the first six months of 1947 despite a letup in manufacture from the pace set in early 1947, according to RMA.

June production totaled 15,057,109 receiving tubes, slightly above the May figure of 14,875,237. Of the June total 9,150,113 were for new sets, 3,356,071 for replacements, 2,430,906 for export and 75,019 for U. S. agencies. Half-year output of 103,382,432 included 66,371,264 for new sets, 23,920,166 for replacements, 12,904,197 for export and 366,865 for U. S. agencies.
WRVA, Richmond, "Virginia's Premier Radio Station", announces the appointment of RADIO SALES, the Spot Broadcasting Division of CBS, as its national representative, effective October 1, 1947.
Ontario Now Permitting Liquor Firm Advertising

LIQUOR COMPANIES are being granted permission to do some advertising in Ontario under a new ruling, according to Col. William Greisinger, Ontario liquor commissioner, but Canadian Broadcasting Corp. has not yet made a ruling on the move. Beer advertising radio is allowed to a limited extent in Quebec at present.

CBC policy has been to allow liquor advertising in provinces where provincial legislation allowed such advertising. Last year a brewery in Ontario wanted to sponsor an institutional tourist attraction program, Ontario Holiday, on CFRB Toronto, but CBC ruled against it, and station has been carrying program as a sustainer.

The new Ontario government ruling may reverse the CBC ruling on sponsorship of this show.

Fort Wayne 1450-kc Grant Loser Will Seek Re-hearing

A PETITION for re-hearing was being prepared last week in the Fort Wayne 1450-kc case [BROADCASTING, Aug. 4], in which, uniquely, FCC accomplished a reversal of its proposed decision without any Commissioner changing his vote.

Planned by Community Broadcasting Corp., which won the proposed decision but lost to Radio Fort Wayne in the final, the petition was expected to argue that re-hearing is justified because Comr. E. M. Webster, who cast the deciding vote, did not take part in earlier consideration of the case. It also was expected to attack the final decision's emphasis on local residence of Radio Fort Wayne stockholders.

The proposed decision anticipat-

ing a grant to Community Broad-
casting was adopted on a 3-to-2 vote [BROADCASTING, May 5]. Comrs. Clifford J. Durr, Rosel H. Hyde, and Ray C. Wakefield formed the majority, while Chairman Charles R. Denny and Comr. E. K. Jett favored the mutually exclusive application of Radio Fort Wayne.

Comrs. Denny, Jett, Hyde and Durr each stood in the voting on the final decision, also a 3-to-2 decision. The reversal was achieved by (1) the fact that Comr. Wakefield had left the Commission in the meantime, cutting Community Broadcasting's votes to two, and (2) Comr. Webster's vote for Ra-
dio Fort Wayne. It was one of the first docket cases in which Comr. Webster had voted since he took

The Bank is Broke

A PRIZE of $7,440, believed to be the largest single cash award ever presented during a radio program, was won during the ABC Bristol-Myers Co. broadcast of Break the Bank on Aug. 1 by Mr. and Mrs. Howard Fowler of Glen Rock, N. J. The Fowlers, 73 and 70 years old, respec-
tively, are teachers at Central High School in Paterson, N. J.

Office April 10. Comr. Paul A. Walker did not vote on either the proposed or final decisions.

Owned by Radio Newsman

Community Broadcasting is principally owned by Radio Newsman Arthur S. Feldman (61%), and his wife, Rhoda (39%), with the remaining 10% owned by James M. Barrett Jr., Fort Wayne attorney. Radio Fort Wayne is owned in equal shares by Charles A. Sprague and Glenn R. Huyser, WOWO Fort Wayne engineers, and Merilin H. Smith, Army veteran and former Civil Service in-

vestigator.

FCC's proposed decision preferred Community Broadcasting because of "the wider experience of the Feldmans in developing pro-
grams of public interest." The de-
cision conceded that two-thirds of the stock in the rival Radio Fort Wayne is held by local residents as compared to only 10% in Community Broadcasting, but asserted that the Feldmans, if the application were granted, "will become Fort Wayne residents."

Emphasis Reversed

The emphasis was reversed in the final decision:

Two of the three equal stockholders of Radio Fort Wayne Inc. have lived in Fort Wayne and had fulltime em-

ployment with a radio station there for a number of years, and the third stockholder has recently moved to that community. We, however, do not vote equally in the operation of the station they propose. On the other hand, while the Feldmans plan to move to Fort Wayne in the event of a grant, they are not presently residents of that city. The other stockholder of Community Broad-
casting Corp., who now resides in Fort Wayne, is of fulltime residence and has no plan to participate in the day-to-day operations. Hence, we believe the application of Radio Fort Wayne is to be preferred, in view of the closer identification of the stockholders with the city of Fort Wayne, and further in view of the somewhat greater integration of owner-
ship of that company with the day-to-
day operation of the station it pro-
poses.

The final decision recognized "the extensive experience of the Feldmans" but did not regard this factor as outweighing those favoring the rival applicant.

Both applications requested 1450 kc with 250 w fulltime. Homer Rodheever, sports evangelist, was a third applicant for the same fa-
cilities but was unsuccessful in both proposed and final decisions. Community Broadcasting Corp. is represented by Arthur Schroeder of the Washington law firm of Miller & Schroeder, and Radio Fort Wayne Inc. by George S. Smith and Harry D. Novak, also of Washington.

20 small markets – one big market

None of the small and medium sized communities in KFYR-land is an advertiser's bonanza, in itself, but, taken together, they form a rich market whose buying power exceeds that of many big markets. KFYR's strong, clear signal reaches to snatch listeners as much as 40 miles from Bismarck. In fact, KFYR's .5 M/V contour covers more area than any other station in America.

But coverage alone doesn't make KFYR one of the nation's outstanding stations. KFYR's progressive policy of building programs especially designed for folks of the Upper Midwest, has created an intense listener loyalty that pays off at the cash register.

Let KFYR build sales for you in the great Upper Midwest.
YOUR GREATEST SELLING POWER...
in the South’s greatest city...
Of the 10 top cities in the South New Orleans is first in both wholesale and retail sales*

Buying Power
Buying power in New Orleans today is more than 2½ times as great as it was 5 years ago.*

Income
Effective income is higher than the United States average. In 1946, the national index was 237. New Orleans index was 264.*

Retail Trade
Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

Industry
New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more workers now employed than in 1940.

*Source: SALES MANAGEMENT'S Survey of Buying Power, 1947
Map shows rank in wholesale sales
Retail sales rank of these cities:
1. New Orleans 6. Memphis
3. Dallas 8. Oklahoma City
4. Atlanta 9. Fort Worth
5. Louisville 10. Jacksonville

**Source: DUN'S STATISTICAL REVIEW.
...and WWL is your greatest selling power in the South’s first city
WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive program.

Folks turn first to . . .

The Greatest SELLING Power in the South's Greatest City

50,000 Watts - Clear Channel - CBS Affiliate

Represented Nationally by the Katz Agency, Inc.
Stations Are Important Ad Purchasers
Kenyon & Eckhardt Survey Indicates

RADIO STATIONS, which derive their income from advertising, are becoming important purchasers of advertising themselves, a survey conducted by Kenyon & Eckhardt, New York, disclosed last week.

Several stations are spending more than $50,000 a year to advertise in other media. It is a rare station indeed that doesn't spend something, the survey made clear.

Kenyon & Eckhardt was commissioned to make the survey by the National Assoc. of Transportation Advertising, trade group in the car card advertising field. The agency mailed questionnaires to 900 stations and received 407 replies.

The questions asked of station men were: (1) What % of total station promotion is invested in transit advertising; (2) what was the result, in your opinion, good, bad, indifferent; (3) will this promotion be increased or decreased in 1948; (4) what are the estimated expenditures for 1947 and 1948?

The answers to the questionnaire brought the following results: Newspapers are the No. 1 choice for station promotion but outdoor advertising and car cards were used extensively—26% of the stations stating they used the car card medium.

A cross section of replies shows 46% of the returns were from 250 w stations—26% from 5 kw—15% from 1 kw and 7% from 50 kw—3 from others.

In response to the query of the results of transit advertising, 49% said transit advertising has shown good results, 34% were indifferent to its benefits, 15% had no opinion and only 1% said that transit advertising has shown bad results.

Station promotion in all media will be increased next year the survey shows.

WAVZ AT NEW HAVEN TO START ON SEPT. 1

WAVZ New Haven, Conn., has set Sept. 1 as the date when it hopes to begin broadcasting. Construction work is progressing rapidly, according to Lester C. Flood, treasurer of the licensee, New Haven Broadcasting Corp., and general manager of the station. WAVZ will operate as a daytime 1 kw outlet on 1260 kc.

Owners of New Haven Broadcasting in addition to Mr. Flood, who was formerly a broadcast accountant with FCC, are: Edward S. Minor, New Haven lumberman and realtor, president; J. Francis Smith, Waterbury, Conn., lumberman and banker; David J. McCoy, New Haven lawyer, and Murray L. Grossman, Waterbury businessman, formerly affiliated with WBBY Waterbury.

Mr. Grossman will be sales manager of WAVZ. He has handled sales for WBRY over a long period, and is the owner of Tele-music Inc., Hartford, Conn., a wired music service.

Other staff members include: W. Richard Carlson Jr., program and publicity manager, and Arthur Allen, chief engineer.

WAVZ's studios and offices are at 152 Temple St., New Haven, and its transmitter is in West Haven. Station plans to use UP news service and to supplement it with local coverage by its own news bureau.

Radio's Aid in Big Navy Recruiting Drive Ahead

SPECIAL recruiting drive by the Navy, described as the biggest in its history, is being planned, with broadcasters asked to donate time and facilities. Arthur C. Stringer, NAB Director of Special Services, has written all stations about the campaign, which is being handled without paid promotion in any medium since Congress did not provide funds.

In addition to material available locally, Capt. John B. Shipman, directing the drive, has a series of transcribed spots and quarter-hour programs, along with live spots.

THEY CAN'T RESIST
When WAIR tells this great market about your product, the response adds up to profitable volume in a hurry. That's because our good listeners can't resist the appeal of a friend they've learned to love and trust.

WAIR
Winston-Salem, North Carolina
Representative: The Walker Company

KLAC's hooper rating goes... More people listen to KLAC than any other independent station in Los Angeles.

KLAC (featuring Al Jarvis and his Make-Believe Ballroom) continues to lead the morning field.

*CE Hooper total-rated-period share of audience survey, May-June 1947.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago
HARRISON IS ELECTED WMAS-WLLH PRESIDENT

GERALD HARRISON, who has been vice president and a director of both WMAS Springfield, Mass., and WLLH Lowell, last week was elected president of both stations. He succeeds Albert S. Moffat, who died July 22 [BROADCASTING, Aug. 4].

Active in radio for over 21 years, Mr. Harrison started broadcasting Boston sporting events over a special hook-up before networks were in operation. In 1916 he owned and operated the former WLEX Lexington, Mass., with Carl Wheeler, who succeeds him as vice president of WMAS and WLLH.

From 1930-1944 Mr. Harrison was director of public relations and later director of station relations for Yankee Network. He joined WMAS and WLLH as vice president in 1944. He had been a stockholder for several years.

NAB-RMA Meeting

MEETING of the NAB-RMA Liaison Committee is scheduled Aug. 26 at NAB Washington headquarters, with mutual problems on the agenda. These problems include plans for joint promotion of National Radio Week (see story this issue), the Radio-in-Every-Home campaign of RMA, FM receiving set manufacturing problems, FM duplication of network music and television developments.

WJBK Detroit, July 30 presented 199,000 tea bags to Loretta Gibson, superintendent, treasurer and foundress of Mercy Hall Hospital, Detroit. The donation inaugurated local drive for funds to support this institution which is devoted entirely to care of cancer cases.

VINCENT BARKER, after 14 years with NBC engineering in New York, has resigned to operate WFRL, new 1-kw station to begin operations this fall in Freeport, Ill. WFRL is owned entirely by Mr. and Mrs. Barker.

HARRISON, previously program director of WCAE Pittsburgh, has been appointed manager of WCAE Allentown, Pa. Mr. Harrison has been with WCAE since 1926 when he joined the engineering department.

CALVERT M. HILL, formerly with Fletcher, Van Tiffin, Lyons and Testzel, public accountants, has been appointed station manager of WEZ, Royal Oak, Mich.

HELEN WILSON has been appointed manager of WMLS Fort Huron, Mich., replacing HARMON L. STEVENS, who has resigned to join newly formed American Telecasting Corp., Hollywood, as vice president.

CAPT. VINCENT J. MANNO, general manager of The Smith Davis Corp., New York radio station and newspaper broker, has been appointed assistant treasurer of the corporation.

HENRY C. PUTNAM, manager and part owner of KPOA Hobuston, has resigned that position and sold his interest in the station to his partner, ELROY McCABE AND J ACK KEATING. Mr. Putnam reports for duty with Gray Group Forces Pacific on Aug. 19, with rank of Lt. Col., AS Reserve. His future plans after this temporary tour of duty have not been announced.

JAMES BLACKBURN, partner in radio brokerage firm of Blackburn & Hamilton, Washington, is the father of a boy.

DAVID ROSENBLUM, owner and manager of WRHR Butler, Pa., has returned from home after a serious heart attack. His illness followed shortly after his attendance at NAB Regional meeting in Baltimore.

NATHAN STRAUS, president of WMCA New York, just returned from two month European tour, Aug. 11 through 15, from 7:30-7:45 p.m. WMCA will report nightly on European conditions.

SIDNEY B. STROEHL, NBC Western Network vice president, Aug. 4 received Award of the West award for "The Fifth Horseman."

ROBERT J. MCANDREWS, Young & Rubicam agency production head and AAW vice president, made presentation.

ROBERT W. BROWN, vice president and general manager of WTAG Worcester, Mass., has been appointed to Army Advisory Board for that area.

John H. Lee

JOHN H. LEE, 60, former general manager of WHAM Rochester, N. Y., died on Aug. 5 after a long illness. Mr. Lee entered the radio field in 1925 and was a writer, producer and actor at WHAM Rochester and other stations in the Rochester area.

KRGV

"And the 'Happy Returns of the Day' go to our Advertisers. As the NBC station in the 132 million dollar Magic Valley Market ... KRGV is a No. 1 buy on any timebuyers schedule.

NBC and Lone Star Chain

"CUBA’s self-styled "one-man FCC," Nicholas Mendora, director of communications for the Cuban government, is interviewed by Alan Scott on KYW Philadelphia Man on the Street. Program originates weekly at Atlantic City, where Mr. Mendora is attending International Telecommunications Conference.
A KSL Advertiser is better known by the COMPANY HE KEEPS!

KSL's high commercial standards mean high listener acceptance

HOUSEHOLD PRODUCTS

Food and drug product advertising on KSL is carefully checked to make certain that all laws pertaining thereto are being observed.

To quote from KSL's workbook—"Program excellence and the integrity of the sponsor and product are the paramount considerations in the acceptance of advertising." The experience of hundreds of national advertisers on KSL has shown the wisdom of this policy. For KSL is known as "the quality station" among the 1,391,370 radio families* in its nighttime coverage area, and in turn, the products and appeals of KSL advertisers are accepted with complete confidence.

*Broadcast Measurement Bureau, 1946

RELIGIOUS BROADCASTS

KSL was one of the first stations to offer generous amounts of time without charge for religious services to all major denominations.

COMMERCIAL COPY

Standards set up by the NAB governing length and content of commercial copy are carefully observed on KSL. This makes for more cheerful acceptance of all advertising on the station.

CHILDREN'S PROGRAMS

Healthy respect for law and order, good morals, and fair play are required in KSL children's programs. In addition, the dramatic adventure aspects must not be over-accentuated.

SPECIAL EVENTS

KSL microphones are in the center of all important local civic activities and special events, lending spice to the regular program schedule and giving KSL listeners lively on-the-spot coverage.

You as an advertiser, in many cases, are judged by the quality of the other advertisers in the medium of your choice. On KSL you can be sure that your associates will be the finest — advertisers of unquestioned integrity. So in your next radio campaign, specify KSL, the dominant station in Intermountain America. Contact your nearest Petry representative in New York, Chicago, Boston, Detroit, St Louis, Atlanta, San Francisco, or Los Angeles.

KSL NIGHTTIME COVERAGE

Based on BMB Study No. 1

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

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

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

KSL 50,000 WATTS • CLEAR CHANNEL

SALT LAKE CITY

Edward Petry & Co., Representatives

For many helpful facts and BMB data on KSL, send for your copy of KSL's new BMB Map folder.
YOU CAN TIE UP THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

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

If you want the eyes of the Pacific Coast audience on your product, put your show on Don Lee. This outside market (where 4,594,000 of the Coast’s 12,633,200 people spent $3,736,889,000 in retail sales during 1946) gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it).

ONLY DON LEE offers 43 stations (more than twice as many as Network “A”; over three times as many as Network “B” or “C”) to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you have something to sell the outside audience, don’t hide it—put your show on Don Lee, the only network with enough facilities to reach both inside and outside markets on the Pacific Coast!

The Nation’s Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
3515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Editorial

 Legislative Life Line

IN LITTLE MORE than a month, radio goes to its biggest convention. Advance estimates are that 3,000 will attend the NAB annual meeting in Miami, April 16. It will mark the first time in NAB annals that a convention will have been held in an auditorium, rather than in a hotel. NAB has outgrown single hotel accommodations.

Judge Miller will have the legislature's attention after two eventful years as the association's president. He will give an accounting of his stewardship. There will be no problems on that score because Judge Miller has acquitted himself admirably and courageously as radio's leader. He has spearheaded the fight for radio's full freedom. He has come to grips with many of radio's operating problems. He has brought new prestige and dignity to that effort.

The convention can't solve radio's myriad problems. It can adjust some and chart courses of action on others. There's the self-regulation code which is certain to engender heated debate. There's the future of BMB and the perennial problem of dealing with Petrillo. There are terrific labor problems all down the line. There's the ever-expanding competitive picture and the constantly diminishing coverage of standard stations growing out of wholesale licensing of stations. The agenda could be endless.

Yet all these burning issues are collateral. The fundamental one is the law that governs radio and the men who administer it. Broadcasters had a taste of one legislative potion a few short months ago. Hearings on the White Bill (S-1333) which, if adopted in its present form, would scuttle our existing radio structure. That bill is still pending, for next January Congress picks up where it left off last month. Chairman Wallace H. White Jr., says he isn't wedded to that bill. But he is determined to press for legislation. Senator White is highly respected by his colleagues as an authority on radio. He views carry weight. That cannot be brushed aside.

Judge Miller will have a legislative report for the convention. We hope he will have a more honest bill, a bill broad with a united broadcasting art and reality. Radio must be in a position affirmatively to support good legislation, rather than negatively to resist that which is ill-conceived.

Broadcasters also go to Atlantic City prepared to argue every issue, but grimly determined to hold the legislative line.

Juke Box Vision

AND NOW it's Phone-Vision—the "pay-as-you-see" television service proposed by Comdr. Eugene F. McDonald of Zenith on the premise that the advertiser can pay the freight for acceptable visual entertainment. It sounds for all the world like Bill Benton's plan for Subscription Radio, via FM, which he launched on paper just before the war, and quietly folded ten days later. The call to become Assistant Secretary of State, the FCC couldn't see Mr. Benton's plan because he wanted to use FM bands for which we choose to call "narrowcasting" to those who would pay the price of admission among broadcasting to all tuners within earshot.

Comdr. McDonald's service would be available through a telephone connection, with the tariff charged to the phone bill.

Some newspaper editorial opinion goes into raptures over the Zenith plan. Understandably so. Television adds a new dimension for the radio advertiser. It is already being eyed with interest, if not excitement by department store advertising executives who were never enthusiastic about aural radio. The new in television an ideal local medium for displaying and demonstrating their wares to the woman in the home.

Still wonder, then, that newspapers should favor a plan that would remove the threat of video competition to their advertising pages.

We doubt, however, whether the broadcaster pioneering in television, as he did in aural broadcasting a quarter-century ago, will share the newspaper enthusiasm for Comdr. McDonald's plan. Nor do we think the listening and viewing public will go for it.

The public might well echo the sentiments of E. A. Nichols, president of Farnsworth Television & Radio Corp., who told a dealer meeting:

"The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, to enjoy any program they choose. They do not see a tax; they drop nickels in slots; they receive no bills from anyone. They expect the same of television and they are going to get the same of television. To which we add our "Amen."

WHEN the movie people protested to Jimmy Petrillo that their joint boycott on the use of films for television might be illegal, Jimmy responded: "Let the attorneys worry about that." (Testimony at House Labor subcommittee hearing in Los Angeles last week.)

"The American people will not see your movies unless you'd better hire some lawyers who are willing to stay up nights to do a little extra worrying on such matters. And don't forget, FM is waiting too."

The 'Voice' Stutters

ASSISTANT Secretary of State Benton, who achieved such signal success as an advertising agent, industrialist and educator, is finding it tough to be a successful bureaucrat. He hasn't worn well with Congress or with others in public life. The American people are accustomed to their joint attention, if any, they are received no bills from Congress or others in public life. Their success in advertising appropriation, hasn't tended to win Congressional friends or influence Government people.

Mr. Benton was recently granted an interim fund of $15,000 by the Voice of America (Continued on page 50)
Cause: KOIN'S Pacific Northwest farm neighbors said, in effect: "Give us news of the day, farm bulletins and entertainment... and give them to us during the noon hour... the best time for farm home listening."

Effect: KOIN scheduled "Come 'n' Get It," 12:15 to 12:30 p.m. daily... following the popular and long-established "Noon News." This provided a solid half-hour block daily of noontime listening requested by our farm friends. "Come 'n' Get It" features the refreshing western entertainment of "Red's Gang" plus timely, informative farm bulletins, and latest weather news by the U.S. Weather Man, in person.

Again KOIN has successfully designed a service to meet an expressed need!

KOIN
A Marshall Field
STATION
PORTLAND
OREGON

AVERY-KNODEL, Inc., National Representative
Respects

(Continued from page 48)
operator, distributor and promoter” for Nash, Buick and Dodge.

Tremendously interested in transportation—he once had plans to write a history of civilization based on the importance of the wheel in human progress—he entered aviation in 1928, establishing Utah Pacific Airways. The company is still operating, still solvent, and still boasting one of the highest safety records of any air line.

In 1933 Governor Blood of Utah, asked Mr. Hinckley to organize the state for the Civilian Conservation Corps. “While you’re at it,” he said, “take a look at relief conditions.” This he did, in the record time of one week.

Washington was impressed. And especially impressed was Civil Works Administrator Harry Hopkins, who called on Mr. Hinckley to set up relief plans for Utah. He worked out a program, then asked Mr. Hopkins’ agency for $600,000, which would answer the needs not only for water conservation in the arid state, but also for men to work the crops resulting from the new water system. This figure was three or four million less than the government had expected.

The agency then asked him to do the same job for the other states. So from 1934 to 1936 he was in Washington as assistant administrator of the WPA.

For two years following he was back in Utah with his auto and aviation interests. Then the government started the Civil Aeronautics Authority, and Mr. Hinckley again was a public servant.

So in 1938 he set up the Civil Pilot Training program. He had to fight hard for his idea of “using existing facilities”—a cardinal conviction of his—and teaching aviation in schools while using local airports. He won, however, and training was started in 13 schools throughout the country. Three hundred pilots were trained the first year with no fatalities. The next year, out of 10,000 pilots trained, there was but one fatality. The safety methods of Utah Pacific Airways were working on a national scale. There are now 600 colleges training pilots, “And they’re still using existing facilities.”

At that time Edward J. Noble, now chairman of the ABC board, also was chairman of the CAA. He and Mr. Hinckley struck up a fast friendship that has paid dividends in many ways to both. “We have quite a time together,” says Mr. Hinckley. “Ed has a terrific sense of humor—and I don’t think I exactly cramp his style,” which is the greatest understatement of the year.

In 1940, in view of his outstanding record in getting national knots untied, Mr. Hinckley was appointed Assistant Secretary of Commerce (Mr. Noble was Under Secretary of Commerce at the same time).

He then became an executive of Sperry Corp. in 1942 when his Commerce term was up, and remained there until government service called again. This time it was in the person of James Byrnes, ex-Secretary of State, who asked him to serve as director of the U.S. Office of Contract Settlement. “I didn’t think I’d like it,” he says. “And I wouldn’t stay in private salary and be a dollar-a-year man.” But the persuasive Mr. Byrnes and the even more persuasive Mr. Roosevelt prevailed and Mr. Hinckley again went on government salary, as Director of Contract Settlement.

He was given carte blanche to travel, as desired to fill his agency. To the amazement of the bureaucrats, Mr. Hinckley and but 82 people cleared up the billions of dollars worth of settlement in two years—1944-1946. “We used existing facilities and established standard procedure and regulation,” he explains. There was scarcely a legal and contract settlement then left, and the bottleneck that would prevent speedy reconversion.

In January 1946 Robert Hinckley was invited by the government branch of public service into what he considers an even wider field of public betterment—radio. On Jan. 23 last year he was named vice president and member of the board of ABC.

He also branched out into radio ownership the same year. He has minority interests in KULA Honolulu, which has operating licenses in May and WTHI Terre Haute. He is also stockholder in Universal Broadcasting Co., Indianapolis FM permittee and applicant for purchase of WISH in that city; and holds a 15% interest in an AM-FM permittee in Fort Wayne. Mrs. Hinckley owns 25% interest in KALL Salt Lake City, and a 50.2% interest in ABC in her name.

His hope now is to see ABC have an editorial policy with the network expressing it on the air. “I’d like to see it shape up as pro-country!” he says, “in keeping with what the found ing fathers handed down to us. So far I feel radio is not discharging its responsibilities. And the potential power is so tremendous . . .”

Three boys and a girl comprise the Hinckley offspring: Robert Jr., 28, a major in the Air Forces; Elizabeth, 26, now Mrs. Noble; John, 24, and Paul, 22. Red, Redder and Reddest are the nicknames of the sons, in chronological order. “They just came that way,” Father Hinckley says.

Although he keeps his home in Ogden, Utah, he also has residences in New York and Washington. And no matter where he is he always keeps ingredients on hand for the Hinckley special—a dinner composed of seven parts gin, one part vermouth, and the rest hangover. It was discovered before the atom bomb, and is twice as potent.

DON MENTZER, formerly with KFHW, Kansas City, has been named sales manager for KCKN Kansas City, WIBW and WIBW-AM in Topeka (Capay Publications stations). His headquarters will be at 300 Walatoire Blvd., Kansas City, Mo.

JAMES HUGHES, who worked with the National Broadcasting Co., has been appointed full-time manager of Kansas City, Mo., operations for WJZ.

GEORGE W. (Bill) FIRMAN, former spot salesman for ABC, has joined Joseph Hersh and McMillion, Inc., as sales manager, New York.

JIM BECK, formerly with the National Broadcasting Co., has joined Chicago's WMZ.

FRED ALEXANDER, formerly with the National Broadcasting Co., has joined Joseph Hersh and McMillion, Inc., as sales manager, WLOL Claremont, Calif.

JOSEPH L. LENN, account executive for WHHI Twin Falls, Idaho, has been appointed director of local sales for the station.

HAROLD WOOLLEY, formerly with the National Broadcasting Co., has joined KEOR Long Beach, Calif., as account executive.

JAMES MURPHY, formerly executive vice president and general manager of WJZ, has been appointed vice president and general manager of WJZ.

FRED ALEXANDER, formerly with the National Broadcasting Co., has joined Joseph Hersh and McMillion, Inc., as sales manager, WLOL Claremont, Calif.

STANLEY BARNARD, former account executive and television director of WOR New York, has joined Joseph Hersh and McMillion, Inc., as account executive.

JAY W. MURPHY, formerly executive vice president and general manager of WJZ, has joined Joseph Hersh and McMillion, Inc., as sales executive.

HARRY CATE is now head of sales department of KICD Spencer, Iowa. He replaced Tom Stevensland, who has opened own business.

W. C. (Bill) FIRMAN, former spot salesman for ABC, has joined WOR New York, has been appointed full-time manager of New York operations, and prior to that member of communications branch of the CBS during wartime, has joined Chicago office of Taylor-Rowe-Snowdon, national representatives.

GEORGE GUYAN, former operations supervisor of WBBM Chicago and CBS Central Division and prior to 1942 chief station engineer, has joined sales staff of WON Chicago.


WNEW New York on Aug. 12 will receive an award from the National Safety Council, Inc., for its series of public service spot announcements, "Safe First" and "Singing Jingles." Ted Cott, WNEW program director, who conceived and wrote the announcements, will receive the presentation for the station.
The Power and Impedance Monitor

IT'S NEW...
IT'S EXCLUSIVE!
IT'S ONLY IN

Western Electric
FM TRANSMITTERS

It gives you for the first time...

✓ Accurate, direct measurement of the actual RF power fed into antenna system
✓ A simple method of measuring standing wave ratio under full power output

The new Power and Impedance Monitor designed by Bell Telephone Laboratories is another exclusive "plus" for users of Western Electric FM transmitters. It tells at a glance transmitter output power or reflected power in kilowatts ...gives a constant check on standing wave ratio while on the air ...automatically protects your equipment from excessive standing wave ratio. Here are the vital functions performed by this new device:

The MONITOR (B), located within the transmitter, registers on front panel meter the power in kilowatts actually going into the transmission line at any time, no matter what the standing wave ratio on the line.

The FRONT PANEL METER (A), connected to the Monitor, provides direct readings of output power and reflected power in kilowatts. Also gives a simple means for determining standing wave ratio at any time, while the transmitter is in operation.

The new Monitor is supplied as standard equipment with Western Electric FM transmitters of 3 kw and higher powers.

Write for literature describing in detail the operation of the new Power and Impedance Monitor. Address your request to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y., or see your local Graybar Broadcast Representative.

QUALITY COUNTS

A DIRECT READING RF OUTPUT WATTMETER

B POWER AND IMPEDANCE MONITOR (LOCATED IN TRANSMITTER)

W. E. FM TRANSMITTER

ANTENNA

TRANSMISSION LINE

BROADCASTING • Telecasting

August 11, 1947 • Page 51
Memphis and Mid-South women do a lot of buyin' in this Billion-Dollar market.

Down here in Memphis, women prefer WMC. It's our "personality", they say. We lure 'em to listen with top NBC shows, outstanding regional programs, and personalized local features.

**WMC**

"the station most people listen to most"

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

When it's Memphis you want . . . . . . . .
It's WMC you need.

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

**PRODUCTION**

DONALD L. MICHAUD, engineer at WMC, has been appointed chief announcer of that station. HAROLD KENOZ, formerly with WHER Boston and WBSN Salem, Mass., has been named program director for WMC.

JACK PETERSON, former chief announcer of WIB Columbus, O. C., and director-producer of WBYN Chicago, has joined KOY Phoenix, as writer-announcer. RUSSELL MOTT, former newscaster and announcer of KOY in Simi Valley, Calif., has also joined KOY in Simi Valley, Calif.

DICK HALPIN, formerly with WHEC Canton, Ohio, and WIZE Binghamfield, Ohio, has rejoined staff of WHEC.

EVELYN GRIFFITH, secretary to night supervisor of WMC Washington, has been appointed WBC night supervisor.

ROBERT ROBON, program director of KEBW Clinton, Iowa, is the father of a girl, Alice Louise.

BILL MCMAHON, formerly with WHUP Gainesville, Fla., has joined WOLL and Anthony, Tex., as commercial announcer.

LAPEN CHAPAN and BOB ANDERSON have joined announcing staff of KGL Hollywood. Mr. Chappan was formerly with Parkett-Bell Co., Los Angeles, and announcer of KNX Hollywood, and Mr. Anderson was with KNX Hollywood and KQW San Francisco.

SCOTT BUCKLEY, former writer-producer at WBYN Brooklyn, has joined WNBC New York, as a producer. Mr. Buckley formerly has been radio director of Winchester Repeating Arms Co. and Rollin Aircraft Corp., a director at WBBY New Haven, Conn., and WNYH Newburgh, N. Y.

RAY BOLEY, acting continuity head of KCO Phoenix, has been named permanent head of that department. Mr. Boley replaces HOWARD BLACK, now operating WKEE and KADD, which were all assigned to his own shows.

GEORGE SNELL, program manager of KEEN San Jose, Calif., has resigned as freelance producer of NBC "Standard Hour".

JOHNNY OLSON, m.c. of ABC's "Ladies Be Thankful" on Mon. PM and Sun. PM (CDST), has requested a release from his duties to begin production of his own show.

ANN RYAN, part-time vocalist at WLV Cincinnati, has joined station full-time.

TOM MORGAN, formerly with WINK Cleveland, has joined announcing staff of WCMW Canton, Ohio.

BILL HURLEY, formerly with WACG Chattanooga, has joined announcing staff of WCCP Savannah, Bob MANN, program director at WCCP, has been appointed director of public relations for Savannah Junior Chamber of Commerce.

KAY ERVINE, formerly of CJOC Edmonton, has joined announcing staff of CKGB Ottawa, Ont.

AL CURTIS, former announcer in Hollywood, has joined announcing staff of KLVX Oakland-San Francisco. Mr. Curtis was also with KRNK Roseburg, and KFJJ Alaskan Falls, Ore.

HERB BRITAIN has been announced musical director of CKWC Winnipeg, Mr. Britain has served for past two years with engineering department of CKWC.

BOB HIBERG, announcer formerly of KSTP St. Paul, has joined KLVX Oakland-San Francisco. Mr. Hiberg also attended college and has been a part-time announcer.

FRANK LOVENOY, Hollywood radio actor, has a feature role in "Black Bart, Highwayman," currently in production at Universal-International Studios.

MILTON KELLY, having finished his studies at Syracuse and St. Louis, has rejoined announcing staff of CKWS Kingston, Ont., and will spend part of his time this winter finishing his theological studies at Queen's U., Kingston.

**STAFF CHANGES**

STAFF CHANGES at KPHQ Spokane, WASH. Find three veteran moving into key spots. Herb Hess (l), producer of many Army broadcasts, has been named production supervisor. D. H. "Tiny" Talbot (c), Army veteran well-known in West Coast radio, joins KPHQ as director of public service, and Paul Law (r), ex-Navy man who has been a staff announcer, is now chief announcer.

CLEELAN CARD, formerly with KSTP St. Paul and previously with WCCO Minneapolis for 10 years, has returned to WCCO as an m.c.

GORDON TAPP and WILLIAM GALLIFRITH have joined announcing staff of CHY television network.

WALTER C. GERAGHTY, writer at KNX Hollywood, has shifted to KMPC that city, as member of production-continuity staff.

STAN HOWARD has joined announcing staff of CPCH North Bay, Ont.

CATHERINE CRAGEN, using game of Becky O'Brien, has joined KIBK Idaho.

GEORGE SNELL, program manager of KEEN San Jose, Calif., has resigned as freelance producer of NBC "Standard Hour."
available now... for immediate delivery

Hundreds of FM broadcasters and industry leaders who have seen and heard "the people's FM" recognize this combination FM receiver-tuner as just what the people want—just what broadcasters need—just what dealers can sell!

Priced low enough to make fine FM a reality to all,

suggested retail price... $56.95

orders are being filled as received—and dealers will get prompt attention from exclusive sales agency, ELECTRONICS, INC.

934 Bowen Building, Washington 5, D. C., Phone REpublic 8181

“COMBINETTE IN FM” features:
8 tubes, plus selenium rectifier, operates on AC or DC, 3 stages of i.f. amplification, 5” speaker, built-in line cord antenna, "console-type" mahogany cabinet 14" x 11" x 8", receives FM independently or as tuner with any AM set.
Manufactured by:
AIRADIO INCORPORATED,
Stamford, Conn.
CHARLES E. DARWENT and JOSEPH A. DEMLING have been appointed advertising manager and assistant advertising manager (Household Promotion, respectively) of J. C. Johnson & Son Inc., Racine, Wis. Mr. Durant was formerly assistant advertising manager for Armour & Co., Chicago, and Mr. DeMling was previously production display manager for W. T. Grant, N. Y.

ELECTRIC Assn. of Chicago has announced plans for fall advertising and promotion campaign to stimulate sales of electrical appliances in Chicago area. Full schedule of $60,000 campaign will be in contest in which entrants must complete, in 50 words or less, an ad-statement, "I Want To Live Electrically Because..." Spot radio and television announcements will be used. Agency: Pershing Co., Chicago.

ROBERT D. STUART, assistant advertising director of U. S. Rubber Co., New York, has been appointed promotion manager of that firm's General Products Div. Mr. Stuart formerly was MBS producer and one of the founders of the Intercollegiate Broadcasting System.

KIMBELL CANDY Co., Chicago, has appointed Jim Ward & Co., Chicago, to handle advertising for its product, "Smacks." Company is currently conducting 90-day test campaign in Wisconsin cities, with approximately 40 transistor spot announcements per week over such stations as WTAQ Green Bay and WMAQ Marquette. Plans call for extension of campaign to Kentucky, Michigan, Indiana and Ohio at completion of test period.


GONZALEZ, CASTLETON & SHAW Soc. Anon. Com. e Inc., Buenos Aires (Hoovers Vacuum Sweepers, Argentine Representative for new home sewing machines and Nu-Tone Door Chimes), has appointed McCann-Erickson's Buenos Aires office to handle its advertising.

WILLIAMS, STARK & HINKLE Ad., Washington, has contracted for sponsoring of one-hour musical special on WWDO-FM Washington. This marks the first time since WWDC started its FM operation that a program has been seen strictly on its FM alone. Show started Aug. 10 and is aired Sun. 6-9 p.m.

JAMES HANLEY CO., Providence, R.I., shifts account for Hanley's beer to Jixson-O'Donnell Adv., New York. Spot radio will be used in New England.

JEFFERSON AMUSEMENT Co., Beverly, Mass., has placed direct sponsorship of a weekly program featuring Jack McRory and Gaylord Carrier Trio, on stations nationally. Placing direct, program is 30-min. musical program, with McRory & Carrier Trio, performing music and conducting audience vote.

MARTIN MINERAL CO., Hollywood (mineral food supplement), on July 28 started 12-week test with weekly radio spots on WOR New York, for cooperative "Cecil Brown" on KJZ-AM Philadelphia, "Spot Good Coffee Time" on KFVZ Los Angeles, and "Beverage Test" on WYNS in Detroit. The spot campaign has three times per week two-hour recorded musical on KFUX Glendale, Ariz. Agency: W. C. Jeffries Co., Los Angeles.


O. PARKINSON, former vice president of Philadelphia Morris & Co., New York, has been elected executive vice president of the firm.

TOY MENAGERIE, Beverly Hills, Calif. (retail toy store), has appointed Adolphe Weidman & Assocs., to handle advertising. Radio will be used along with other media.

XLYNT SPARKLE FOODS Co., Los Angeles (canned chili), has appointed Glueney-Geiler Inc., that city, to handle advertising. Radio being considered along with other media.

GRUEN WATCH Co., Cincinnati, has cut new series of 24-color Frankmor-Fodina, showings weekly, in musical program, for placement in magazines nationally. Series was cut at NBC Hollywood, radio-recording division, with participation in WRSH Smith's Spot Transcriptions, Cincinnati, supervising production.

KEN-WIN Co., Los Angeles (Pilsner beer distributors), has launched test, Aug. 4, started using more than 1,000 transcriptions of spot announcements in 19 California stations. List includes KFBS KTBV KXENO KCOB KCOJ KBOO KFRA KNX KHBC. With the success of campaign other stations will be added. Agency: Smith, Bell & Co., Hollywood.

ATLAS BREWING Co., Chicago, has contracted for sponsorship of broadcast of all home and traveling games of National Lumbering Company football team over WWJ Chicago. JACK BRENNER, Chicago (freelance sports announcer), will do play-by-play.

RHOdes & JACOBS, Oakland, Calif. (earth-moving equipment), has appointed Oakland Radio Co. to handle advertising. Initial test campaign will be in spots in Northern California. Radio will be used.


TEA GARDEN PRODUCTS Co., San Francisco (preserves, jellies, grape juice), has appointed BBDO, that city, to handle national advertising. Media being considered.

WASHINGTON in STATE APPLE ADVERTISING COMMISSION, Wenatchee (cooperative), utilizing local and regional network radio and television with other media, has budgeted between $400,000 and $500,000 for advertising and promotion program this season. Of this sum, $135,000 so far has been used. Coverage for use between September and year's end. Plans for first half of fiscal year are similar. Agency: J. Walter Thompson Co., Seattle.

W. G. PATRICK & Co., Toronto (Yonge Street's gay pride), is using spot announcements to market a number of Canadian stations. Agency: James Fisher Co., Toronto.
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Stop 'WOW'!

—with a positive drive at 33.3 and 78 rpm

Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue—your recorded programs!

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information—and prompt delivery—address: 88-06 Van Wyck Blvd., Jamaica 1, New York.

Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifier Systems

Fairchild CAMERA AND INSTRUMENT CORPORATION
Rupert Lucas, who has been radio director of Chicago office of Young & Rubicam for past four years as producer, production supervisor and program manager on outstanding network shows, has resigned. He is currently in New York and plans to leave for Canada for a brief rest before announcing further plans.

Ralph Yamberg, veteran of 15 years in advertising and public relations, has a new post as a C P D A and the Ralph Yamberg Organization at 350 Seward St., Hollywood, as a package service of public relations, advertising and marketing. Associated with Mr. Yamberg in the firm are Charles J. Karkman Jr., formerly with Buchen Co., Chicago, and Hal Hodge, who has been in radio production in Hollywood for 20 years. Agency offers complete service in all three fields in package form or in any single phase alone. Telephone: Hillside 5158.

Arthur Booth, former partner and vice president of Booth, Vicker & Schwinn, Baltimore, has been appointed general manager of recently reopened Baltimore office of St. George & Kayes, New York and Baltimore agency. Firm's Baltimore office, which had been closed since 1944, is located at 2212 North Charles St.

Erwin, Wasey & Co., New York, has formed a new company in Brazil to be known as "Publicidad-Wesey Wasey S. A." with main office located in Rio De Janeiro. Alfredo G. Marcondes is manager of office. This is the agency's first operation in Latin America.

Charles H. Gabriel, treasurer of Brisacher, Van Norden & Staff, New York, has, in addition to his duties as treasurer, been appointed general manager of agency's New York office, succeeding James P. Derum, Robert Brisacher, formerly with Ginnet's Department Store, New York, and son of Emil Brisacher, president of agency, has joined firm's New York office, where he is working in promotion, merchandising and copy.

Tristram Dunn, former general advertising manager of Northam Warren and Peggy Sage Inc. and prior to that with Young & Rubicam, has joined William Eley & Co., New York, as an account executive. Mr. Dunn will work on VeI account of the Cougates-Palmore-Peet Co.

Bruce Swigert, assistant for past year and a half to manager of McCann-Erickson, Bogota, Colombia, will be assigned to similar capacity in agency's Havana office after brief vacation in New York.

Foote, Cone & Belding, Los Angeles, has offered for sixth consecutive year to serve as Advertising Council's voluntary organization for preparation of Fire Prevention program in 1948.

William H. Rankin Adv. & Public Relations Co., New York, formerly located at 125 East 39th St., has moved its office to Bankers Trust Bldg., 527 Fifth Ave.

Henry Poulain has been appointed director of French languages broadcasting by MacLaren Adv. Co., Montreal. He formerly was with CBS, France, and CBC French network, and until his present change was in charge of the Montreal office of Time Magazine.

Mayers Co., Los Angeles, has merged with Hillman-Shane Adv., that city, absorbing the latter's staff and accounts. Henry Mayers is general manager of merged operation, and David M. Hillman becomes account executive and creative business head.

Jack C. Sharp Jr. has been appointed radio director of Leonard M. Sie and Associates, Chicago. Mr. Sharp was formerly in charge of radio continuity and will continue in that capacity.

M. C. (Doc) Bolland, vice president of Hannah Adv., Co., San Francisco, has resigned effective Aug. 15 to join J. Walter Thompson Co., Los Angeles, as service representative.

Fred CRAWSHAW, former president of Photo & Sound Productions, San Francisco, has joined Oark & Guild Adv., that city, as vice president and service representative.

Harold H. Wright, formerly with New York Times, has joined copy department of Public Ledger, Philadelphia.

Rhoda Bandler Raider, former radio copy chief for four years at Key, Ehrlich & Merrick, Washington, and previously with WINX that city, as traffic manager and continuity director, has been appointed radio director in charge of all radio operations for Alvin Epstein Adv., Washington. She is the wife of Alvin J. Raider, account executive of Epstein agency.

Mr. Raider, Lewis Edwin, Washington, D. C., has been elected a member of American Assn. of Adv. Agencies, bringing AAAA membership to a total of 200 agencies.

J. T. Mitchell, director of radio production for Home International Inc., New York, resigns from that post effective Oct. 1. His future plans were not announced.

Rudiger Lessner, former copy-contact with Al Paut Lefton Co., New York, has joined Compton Adv., New York, as a writer in radio continuity copy department.

Robert W. Orr & Ass, New York, will be represented in England by Leggett Nicholson & Partners Ltd., 122 New Bond St., London, and on the continent by Opta, 90 Rue de la Victoire, Paris, France.

Robert Tucker, associated with Foote, Cone & Belding, New York as radio casting director for past two years, has joined J. Walter Thompson Co., New York, as television casting director on Kraft television show. Former account executive has been appointed manager of copy department of McCann-Erickson Inc., Chicago.

Thrifty Choice
Richer Profits in
Sales at Lowest Listener Cost... Here's How:
Richer Norfolk Market... WTAR Speeds Up

More customers, with more buying dollars, are ready for you in the Norfolk Market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

WTAR again tops the nation in AUDIENCE DELIVERY, with the highest ratings of any station in any Hooper city on 6 of the 15 top night-time shows; delivering '24.1 Hooper points in excess of National ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947) "Sensational!" —says The Billboard.

Let WTAR be your partner for THRIFTY SELLING...

Richer Profits in Sales at Lowest Listener Cost... Here's How:
Richer Norfolk Market... WTAR Speeds Up

MORE LISTENING customers, the clock around, to local and national programs, than all other Norfolk stations combined, with listening to outside stations practically nil. (Hooper CM, Fall-Winter, '46-'47)

More customers, with more buying dollars, are ready for you in the Norfolk market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

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KRUL, new fulltime 250-w Corvallis, Ore., station on 1340 kc, was to take the air yesterday (Aug. 10) from its modernistic studios and executive offices at 1221 S. 15th St., that city.

Licensee is Pacific States Radio Co. J. C. Haley Sr., president of Brown & Haley Candy Co., Tacoma, is president, and Charles S. Wilson, Corvallis automotive and agricultural implement distributor, vice president. Robert S. Ingalls, manager of Corvallis Gazette-Times, is secretary-treasurer.

J. C. Haley Jr., KRUL, managing director and chief engineer, has been in radio for more than 20 years, and was chief engineer of various Pacific Coast and midwest stations before becoming interested in KRUL. Phil Waters, formerly account executive of Homer Griffith Co., Hollywood, station representatives, is commercial manager. Before going to the West Coast he was account executive of KABC San Antonio. Other personnel includes C. W. Peck, formerly of KBIZ Ottumwa, Iowa, special events and production director; Bill Karl, formerly of KBAC Manhattan, Kan., news and sales promotion; Jim Hughell, Gene Kilgore and Dick Pooley, announcer-operators. Gordon Bjork, formerly of KVI Tacoma, is assistant director of promotion and traffic, and Larette Van Patten, formerly of KBPS Portland, heads women's department.

Station has AP news and Lang-Worth transcription services. W. S. Grant & Co., San Francisco, is national station representative.

Graver Predicts Greater Demand for Combinations

PREDICTION that normal demand for radio-phograph combinations soon will be three to four times the prewar level was voiced by Richard A. Graver, vice president of Admiral Corp., Aug. 5.

While only 6,000,000 families now have facilities for playing phonograph records, according to an Admiral survey, an estimate of 15,000,000 radio-phonographs in American homes within a few years has been advanced by the corporation.

According to the Admiral survey, 57% of all present radio phonographs are owned by families with an income of less than $5,000 a year. Mr. Graver contends that with "the economic level of utilization ... low (it gives) us a very high potential."

WJBO-BATON ROUGE
Serves A RICH and Cultured MARKET

- This Fast-Growing important city of 113,000 is the educational center of LOUISIANA. Here are located:

**Louisiana State University**

More than 9,000 students are enrolled at L. S. U. this year—many of them returned war veterans taking advantage of the G.I. Bill of Rights. L. S. U. is doing outstanding work through its great Agricultural and Mechanical College in the development of Agriculture, stock-raising and dairying not only in this section, but throughout the entire South. Practically every Latin American country is represented among L. S. U.'s student enrollment.

**Southern University**

Provides higher education for almost 2,000 Negroes, ninety-percent of whom come from all sections of Louisiana. Courses included in Southern University's curriculum include: technical trades, industrial education, agriculture, home economics, business courses and teaching.

**WJBO**

Also Operating WBR! Pioneer FM Station in the Deep South

BATON ROUGE, LA.

Affiliated with THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE
Represented Nationally by George P. Hollingbery Company—Los Angeles & San Francisco, Chicago, New York, Atlanta

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**RICHARD S. SPENCER Jr., assistant to E. K. WHEELER, assistant general manager of WWJ-Detroit, has been named public relations and publicity manager of WWJ. He will handle publicity for WWJ-FM and WWJ-AM.**

**ROZENE RICHARDS, daughter of G. A. RICHARDS, owner of KMPC Hollywood, has shifted from music to publicity department of station.**

**RAY REDHANN, formerly of UP, has been named WGGK Charleston, W. Va., as promotion manager.**

**KRKO Good Will**

HAPPY listeners are the aim of KRKO Everett, Wash. Motors in that city are likely to find a card on their windshield which reads as follows: “One of our staff members was passing your car and found that the parking meter showed violation. In order to save you parking ticket and a trip to the traffic court we dropped a nickel in the meter for you. May we remind you not to be late to hear ‘What's The Name Of That Song’ tonight at 9:00 p.m.”

**Agricultural Pamphlets**

INFORMATION SERVICE has been established by the agricultural department of WNBC New York, and a series of agricultural pamphlets is being distributed free to listeners on request. Due to mounting listener requests and growing shortage of free information bulletins from agricultural extension channels, Tom Page, WNBC agricultural director, stated that eventually this service will expand into a full library on subjects of interest to farmers. Eight pamphlets already have been prepared and are being distributed.

**Health Tags**

WHITE TAGS printed in red and black have been provided for each member of the Cambria County Medical Society for display in offices. Tags are for the purpose of “How to Keep Healthy” program on WARD Johnstown, Pa., and are headed “What About Your Health?” Tag gives information on day and time the program is aired.

Promoting Paul Whiteman Show

TO PROMOTE products advertised on Paul Whiteman program, KABC San Antonio is using window showing in key retail grocery outlets in San Antonio. Windows feature a card in center advising readers to “Listen to the Paul Whiteman Club,” with an eye-catching caricature of Paul Whiteman, time and station call sign. Two smaller cards on either side of center card feature dominant sales themes of each product advertised—Nabisco, Wesson Oil & Snow, Dandies and Nescafe—with pictures and display samples of the products.

**FM Demonstrations**

DEMONSTRATIONS of FM were prepared before the Muskogee (Okla.) Kiwanis, Lions, and Rotary Clubs, and the Chamber of Commerce during week of July 20 by KNUS (FM) Muskogee. Local dealers furnished FM receivers and FM converters for each demonstration to show the advantages of FM. The movie, “Naturally It's FM,” was shown, followed by a discussion period conducted by D. W. Hoiluson, KNUS manager-chief engineer. After each meeting, guests were invited to visit KNUS studios and see in operation.

**WCAU Yardsticks**

SLIDING yardsticks carrying the message, “Anyway you measure it WCAU is Philadelphia's Number One Station,” has been sent by WCAU to all timekeepers in Philadelphia, New York, Boston, Los Angeles, etc., in the field. Contest is open to 4-M clubs in each city. Name of club is “Clever,” which is 4-H symbol, and one club per city will be selected by the statement: “I would like to own a Clever trophy.” Winners also will be announced and awarded call at Stark County Fair in Crown Point, Sept. 2.

**Audience Opinions**

REPORT on audience likes and dislikes of program has been presented by WJW Columbus, Ohio, in which a registered Holstein dairy calf is being offered as a grand prize. Contest is open to 4-H Club members. Rules of contest are that two sponsors will be required, one of which must be of dairy or beef cattle, and one of which may be from industry. The calf, which is being named the “Clever,” is 4-H logo, and one club per city will be selected by the statement: “I would like to own a Clever trophy.” Winners also will be announced and awarded call at Stark County Fair in Crown Point, Sept. 2.

**SNAPSHOT**

For contest for teen-age farm boys and girls, highlighted National Farm Safety Week at WATT Cedar Rapids, Iowa. Pictures depicted typical hazards of farm life and indicated the need for good safety habits. Other prizes awarded included “Call of the Open Road,” an entire program of farm news, and 4-H livestock judging cards.

**Success Story**

PROGRESS of WHB Huntsville, Ala., is presented in latest promotion piece of that station. Pamphlets titled “Success Story—Short and Snappy: Concerning RADIO in Huntsville, Ala.” presents statistics on growth of station's audience in comparison to other stations in the area. Figures are based on survey made by Robert B. Olenas & Assoc. Coverage map in shape of heart has printed in back cover with the message, “WHB—the key to the heart of the Tennessee Valley Area.”

**Want Ads**

NEWSPAPER advertising campaign has been started by KLX Oakland, using series of 1 x 1 columns display ads. Ads are solid blocks of copy headed by key word. Example ad reads: “WALL KD... Information leading to identification of smooth new morning radio show from 10:30-11:45, Mon., through Fri. Dial location 910. Station believed to be KLX, Oakland's No. 1 station. Disc jockey is Glen King.” No special title is specified for ads. They may be found any page from first display page to classified section.

**KCNA Car Cards**

CAR CARDS are being distributed by KCNA, St. Louis, to promote KCNA to riders of buses. Cards have a western approach with desert scene, and cowboys on a horse. Illustrated in red, green and white. KCNA call letters, frequency and location of station are printed on back cover with the message “WHBB— the key to the heart of the Tennessee Valley Area.”

**Lighted Identification Sign**

IDENTITY sign is being distributed by Wilcox-Oly Corp., Chicago, through cooperating record distributors to all record dealers. New sign has lighted end, a plate in lacquered base. Lighting arrangement is non-reflective and made of metal incandescent projector, which is turned on and off by a light switch. Trade mark is plate on lucite panel and vivid dye painted into lettering which is 100% visible when sign is lighted.

**“Seen Kelly?”**

OLD SAYING, “Has Anyone Here Seen Kelly?” is currently being resurrected for use as part of promotional campaign at WAB Detroit, to put over largest record record in the country. Warren Kelly, Jr., assistant record manager, is the party of the Kelly. Station plans to promote him on a large scale using “Has Anyone Here Seen Kelly?” as a major key. la slogan. Station plans to put him on a large scale using “Has Anyone Here Seen Kelly?” as a major key.

**Joint Promotion**

JOINT PROMOTION campaign is being conducted by WPAY Portsmouth, M. thru the station's program, “Man on the Street,” which includes an advertisement, “Man on the Street,” which includes an advertisement

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

**TRUSCON STEEL COMPANY**

**YOUNGSTOWN 1, OHIO**

Subsidiary of Republic Steel Corporation

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FIRST PRIZE plaque for outstanding performance in the handling of promotion and publicity regarding the "Adventures of Frank Merriwell" Contest was awarded to KECA Los Angeles. William Gargan (I), star of "Deal in Crime" show, presented the award to Virginia W.考查 KECA promotion director, who accepted for the station. Also present in (4) was Norman Nelson, KECA promotion. Second prize winner was KOH Seattle, and third prize went to WHS Harrisburg.

distribution of folder matches and truck signs, use of newspaper space and awards in form of certificates good for merchandise. Station reports that sales of each company have increased since advent of new campaign.

Local Shopping Drive CAMPAIGN to encourage local shopping was conducted Aug. 2-3 by Silver Spring, Md., merchants, and promoted by WGAY and WGAY-PM. In this drive called "Shop Silver Spring Week." WGAY carried a "bargain" campaign throughout preceding week at no cost to merchants, and then offered special "bargain" rates for broadcast commercials, so that even the smallest merchant could use radio advertising. In addition, station contributed time throughout the week for a "Customer-in-the-street" broadcast. Commercials were well-spaced throughout broadcast day and listeners were advised to keep pencil and paper handy to write down name of stores advertising particular bargains.

KECA Approval Contest PROMOTING station through words of praise from its listeners was the aim of KECA Fort Smith, Ark. In its recent contest "I Like to Listen to KECA Because..." listeners were asked to complete the sentence in 50 words or less, with winner receiving a new Stewart-Warner Musidora combination radio and record player. Winning letter read in part...because KECA is the "best" and "honest" of my radio transforming it into a living vibrant friend.

KIMO Opening OPENING DAY at KIMO Independence, Mo. (Aug. 3), was highlighted by interviews with potential listeners which the station had been using wire recorder for some weeks before the station went on the air. Harry Becker, KIMO program director, with the recorder taped many of the towns and cities surrounding Independence and interviewed several persons in each locality. All interviews took the form of "Man on the Street" broadcasts and were slanted to securing an idea of the listener's specific interest in directing the general program policy. Recorders were used throughout the opening days' programs.

Anniversary Poster EVERYONE helped Ray Perkins, disc m.c. of KFEL Denver, to celebrate his first anniversary with the station and a large six-fold poster was prepared and distributed to the trade showing just how Mr. Perkins celebrated his anniversary week. Poster showed samples of announcements, advertisements, mailing cards and other forms of publicity used to tell listeners that Mr. Perkins would begin his second year with a two-hour show made possible by listeners, sponsors and agencies, because "Denver Wanted More Ray Perkins."

NBC Children's Shows PROMOTION folder titled "Two Young Men with a Mission," will be mailed shortly to a national list of 3,000 advertisers and agencies by NBC, describing NBC Saturday morning programs, "Adventures of Frank Merriwell," and the "Adventures of Archie Andrews." Brochure describes the two children's programs with pictures and words, and compares Gaye Parry's program with Frank Merriwell with the up-to-date adventures of Archie Andrews. Folder was produced under direction of Charles P. Hammond, NBC's director of advertising and promotion, and was designed by Allen Hurlbut, art director. Copy was written by Jack Snow of NBC staff.
RADIO COUNCIL SHOW—
WROK Five-Weekly Helps—
Rockford Civic Projects

RADIO and the community are closely interwoven in Rockford, Ill., primarily because of the efforts of an organization known as the Rockford Radio Council.

Work of this organization is highlighted by a Mon.-Fri. 7-2:15 p.m. program over WROK Rockford. The Radio Council program originally was sold to the Rockford Life Insurance Co. for one year and then it was taken over by the Central Illinois Electric and Gas Co., its current sponsor, but the idea remains the same. The quarter-hour is offered by the sponsor to any civic organization which requests it.

The radio time is used by an average of 100 groups a year. Some of these, like the Red Cross, have a weekly offering, while others appear intermittently. The program itself is only a phase of the overall work of the Council, which also functions in schools, libraries, churches and civic organizations.

In order to increase the effectiveness of its broadcasts, the Council has established a Radio Workshop. This not only makes time available to civic groups, but furnishes writing and producing help.

WORK BEGINS ON WSAC, NEW 1-kw GA. OUTLET

WSAC COLUMBUS, Ga., began building last week as FCC approved the site for the new 1-kw fulltime outlet granted the Chattahoochee Broadcasting Co.

WSAC, to operate on 1460 kc as an MBS affiliate, is being established by Edwin Mullinax, vice president and general manager of Chattahoochee Broadcasting Co., licensee of WLAG La Grange. Mr. Mullinax established the La Grange station in 1941.

The new station will use an RCA transmitter, RCA turntables, and will be a subscriber to Lang-Worth transcription service. A full time news wire will also be used, with the wire to be selected in the near future.

WSAC plans to go on the air within the next six to eight weeks, using temporary studio quarters at the transmitter. Modern studios in downtown Columbus are planned as soon as a suitable location can be found.

Competing Bidder for KMED Denies Charges of Not Complying With Avco

MEDFORD RADIO Corp., competing bidder for acquisition of KMED Medford, Ore., denied to FCC last week that substantial differences exist between its purchase offer and that of Gibson Broadcasting, the original bidder.

The company's contentions were filed in reply to Gibson Broadcasting's exceptions to the FCC proposal to approve transfer to Medford Radio [Broadcasting, July 7]. Gibson Broadcasting and Mrs. W. J. Virgin, present owner of KMED, claimed the Medford offer was so different from the Gibson bid that it failed to meet the requirements of the Avco Rule [Broadcasting, Aug. 4].

In its point-by-point reply, the Medford applicant asserted that if any differences exist they are "only differences in form, rather than differences in substance."

The reply denied claims of Gibson Broadcasting and Mrs. Virgin that Medford Radio had violated its charter, that one of its stockholders is not financially qualified, and that the book value of stock to be transferred to Mrs. Virgin would be less under Medford Radio's offer than under Gibson's.

Purchase price includes $250,000 plus stock valued at $20,900. KMED operates on 1440 kc and has a good 2-kw operation. Medford Radio is owned by a group of Medford businessmen who won FCC preference on grounds of local residence as compared with nonresidence of Luther E. Gibson, KRUB Watsonville, Calif., owner who controls (86.6%) Gibson Broadcasting.

The Medford group's reply to the exceptions of Gibson Broadcasting and Mrs. Virgin was filed by John W. Kendall of the Portland law firm of Black & Kendall.

Launch Drive to Finance Bar Assn. Report Service

FEDERAL Communications Bar Assn. has begun a drive for 3-year subscriptions for a proposed new radio reporting service to meet what it calls "the urgent need for complete and coordinated information on radio, rules, standards and determinations." Brochures describing the service have been mailed to all members of the association, leading consulting engineers and the major networks, and a second mailing is scheduled shortly for station executives and other members of the radio industry.

One volume will be published each year at a cost of $120 a year to subscribers. Volume No. 1 will contain all rules and regulations of FCC pertaining to radio, and all standards of good engineering practice. The second volume is designed to serve as a current reporter of administrative and court decisions relating to the work of FCC. The final volume will contain a digest of FCC and court decisions.
Although firmly grounded in the classics, Glenn Shelley is definitely not a "long-hair" musician. With Glenn the "show's the thing" and he takes Bach or boogie woogie in stride. Shelley is a showman by instinct and by training. At age 14 and still in knee pants, our hero was playing piano accompaniments for silent movies in the pit of Portland's Alhambra theater. He switched to pipe organ and was soon giving concerts for theater audiences on that instrument. This background in show-business has proved invaluable during Shelley's radio career. He has been with KGW since 1931 and has carried a great deal of the load on many a successful live-talent program. You've heard it said, "markets are people." Radio stations are "people," too, and Shelley is definitely one of the people who has helped make KGW one of the great stations of the nation.
NEW, IMPROVED TONE ARM FOR PARA-FLUX REPRODUCERS

(Trade-Mark)

Here's a new, improved Tone ARM, model A-16, now available to users of PARA-FLUX REPRODUCERS. It's a clean-cut, highly engineered job that embodies unique features for finer, smoother operation. All parts are now die-cast. Embodies new Arm Stand for ease in handling.

Doing one thing well... specialized engineering in the design and manufacture of PARA-FLUX REPRODUCERS... has enabled us to achieve this most efficient TONE ARM and interchangeable REPRODUCERS for affording the most realistic reproduction of transcriptions.

Our old tone arm offered many advantages as evidenced by more than 1500 now in service at AM and FM stations. Users can now exchange these old arms for the new Model A-16 Arm at a cost of only $15.00... and have the advantages of these latest refinements by returning the old arm either to us, or any jobber, listed below, and immediately obtain a new Arm, without delay.

Salt Lake City, Utah—Standard Supply Co.
San Diego, Calif.—Coast Electric Co.
San Francisco, Calif.—Son Francisco Radio Supply Co.
Scranton, Penna.—Fred P. Pursell Co.
Tampa, Florida—New Tampa Co.
Tuckahoe, N. Y.—Electroinc, Inc.
Tulsa, Okla.—Radio, Inc.
Washington, D. C.—United States Recording Co.

Bulletin PR2, upon request

RADIO-MUSIC CORP.
East Port Chester, Conn.
Highlights of Public Service Radio Discussed at U. of Wisconsin Forum

PUBLIC SERVICE RADIO was broadly discussed three weeks ago during Wisconsin U.'s seminar on the controversial topic at Madison.


Mr. Phelps developed his theme that radio can work towards a new

NEW WABD RATE CARD MAILED; PRICES ARE UP

NEW RATE CARD listing substantial increases has been mailed to agencies and potential sponsors by WABD New York, key station of the DuMont television network, with a letter from John McNeil, WABD president, announcing that the new rates signaled the graduation of WABD video from the experimental to the commercial class.

Rates are divided into three time classes: Class A, 7-11 p.m.; Class B, 6-7 p.m.; Class C, 12 noon-6 p.m. Effective Sept. 1, 60 minutes in Class A on WABD will cost $800; 30 minutes, $480; 20 minutes, $360; 15 minutes, $320; 10 minutes, $240; five minutes, $160; one minute or a station break, $80. Prices for the remaining two time classes of the same lengths are as follows: Class B—$650, $390, $220, $180, $130 and $65; Class C—$500, $300, $220, $200, $150, $100 and $50.

A reduction of 20% will be allowed when film only is used on periods of five minutes or more. Commissions of 15% on time and rehearsal charges will be allowed by WABD to recognized advertising agencies. Studio show rehearsal rates are $75 for first hour, $37.50 for each succeeding consecutive half hour or any portion thereof. For film show rehearsals a studio will be provided at 10% of day-time charge.

international culture, “the only one possible for world self-preservation,” or it can be “another manifestation of the vulgarity of a gadget-mad civilization.”

Mr. Grayson outlined some of the difficulties of producing “satisfying shows.” The talent and genius, he claimed, are available but a “yes” or “no” from the executives of commercial radio determines what listeners shall hear.

In addition to this seminar which was broadcast on Public Service Radio July 28, the Institute conducted discussions on subjects ranging from international broadcasting to folklore as program sources.

In another discussion Mr. Phelps again challenged his audience and the networks with the charge that American radio is so preoccupied with other matters that it hasn't time to go into non-paying international broadcasts.

SAUCED SINGTIME
Teen-Age Music Program
Features Church Groups

“Guest Disc Jockey” Rev. Harry H. MacArthur, pastor of the Eagle Rock Baptist Church, Los Angeles, and Mr. Williams (rear).

EARLE E. WILLIAMS is president of Sacred Records Inc. in Hollywood, but he also took the new role of “disc jockey” lately when he inaugurated Sacred Singtime over KXLA Hollywood.

Aimed primarily at the “teen-age crowds, the program engages in an audience “warmup” each Sunday at 9:30 p.m. and takes the air at 10 p.m. for one-half hour. The program features individuals and musical groups from churches, recordings of well known religious music artists, and an outstanding minister as guest each week.

S-C Net $540,000

SIX MONTHS’ PROFIT of $540,000 was netted by the Stromberg-Carlson Co., Rochester, Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, announced in a letter to stockholders last week. Company billings for the first half of 1947 amounted to $15,668,966. Letter reported that reduction of inventories has enabled the firm to conserve sufficient cash resources to finance increased production and the completion of new facilities for WHAM and WIFM.
Here is a remote amplifier that has been designed for operation under any condition. Sturdily and compactly built, light weight, it can be easily carried. Power supply is self-contained.

**SPECIFICATIONS**

- **Frequency Response:** Uniform within ±1 db, from 30 to 15,000 cycles.
- **Maximum Gain:** 80 db.
- **Output Noise Level:** 60 db.
- **Distortion:** 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
- **Input Impedance:** 30, 125, 250 and 500 ohms.
- **Output Impedance:** 600 ohms.
- **Power Output:** Maximum + 10 dbm.
- **Dimensions:** 7” x 9½” x 9½”.
- **Weight:** 9 lbs.
- **Finish:** Cracked Gray.

Equipped with Cannon Male Chassis Connectors

**INTERNATIONAL ELECTRONICS CORPORATION**

Dept. C, 4145 Commerce St.
DALLAS 1, TEXAS

We design special equipment or will build to your own specifications.
Ala.—Commission, on its own motion, removed from the hearing docket application.

Wilmington Tri-State Bcstg. Co., Inc., Wilmington, Del.—Granted petition for leave to amend its application so as to specify the frequency 1380 kc with 500 w untl. instead of 865 kc, 505 w. The amendment was accepted and application as amended removed from hearing docket.

KVLO Lafayette, La.—Dismissed petition requesting reconsideration of Commission’s action for 250 kw without hearing the application of Mobile Daily Newspapers, Inc., Mobile, Ala.

American Pacific Radio Bcstg. Co., Redlands, Calif.—Granted petition for leave to amend its application so as to change trans- and studio locations from Redlands to Corona, Calif.

V.K. Bcstg. Co., Trenton, Mich.—Granted petition for leave to amend its application so as to specify the frequency 1380 kc with 1 kw instead of 1380 kc, 250 w. The amendment was accepted and application removed from hearing docket.

Democratic Printing Co., Durand, Okla.— Granted petition to dismiss without prejudice to its application.

Medford Radio Corp., Medford, Mass.— Granted petition for extension of time in which to file a reply brief in the proceeding for renewal of the license of KMOD, and the time was extended to August 16, 1947.

Hilding V. Foreen, Merrill, Wis.— Granted petition for leave to amend his application so as to substitute the Lakeside Newspaper, Inc., applicant instead of Hilding V. Foreen as an individual.

The Montana Network, Inc., Billings, Mont.—Granted petition to dismiss without prejudice to its application.

Lewis Service Corp., Weston, W. Va.— Granted petition for leave to amend and remove from the hearing docket its application so as to request use of a DA-N; show new trans., studio locations. Instead of petition requests grant without hearing, it is dismissed.

Radio Bcstg. Associates, Houston, Tex.— Granted petition to dismiss without prejudice to its application.

Lewis Service Corp., Weston, W. Va.— Granted petition for leave to amend its application so as to add to application a supplementary engineering exhibit containing field intensity measurements.

KUBB Waterstreet, Calif.—Dismissed petition to dismiss without prejudice its application.

WYOR San Diego, Calif.—Commission on its own motion, removed from the hearing docket application.

Deep South Bcstg. Corp., New Orleans, La., and WNOR New Orleans, La.— Dismissed as moot joint petition for extension of time to file exceptions to Commission’s proposed decision in these proceedings.

Eastern Okla. Bcstg. Corp., Muskogee, Okla.—Granted petition for leave to amend its application so as to specify the frequency 1380 kc instead of 865 kc, 500 w. The amendment was accepted and application so amended removed from hearing docket.

Deep South Bcstg. Corp., New Orleans, La., and WNOR New Orleans, La.— Granted joint petition to amend its application so as to specify the frequencies 865 kc and 1380 kc instead of 865 kc, 960 w and 500 w. The amendment was accepted and application so amended removed from hearing docket.

Insofar as WNOE New Orleans, La.— Granted for leave to amend his application so as to specify the frequency 1380 kc instead of 1240 kc.

AM-1240 kc

Home Appliance Store, Susana, Calif.— Granted CP for new station to operate on 740 kc, 250 kw, new engineering conditions.

AM-880 kc

Radio Atlanta, Inc., Atlanta, Ga.— Granted CP for new station on 850 kc, 1 kw, new engineering conditions, and further condition that Ray Robinson devote himself to his interest in WCON Atlanta, or sever his connection with the applicant. Also adopted an Order dismissing petition filed by News Publishing Co., licensees of WLAQ Rome, Ga., operating on 670 kc, 1 kw, D, requesting that application of Radio Atlanta, Inc., which at the time said petition was filed, requested operation on 670 kc, 1 kw, D, be designated for hearing and that WLAQ be made a party to such hearing.

AM-1050 kc

Southwestern Bcstg. Co., North Little Rock, Ark.—tracted CP for new station to operate on 1650 kc, 1 kw, D, new engineering conditions.

AM-1450 kc

WBUX Lexington, N. C.—Granted CP to change the frequency of WDBX from 1390 to 1450 kc, hours of operation from D to untl. and make changes in transmitting equipment.

AM-910 kc

KJAN Bcstg. Co., Inc., Opeula, La.— Granted CP for new station to operate on 910 kc, 1 kw, D, subject to CAA approval. Modification of CP

WAGR Syracuse, N. Y.—Mod. of CP. which authorized power of 5 kw, to specify 5 kw on, installation of new transmitter, changes in nighttime DA, and change in location, subject to (1) WAOB taking full responsibility for all

(Continued on page 66)

Thanks,
Mr. Crosby-

John, that is!

"Camp Meetin' Choir" was born and bred at WSJS—another example of "showmanship plus" that is available to advertisers in the Number 1 Market in the South's Number 1 State.

"Camp Meetin' Choir"

August 11, 1947 • Page 65

BROADCASTING • Telecasting

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Mr. Crosby-

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"Camp Meetin' Choir" was born and bred at WSJS—another example of "showmanship plus" that is available to advertisers in the Number 1 Market in the South's Number 1 State.

"Camp Meetin' Choir"

August 11, 1947 • Page 65

BROADCASTING • Telecasting
WCVB accepted
Metropolitan Broadcasting Co. of Milwaukee, Wis.—Ordered that Waiver of Hearing be accepted, and removed application from hearing calendar.

Impending Filings
Hilldale Broadcasting Co., Inc., Hilldale, Mich.—On Commission's own motion, ordered that application, removed from hearing docket and placed in the pending file until a decision shall be announced in the matter set out in the May 9 public notice re D operation on U. 8. clear channel frequency.

Petition Denied
KVOL Lafayette, La.—Denied the petition filed by KVOL, requesting that its application be designated for hearing in consolidated proceeding with application of KXBS and application of KRMZ and Shreveport Broadcasters.

Hearing Designated
KOY Phoenix, Ariz.—Designated for hearing application to license D, from 1 kw to 5 kw and install new trans., to be heard in consolidated with applications of KPMB and KLKV.

Petition Denied
WATF Mobile, Ala.—Denied petition requesting Commission to order WATF, Miami Beach, Fla. to show cause why its permit should not be modified to increase power of 1350 kw with either 5 kw or 1 kw power D and 1 kw power V installed at permanent daytime facilities on 800 kc and that the order be consolidated with the proceeding on petitioner's application.

FCC Actions
(Continued from page 65)
changes made in WSTV's equipment to prevent internal modulation and ant.-re-radiation problems between the two stations; and (3) satisfactory operation of two satis- factory monitoring receivers; (2) approval by OAA of the proposed trans- mission equipment and an antenna system, and (2) satisfying all legitimate complaints of blip interference occurring within the 255 m/r and 500 m/r contours.

WSAC suggested that if CP for approval of DA for DN use, make changes in transmitting equipment and change trans. location.

Waiver Accepted
Metropolitan Broadcasting Co. of Milwaukee, Wis.—Ordered that Waiver of Hearing be accepted, and removed application from hearing calendar.

Aug. 1 Applications...
ACCEPTED FOR FILING

WRLD West Point, Ga.—CP to make changes in trans. and ground trans. location, 58 Cherry St., West Point, Ga., and change studio location—AMENDED to change mod. of license to change studio location and to withdraw request to move trans. and make changes in transmitting equipment.

Modifications of CP

KGHI Little Rock, Ark.—Mod. of CP, wished to increase power in power, and installation of new trans. and DA to change type of trans.

License for CP

KSON San Diego, Calif.—License to cover CP as mod. which authorized an AM station and authority to determine operating power by direct measurement of ant. power.

License for CP

KWOL Santa Monica, Calif.—License to cover CP as mod. which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modifications of CP

WONZ Knoxville, Tenn.—License to cover CP as mod. which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

License for CP

License for CP

MODIFICATIONS

KWEB Savannah, Ga.—License to cover CP as mod. which authorized change in frequency, increase in power, installation of new trans. and DA, and change in transmitting equipment.

MODIFICATIONS

KCEM C. Columbus, Ohio—License to cover CP as mod which authorized change in frequency and increase in trans. and DA, made changes in trans. location and to withdraw request to make changes in transmitting equipment.

Modifications of CP

KMBX Shreveport, La. —Denied permission for new AM station.

KXIT-FM Dallas, Tex.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KSLX Oregon City, Ore.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KBBF-FM Seattle, Wash.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KSHO Shreveport, La.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KWUN Tulsa, Okla.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KTBX San Antonio, Tex.—License to cover CP as mod. which authorized new AM station and change type of trans.

License for CP

KWPL Kansas City, Mo.—License to cover CP as mod. which authorized new FM station to extend completion date.

WSW-FM Bridgeport, N. J.—License to cover CP as mod. which authorized new FM station for extension of completion date.

Customs

KWY-FM Waco, Tex.—License to cover CP as mod. which authorized new FM station for extension of completion date.

KWCE-FM Longview, Tex.—License to cover CP as mod. which authorized new FM station to extend completion and comm. date.

REMOTE PICKUP

William L. Lipman, Kenosha, Wis.—CP for new remote pickup broadcast station to be operated on 155.41 mc, power of 15 w., emission AG.

APPLICATION RETURNED

License for CP

WNLX St. Paul, Minn.—License to cover CP as mod. which authorized change in frequency and installation of new trans. and DA, and change in transmitting equipment and to withdraw request to make changes in transmitting equipment.

Following relay stations for KGRO Broadcasting Co., portable mobile, for Worth, Tex., were deleted July 25: KAKY, KEIF, KEIO, and KEJB.

Dunkirk Bectz Corp., Dunkirk, N. Y.—License for CP was issued as mod. which authorized new AM station for extension of completion and comm. date.

AM-1230 kc
Lockport Union-Sun and Journal, Inc. Lockport, N. Y.—License for new FM station to be operated on 100.30 mc, power of 250 watts, frequency from 1340 to 1320 kc.

WNYC Thomasville, N. C.—License for new AM station to change to studio location.

AM-890 kc
Piedmont Bectz Co., Greenville, S. C.—License for new AM station to be operated on 1280 kc, power of 500 w. AMENDED re officer, directors, and stockholders.

WALD Walterboro, S. C.—License for new AM station to change to studio location.

AM-1320 kc


NEW POWER for
Northwest Florida's only NBC Outlet

WCVG Pensacola, goes
5000 WATTS

This MONTH!

NEW POWER for Northwest Florida's only NBC Outlet

Now, WCOA's new 5000 Watt Transmitter will deliver your advertising message to a greater-than-ever audience!

If you are aiming for increased sales this year, train your sights on WCOA's enlarged coverage map. Retail sales in this rich Pensacola market is up $172 Million last year!

Now, WCOA's new 5000 Watt Transmitter will deliver your advertising message to a greater-than-ever audience!

If you are aiming for increased sales this year, train your sights on WCOA's enlarged coverage map. Retail sales in this rich Pensacola market is up $172 Million last year!
JACK DEMPSEY, in Chicago to discuss advertising matters, reminisced over his days as heavyweight boxing champion. Mr. Dempsey, sports director of Adam Hat Stores Inc., which sponsored broadcast of Zale-Graziano match over NBC, had as interested listeners I. E. Shoverman (standing), vice-president in charge NBC Central Division, and Frank Moore, Adam Hat advertising manager.

Acquisition of Control

XXL Eilenburg, Wash.—Voluntary acquisition of control of licensee corp. from H. L. Rutter, Jr. to Goodwin Chase, Jr.

Modification of CP

WLS-FM Beckley, W. Va.—Mod. CP as mod. which authorized new FM station to change completion date.

The Elm City B.Corp., New Haven, Conn.—CP for new commercial television station to be operated on Channel No. 6 at 36-86 mc, power of 600 w peak; Ayr. 300 w and hours of operation unlimited.

License for CP

Heard Radio Inc., Baltimore Md.—License to cover CP which authorized construction of new experimental television station.

TENDERED FOR FILING

Assignment of License

KPIX Beaumont, Tex.—Consent to assignment of license to KFBK Bostg Co.

TENDERED FOR FILING

AM—950 kc

WING Winchester, Va.—CP to change frequency from 1400 kc to 950 kc, power from 250 w to 500 w, N. 1 kw D. install new trans. and DA-N.

AM—610 kc

United Besty System, Van Nuys, Calif.—CP for new AM station to be operated on 610 kc, power of 550 w D.

Assignment of CP

WROD Daytona Beach, Fla.—Consent to assignment of CP to Daytona Beach Bostg Corp.

Aug. 4 Applications ...

ACCEPTED FOR FILING

AM—1230 kc

WJNO West Palm Beach, Fla.—CP to install new trans.

AM—1230 kc

Englewood Radio & Recording Co., Englewood, Colo.—CP for new AM station to be operated on 1230 kc, power of 250 w unlimited.

AM—600 kc

William J. Brennan, Jacksonville, Fla.—CP for new AM station to be operated on 600 kc, power of 5 kw D.

Assignment of CP

WCOH Newton, Ga.—Mod. CP which authorized new AM station to change type of trans. for approval of ant. and trans. location.

KWEW Worley, Idaho.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location.

Modification of License

WTMY East St. Louis, Ill.—Mod. of license to change name of licensee from Evansville On The Air, Inc., to On The Air, Inc.

Modification of CP

KSLO Opelousas, La.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location. AMENDED to change name of applicant from KOLA Bostg Co. to a partnership, to KSLO Bostg Co. partnership.

AM—680 kc

WBRC Escanaba, Mich.—CP to change frequency from 1640 kc to 680 kc, increase power from 250 w to 1 kw, install new trans. and DA-N, and change trans. location.

Modification of CP

WKBJ Muskegon, Mich.—Mod. CP which authorized change in frequency. Increase in power installation of DA-DN installation of new trans., and change in trans. location, to make changes in DA and mount FM ant. on AM tower, Fairmont Bostg Co., Fairmont, Minn.—CP for new AM station to be operated on 1370 kc, power of 1 kw, DA unlimited.

AM—1400 kc

WHLB Livonia, Mich.—CP to make changes in transmitting equipment.

Assignment of License

KERO Bakersfield, Calif.—Voluntary Assignment of license to Paul T. Bartlett.

AM—1390 kc

KROP Brawley, Calif.—CP to install new trans.

License for CP

WSGR Area of Atlanta, Ga.—License to cover CP which authorized construction of new remote pickup station.

WNG Area of Atlanta, Ga.—Same.

Modification of CP

WATL Atlanta, Ga.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location. For extension of commencement and completion dates.

WGAE Rome, Ga.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location. 

AM—1400 kc

WRLD West Point, Ga.—CP to make changes in trans. equipment.

AM—970 kc

KPRF Alexandria, La.—CP to change frequency from 1490 to 1460 kc. AMENDED to change frequency from 1470 to 970 kc, power from 250 w to 1 kw, install DA-N, change type trans. and change trans. location.

AM—1250 kc

Donald W. Howe, Ware, Mass.—CP for new AM station to be operated on 1250 kc power of 250 w D. AMENDED to change frequency from 1220 to 1250 kc, change power from 250 to 500 w, change type trans., and change trans. location from Ware, to Warren, Mass.

Modification of License

WJKX Detroit, Mich.—Mod. or license to change name of licensee from James F. Hopkins, Incorp. to Detroit Bostg Co.

Assignment of License

WKBW Buffalo, N. Y.—Voluntary assignment of license to Besty Foundation, Inc.

AM—1580 kc

Mid-Island Radio Inc., Patchogue, N. Y.—CP for new AM station to be operated on 1580 kc power of 250 w.

AM—1240 kc

Beaufort Bostg Co., Washington, N. (Continued on page 73)
Advisory Committee
TO EFFECT a more accurate characterization of advertising and radio business, Hollywood Ad Club has created a motion picture advisory committee to sit in with film studios when necessary. With Mal Boyd, movie promotion consultant, as chairman, membership includes Robert Coleson, assistant to NAB president in charge of 11 western states; Bob Rains, Universal-International radio publicity head; Marty Lewis, radio publicity director of Paramount Picture Corp.; Mal Sibley, public relations director of Bank of America; Maurice Binder, Columbia Pictures Adv. advertising department; Ed Cashman, manager of Kudner Agency Inc., Hollywood office.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
R. C. A. COMMUNICATIONS, INC.
94 Broad Street New York 4, N. Y.

The
Robert L. Kaufman
Organisation
Technical Maintenance - Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2212

TO. EXEcvrlFM and Facsimile.

D. R. W. Bldg.

The
WINFIELD SCOTT MCGACHREN
Consulting Radio Engineers
TELEVISION SPECIALISTS
418 Bond Bldg.
8099 Windemere Ave.
Washington 5, D. C.
Drexel Bldg.

District 0923

William E. Richardson
Consulting Radio Engineer
1935 S. W. Moss St.
Cherry 4070
Portland 1, Oregon

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<tr>
<th>Name</th>
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<th>Phone No.</th>
<th>City, State</th>
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<tr>
<td>JANSKY &amp; BALEY</td>
<td>Executive Offices National Press Building</td>
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<td>Washington, D.C.</td>
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<tr>
<td></td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N.W.</td>
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<td>Washington, D.C. Adams 2414</td>
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<td>PAUL GODLEY CO.</td>
<td>Labs: Great Notch, N.J. Little Falls 4-1000</td>
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<td>GEORGE C. DAVIS</td>
<td>501-505 Munsey Bldg. – District 8436</td>
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<td>Washington, D.C.</td>
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<td>Commercial Radio Equip. Co.</td>
<td>INTERNATIONAL BLDG. DI. 1319 WASHINGTON, D.C.</td>
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<td>PORTER BLDG. LO. 8821</td>
<td>KANSAS CITY, MO.</td>
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<td>RAYMOND M. WILMOTT</td>
<td>PAUL A. deMARS ASSOCIATE 1469 CHURCH ST., N.W. DE. 1234 WASHINGTON 5, D.C.</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service EARLE BLDG. WASHINGTON, D.C. NATIONAL 6513-6515</td>
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<td>RING &amp; CLARK</td>
<td>65 Years' Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2547 WASHINGTON 4, D.C.</td>
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<td>LOHINES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D.C.</td>
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<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
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<td></td>
<td>Specializing in Broadcast and Allocation Engineering Earle Building, Washington, D.C.</td>
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<td>Telephone National 7737</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D.C. Republic 3984</td>
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<td>HAROLD B. ROTHROCK</td>
<td>GEORGE B. BAIREY ASSOCIATE 1000 EYE ST., N.W. NATIONAL 0186 WASHINGTON, D.C.</td>
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<tr>
<td>ANDREW CO. CONSULTING RADIO ENGINEERS</td>
<td>363 E. 7TH ST. TRIANGLE 4400 CHICAGO 18, ILLINOIS</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D.C. Michigan 2261</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1700 K ST., N.W. REPUBLIC 1981 WASHINGTON, D.C.</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P.O. Box 2407 Birmingham, Alabama Bessemer 1506R</td>
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<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. A庭wood 3328</td>
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<td>WELDON &amp; CARR WASHINGTON, D.C.</td>
<td>1605 Connecticut Ave. MI. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
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<tr>
<td>UNIVERSE RESEARCH LABORATORIES</td>
<td>ALFRED E. TOWNE, Director One Nob Hill Circle, San Francisco 2, Calif.</td>
<td>Executive 4620</td>
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<tr>
<td>GILLE BROS.</td>
<td>1108 LILLIAN WAY GLADSTONE 6178 HOLLYWOOD, CALIFORNIA</td>
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<td>PREISMANN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3208 14th St., N.W. Washington 10, D.C. Adams 7299</td>
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<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEER 627 Madison Avenue TOLEDO 4, OHIO</td>
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<tr>
<td>FRANK H. MCINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477 WASHINGTON, D.C.</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W. Washington, D.C. Adams 3711</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<td>JOHN CREUTZ</td>
<td>315 BOND BLDG. REPUBLIC 2151 WASHINGTON, D.C.</td>
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<td>BARCLAY &amp; SAXON</td>
<td>Radio Engineering Consultants 2915 Red River Phone 2-5055 Austin, Texas</td>
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BROADCASTING • Telecasting

August 11, 1947 • Page 69
Faith

SUBLIME FAITH in the belief that FM is here to stay has been demonstrated by CFOS Owners, Inc. The station is building an FM outlet, although as yet there is only one FM receiver in the area—and that is at CFOS.

WTIC Accepts Gold Medal For Fire Prevention Work

WTIC Hartford, Conn., on Aug. 6 received the National Board of Fire Underwriters' Gold Medal Award for "outstanding public service in fire prevention by an American radio station" [Broadcasting, July 21].

Jesse W. Randall, president of the Travelers Broadcasting Service Corp., owners of WTIC, accepted the medal for the station from Peter J. Berry, of New Haven, secretary of the National Board, at a luncheon at the Hartford Club. WTIC was awarded the medal for its "consistent year-around effort to encourage better fire prevention and protection, and for the skilful planning, ingenuity and breadth of its programming;" during 1946, according to the jury of experts which made the selection.

WXYZ GROUP TO DECIDE BETWEEN NABET, IBEW

SECRET BALLOT election to determine whether the National Assn. of Broadcast Engineers and Technicians or the International Brotherhood of Electrical Workers shall represent all technical employees of WXYZ Detroit (except the chief engineer and other supervisory employees) has been ordered by the National Labor Relations Board.

The order, issued July 31 and directing that the election be held within 30 days, has been served on King Trendle Broadcasting Corp., which owns and operates WXYZ, and ABC, which owns all of King Trendle's corporate stock.

NABET seeks a unit of all technical employees of WXYZ and asks that they be included in a contract unit of technical employees of all ABC-owned and operated stations. King Trendle, ABC and IBEW contend that the unit should be limited to WXYZ employees.

Since 1941 IBEW and King Trendle have negotiated several contracts limited to technical employees of WXYZ. NABET and ABC entered into a contract May 7, 1947, covering technical employees of all stations owned and operated by ABC, but this contract did not cover WXYZ. However, NABET advised ABC that it did not waive its rights to ask that WXYZ's technical employees be included in the overall ABC unit at some future time.

Three "hometown" stations with a local program service available as a package network. Just one low rate to reach an area equal to 27.5% of the people, 64% of the listening power of the entire state of Nebraska, Here's almost a Billion Dollar Market you can reach ...

Write for availability

WKDA

1240 KC
NASHVILLE

Page 70 • August 11, 1947
Announced only a few months ago the MO2639 Modulation Monitor is already in use in over 100 broadcast stations, and more are being shipped every day.

And you get more when you buy the MO2639 — a fine modulation monitor, fully approved by the FCC, plus a complete monitoring circuit that will provide ample speaker volume. Production is high, — orders are now filled promptly — in weeks, not months.

Ask for information. It will be sent promptly.
WESTERN NORTH CAROLINA!

Serves ALL of Western North Carolina BEST

Represented by
HEADLEY-REED COMPANY

NOW! 5000 Watts Day and Night

WWNC-ASHEVILLE THE HUB

WASHINGTON, D.C.

What are their children thinking, doing rural and urban children in the world today with emphasis on education.

Washington area stations on which the segments are included are WQAQ, WMAC, WRC and WTOP.

The segments discuss "Col. Walt" Goan's m.c. programming heard Sat. 13:00 to 2 P.M.

Arm-Chair Producers

LISTENERS are invited to submit their names for consideration in the "Arm-Chair Producer" program heard on WOL, Washington, Mon.-Fri. 9-10 a.m. The producer, a volunteer, takes letters from listeners' files and issues a presentiment note on the musical scale and from these he builds a telephone composition which he sends to the studio and put on the air, a technique The Necktie and "Starlight Serenade" written in four-line verses using some of the records and names of artists featured. Weekly prizes and a grand prize are awarded in the contest.

Congressional Problems Continued

ALTHOUGH Congress is now on vacation and broadcasts devoted to Capitol Hill news are currently heard, The Charles Parmer of WEAM Arlington, according to a recent survey, is the most popular of the presenting of the view of the city's political leaders. The "American Dream," which has special frequency for special events broadcasts, WBCA engineers received the broadcast engineers' program communications receiver and transmitted the program from the studio in Boston. The WBCA Engineering had to stay in the air for seven hours to do its 30-minute show, as the blimp was too fast moving. Only the ship was owned by WDFW. The ship was used for advertising purposes. Derby also was covered by WSNY and WOOC-WEAM, in two hours at the site.

Trial Show

HOUR-LONG mock trial program is to be aired by American Network Aug. 8-9 p.m. as promotion for BKO movie, "The Long Night." Or, a story based on real events, the movie. Judge Thomas J. Courtenay of Chicago will be a defense prosecutor, attorney for broadcast and Herbert Callahan, the attorney, will be the defense counsel, A Judge, to be announced will preside at trial and charge the jury, which will be the radio audience and theatre-going public themselves. Dramatic talent will outline the story and attorneys will sum up their sides, after which Judge will turn case over to jury. The Long Night" is currently showing in Boston and is aimed at all interest in film alive. All proceeds from broadcast will be turned over to Children's Hospital, Boston.

International University Women Department of the National Council for American Women are to be guests of the international Federation of University Women's Conference, Toronto, Aug. 11-18. The group will consist of the Washington Branch of the American Asst. of Universities. Women, Aug. 8-10 and participates in the radio programs in Washington area stations during their visit. Attire of the women included, under "How the Women of the World Can Contribute to Peace."
Three New Staff Members Are Announced by WORD

ADDITIONS to the staff of WORD Spartanburg, S. C., were announced last week, following the change of ownership of the station to the Spartan Radiocasting Co., headed by Walter J. Brown, former vice president and general manager of WSPA Spartanburg [BROADCASTING, Aug. 4].

Most of the staff will be retained, according to Mr. Brown. Newly-acquired WORD staff members include: Sterling Wright, ex-program director of WSFA; director of programs and promotion; Clyde Burdette, acting chief engineer; Mrs. Frances Phillips, formerly with WSFA, bookkeeper. John Carrington, former WORD manager, continues with the station in commercial department. J. W. Kirkpatrick was previously announced as station manager of WORD.

KOLN Makes Debut

KOLN Lincoln, Neb., makes its debut today (Aug. 11). Station is a 250-w fulltime operation on 1400 kc and is the Mutual outlet in Lincoln. Hugh Bader, formerly of KBON Omaha, will manage KOLN. The new station is a member of the Inland Broadcasting Co., comprised of KORN Fremont, KOLN, KBON and KBNF-FM. KOLN has studios in the New Federal Securities Bldg., Lincoln.

V. A. Nolte Goes to WHIZ; Saunders Succeeding Him

VERNON A. NOLTE, former promotion manager and FM operations manager of WMBD Peoria, has been named managing director of WHIZ Zanesville, Ohio, effective Aug. 15. Succeeding him is WMBD is Kent Saunders, who has been continuity director of the station.

Mr. Nolte entered radio in 1938 at WTMV East St. Louis, Ill., writing and announcing. He joined WMBD the following year. Charles S. Caley, WMBD executive vice president, announcing Mr. Nolte’s move, said “He goes to this position through our cooperation and with every good wish.”

KSTP Plans to Build Modern Radio Center

NEW HOME of KSTP Minneapolis-St. Paul will be literally in Minneapolis and St. Paul, according to Stanley E. Hubbard, owner and general manager, who announced the property purchase Aug. 2. The site straddles the dividing line between the Twin Cities. Purchase price of the property is reported to be in six figures.

In addition to facilities for AM, FM and television activities, the large group of buildings will house a $5,000,000 retail center to be called Radio Center. KSTP building, the cost of which will exceed $500,000, will be started as soon as possible, Mr. Hubbard said. There will be a 65-foot television and FM antenna atop the rear of the building.

The station building will be a three-story reinforced concrete structure, the exterior of Cold Spring granite and face brick and Kasota or Mankato stone. The windowless stair tower will be of glass and metal. Studios will be of ultra-modern acoustical design. Unusual feature of building is plan for use of excess heat generated by transmitting equipment to aid in heating the structure.

FCC Actions

(Continued from page 69)

C—CP for new AM station to be operated on 1600 kc power of 250 w. AMENDED to change frequency from 1400 to 1520 kc, contingent on WLTW to change frequency to 580 kc.

Modification of CP

KRLU Carroll, Ia.—Mod CP as mod, which authorized new AM station to change type of trans.

Modification of CP

KFWC-FM Vernon, Tex.—Mod. CP which authorized new FM station for extension of completion date.

KLO Ogden, Utah—Mod. CP which authorized installation of new DA-DM to make changes in DA.

Relay Station Deleted

WBGN The Champion News-Gazette, Inc., Area of Champaign, Ill.

TENDERED FOR FILING

AM—1470 kc
D. O. Kinzie, Coolings, Calif.—CP for new AM station to be operated on 1470 kc power of 250 w D.

AM—1010 kc
Stanislaus County Broadcasters, Inc., Medford, Calif.—CP for new AM station to be operated on 1010 kc, power of 1 kw.

Modification of CP

WVOM The Boston Bcstg., Corp., Brookline, Mass.—Mod. CP to make changes in DA-DM to operate with power of 5 kw, uni and DA-DN on 1600 kc.

AM—1450 kc
Mountain Empire Bcstg., Corp., near Marion, Va.—CP for new AM station to be operated on 1450 kc power of 250 w uni.

August 5 Applications . . .

ACCEPTED FOR FILING

FM—107.7 mc
Sundial Bcstg. Corp., San Francisco, Calif.—CP for new FM station (Class B) to be operated on Channel 29, 99.7 mc with 20 kw ERP.

Assignment of CP

WROD Daytona Beach, Fla.—Volun.

(Continued on page 74)

The Top "Hoosieratings" Go to Live Talent Shows

When it comes to radio listening in Hoosierland, the shows that earn the greatest ovations—and the most impressive sales results—are the programs planned, written, played and produced by the live talent staff at WIBC. For not only does Indianapolis' fastest growing radio station have the largest live talent staff in town, but the faces on the towering WIBC totem pole are the most familiar and most favored in Indiana radio.

So to send Indiana sales soaring, ask your John Blair Man for full details on WIBC live talent shows—either ready-made, or specially tailored to flatter your product’s sales physique.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

1070 KC

5000 WATTS

BASIC MUTUAL

The INDIANAPOLIS NEWS Station

August 11, 1947 • Page 73
LIKE THE OLD TRICK done with mirrors, this is a picture of lecturers at Denver U.'s Radio Clinic showing students how to set up a publicity shot for trade papers. Lee Fendren (1), KLZ promotion manager, shows how it's done, and backing him up are (1 to r) Fred Mueller, KLZ commercial manager; Sheldon Peterson, KLZ news editor; J. Allen Brown, Assistant Director of Broadcast Advertising; NAB; Russell Porter, coordinator of radio at the university and conductor of the clinic.

ity to determine operating power by direct measurement of ant. power.

Modifications of CP

WCSI Columbus, Ind.—CP which authorized new FM station to change studio location and make changes in ant. system.

Transfer of Control

WISH Indianapolis, Ind.—Voluntary transfer of control of licensee corp. from C. Bruce McConnell, Bart H. Schmid, Frank McDonnell, John E. Meesick and Edward W. Harris to Universal Bost. Co. Inc.

License for CP

KVER Albuquerque, N. M.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

WCGC Meridian, Miss.—License to cover CP, as mod., which authorized increase in power, installation of new tower and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WCOL-FM Cager New York—Involuntary assignment of CP to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, partners d/b/a The Pixleys.

AM—1570 kc

Pottery Bost. Co., E. Liverpool, Ohio—CP for new AM station to be operated on 1570 kw power of 1 kw D.

Assignment of License

KTMC McAlester, Okla.—Consent to assignment of license to J. Stanley O'Neill.

Modification of CP

WAYJ Adrian, Mich.—Mod. CP to change frequency from 1500 to 1500 kc; hours of operation from D to unlim. using power of 250 w. Contingent on WJJK changing to 1500 kc.

August 7 Decisions...

By A Board

AM—1500 kc

Albert P. Pratt, Garden City, Kan.—Granted CP for new station to be operated on 1500 kc 1 kw D.

WJSW Altoona, Pa.—Grantd CP to increase power from 250 w to 4 kw—1 kw D, 500 w F, hours of operation from D to unlim. DA-N: change frequency from 850 to 1200 kc, change studio location and install DA-N: engineering cond.

Englewood Bost. Co., Englewood, Col.—Granted request that action taken by the Commission on July 17 in granting application for new station at Englewood to operate with 1 kw D on 1220 kc, be deleted without prejudice to applicant filing an application specifying another frequency in Denver, Col. At the same time the Commission disapproved under its authority of a CP application filed by Frontier Bost. Co. requesting operation on 1220 kc D. engineering cond.

Assignment of License

WLNN La Cienega, Calif.—Granted voluntary assignment of license of WLNN from Northern Bost. Co. to Northern Bost. Corp. for consideration of $45,000.

WLBB Carrollton, Ga.—Granted consent to assignment of license of WLBB from Carroll Bost. Co., a corporation, to Carroll Bost. Co., Inc. a corporation. No monetary consideration.

Petition Denied

KJJO San Jose, Calif.—Denied petition requesting reconsideration of the Commission's action of June 30, denying their application for special service authorization. (Deal with R580 similar to this)

Accepted Memorandum

WCHT Pub. Co., Inc., Marion, Ind.—Accepted memorandum and order denying petition for rehearing and for other relief, directed at Commission action of Sept. 18, denying after hearing, petition for authorization for new station.

Hearing Designated

Pamna County Bost. Co., Bonham, Tex.—Designated for hearing application for new station to operate on 1420 kc, 1 kw D and 50 kw F, to serve Greenville, Tex., be made a party to proceeding.

Lamar A. Newcomb, Falls Church, Va.—Designated for hearing application for new station to operate on 1220 kc 5 kw D. George M. Hughes, Florence, S. C.—Designated for hearing application for new station to operate on 740 kc 1 kw D and 10 kw F, to serve Morehead City, N. C. and WPAP Mt. Airy, N. C., be made a party to the proceeding.

AM—730 kc

WMBY Birmingham, Ala.—Granted request for cancellation of CP which mod. which authorized new station on 730 kc 1 kw D and ordered that WMBL Morehead City, N. C. and WPAP Mt. Airy, N. C., be made a party to the proceeding.

Accepted Memorandum

WKBW Buffalo, N. Y.—Accepted memorandum opinion authorizing extension of time for publication as required by Rule 1221 for the application for assignment of license of WKBW.

ACTION IN DOCKET CASES

Proposed decision looking toward grant of the application of Sunland Bost. Co. for new station at El Paso, Tex. to operate on 1560 kc 250 w unlim. condition, and denial of the very close case of exclusive applications of Seacliff and Collins, Del Norte Bost. Co., and Timberwolf Bost. Co. Inc. Commis- sioner Denny and Commissioner Jett are very close on this one but favor grant to Timberwolf Bost. Co.

FM GRANTS

Commission authorized conditional grants for 10 Class B stations and 11 additional CPs; construction permits in lieu of previous conditions were authorized for 10 stations; construction permits in lieu of previous conditions were issued to 15 stations. For list see story on page 76.}

FARMERS

Prefer WIBW because we've served our interests for 20 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting

HAMPTON SPOTS

HAMILTON Watch Co., Lancaster, Pa., next week will record through World Broadcasting System a series of spot announcements to be sent to the watch company's dealers. Announcements will be placed by local Hamilton dealers on local stations throughout the country.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,317 licensed, 526 application pending; application pending (of which 6 are in hearing); FM—52 licensed, 867 conditional grants, 634 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (3 in hearing); television—six licensed, 50 CPs, 11 applications pending (3 in hearing); noncommercial educational FM—six licensed, 34 CPs, 10 applications pending.

Isn't it only natural when you find...

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Hamilton Spots

HAMILTON Watch Co., Lancaster, Pa., next week will record through World Broadcasting System a series of spot announcements to be sent to the watch company's dealers. Announcements will be placed by local Hamilton dealers on local stations throughout the country.
21 FM Conditionals Granted; Final CPs Authorized to 10

CONDITIONAL GRANTS for 21 new FM stations and construction permits for 10 others were issued by an FCC Board last Thursday. The Commission also authorized construction permits, “in lieu of previous conditions,” for 15 other FM outlets. It meanwhile assigned 100.3 mc (Channel 263) to WMUS-FM, Muskegon, Mich., in place of the station’s previous assignment, after changing the Muskegon allocation plan by substituting Channel 283 for No. 297.

Ten of the conditional grants were for Class B stations and 11 were for Class A. One of the Class B’s, issued to KTEM Temple, Tex., was in lieu of a Class A grant authorized in November 1945. Six of those Class A stations are AM licensees or permittees. Conditional grants for Class B stations will be:

Lincoln Broadcasting Co., Detroit—Owned in equal interests by E. C. Houston, manager of Walled Lake, Mich., and Mrs. Houston, vice presidents (Mr. Fink is musical director), and Jackson H. Fredericks, secretary, and John C. Pratt, treasurer, who comprise the commercial department.

The commercial department is doing well for a neophyte business. Five sponsors had been signed by opening day, and the list has now quadrupled. Starting Sept. 29 General Foods will sponsor a five-weekly half-hour news roundup, Report to the People, said to be the first FM contract of the sort placed by Young & Rubicam.

The five GIs have 57% of the stock. Studios are in the Masonic Temple, designed by C. R. Jacobs, CBS director of construction. A 362-ft. Lehigh antenna in back of the building is the highest landmark in the area. At present it features 4,235 kw of signal power, and as 250-w General Electric transmitter. When the present two bays are augmented by another six, the signal is expected to reach the authorized 1 kw.

Allentown is a musical city, with a large number of colleges in the nearby area, and WFEM has access to a large reservoir of talent. Present it is on the air 14 hours a day and expects to stay on even longer in the near future. Live talent and local programming will be featured, though the station is a member of the Continental Network. The network fed a special program for the WFEM inaugurataion in which was dedicated to Harry D. Armstrong, inventor of FM. Bill Bailey, executive director of FM Assn., took part in the inaugural.

All talent at the opening performed free except the local band and a string quartet, both groups belonging to APM.
Transfer of KFMO CP Is Before FCC
Commission Also Asked to Give Approval to Sale of WISH

ASSIGNMENT of construction permit for KFMO Flat River, Mo. (1240 kc, 250 w), from Oscar C. Hirsch individually to a new firm owned by himself and his wife was requested in an application filed with FCC last week.

The new company is Lead Belt Broadcasting Co. Mr. Hirsch, president, owns 86.66%. Geraldine F. Hirsch is secretary and has 12.66%. The remaining interest, less than 1%, is held by Dave E. Hoche, vice president. Mr. Hirsch is also licensee of KFVS Cape Girardeau, Mo., and WKRO Cairo, Ill. KFMO is now conducting program tests.

FCC meanwhile reported submission of an application for approval of sale of WISH Indianapolis (1510, 8 kw day, 1 kw night) by C. Bruce McConnell and associates to Universal Broadcasting Co., headed by Frank H. McKinley [BROADCASTING, June 16]. Sale price is $554,000 but the con- tract provides that cash on hand, accounts receivable, etc., must exceed accounts payable by at least $50,000 at time of closing.

Mr. McKinley has about 35% interest in Universal. His associates include ABC Vice President Robert H. Hinckley (20%) and Frank H. McHale (10%), with whom he is associated in other Indiana broadcast operations, and a group of Indianapolis business and professional men. WISH is principally owned by McC McConnell (46.84%) and Earl H. Schmidt (37.7%).

FCC also reported an application for involuntary assignment of license of WCOL Columbus to show transfer of the 25% interest of the late Milton A. Pixley to Grace M. Pixley. Milton Pixley died July 1. With the transfer, ownership of WCOL and WCGL-FM will be Lloyd A. Pixley 45%; Martha P. Pixley 15%; and Grace Pixley 40%.

ROBERT MONTGOMERY, film actor, will serve as narrator on CBS "We Went Back" documentary to be presented 10-11 p.m. Thursday, Aug. 14, second anniversary of V-J Day.

RADIO Washington gets work started on the site for new 15-kw transmitter of WASH (FM) Washington. WASH is now on the air with 650 w.

Everett L. Dillard, consulting radio engineer, licensee of WASH and KOZY (FM) Kansas City, and originator of the new Continental FM Network of 21 stations, is at right. Lending further prestige to groundbreaking ceremonies Aug. 4 were (1 to r): Larry Carl, WASH program director; Oscar Chapman, of Diegert & Yerkes, architects; John A. Reilly (shovel in hand), president of Washington Board of Trade; and W. Frank Gatewood, president of Washington Ad Club.

Two Station Grants Deleted:
Garden City, Renton Get CPs

GRANTS for two new AM daytime stations—and deletion of two previous grants—were authorized by an FCC Board last Thursday.

The grants went to Albert P. Pyatt, general manager of KUIL Garden City, Kan., for a new Garden City station on 1050 kc with 1 kw, day only; and Interlake Broadcasting Corp., headed by Robert S. McCaw, formerly of KEW Seattle and more recently with KRSC there, for daytime use of 1220 kc 250 w at Renton, Wash.

Meanwhile WJSW Altoona, Pa., one of the daytime outlets involved in the fight with clear channel stations over FCC's daytime clear channel licensing policy, received authority to move from a clear to a regional frequency, increase power, and operate full time.

The Altoona station, which has been assigned to WSM Nashville's 650-kc clear channel, was authorized to switch to 1290 kc and boost its power from 250 w, daytime only, to 1 kw day and 500 w night, directionalized at night.

The Commission granted the request of Alf M. Landon, former Kansas Governor and 1936 GOP Presidential nominee, for deletion of his July 17 grant for a new station at Englewood, Col., without prejudice to his filing for another license for a new station at Denver. The Englewood grant was for 1250 kc with 1 kw, day only. FCC dismissed as moot a petition of KFBC Cheyenne opposing the Englewood operation on grounds that it would interfere with KFBC service in rural areas where little or no other service is available.

The previous grant to Magic City Broadcasting Co. for WMBY Birmingham, Ala. (720 kc, 1 kw, day) was deleted at the request of Owner Ernest E. Forbes Jr. Mr. Forbes told the Commission that he lacked equipment to complete the station, noted that several other new stations were planned in the Birmingham area, and said he felt it advisable to abandon his plans and sell his equipment to other broadcasters.

Owners of the grantee company for Renton, in addition to Mr. McCaw as president and 50% stockholder, are Miss Velva D. Fuller, educational and public service director of Romig C. Puller and Assoc., and previously with KOIN and KGW Portland, who is vice president and secretary and owns 46.6%; and Miss Cecil Pattee, Miss Fuller's secretary, who has 3.8%.

DON STAUFFER, vice president in charge of radio for Sullivan, Stauffer, Correll & Bayles, New York, is in Hol-lywood lining up talent for new NBC Whitehall Pharmaceuticals Company program starting in early October.
Elaborate Dedication Program Marks KSD-TV Operation With Added Power

KSD-TV, the St. Louis Post-Dispatch television station, celebrated its new 20-kw power and 30-mile sending radius with a special dignitary-filled dedication program Thursday, 8:30 p.m. Equipment is RCA throughout.

George M. Burback, KSD general manager, gave a brief address to open the program. St. Louis Mayor Aloys P. Kaufman then described the ways in which television could serve the area. Robert L. Coe, Union Electric Co. sales manager, and program chairman of the Television Exposition Committee, discussed plans for a 5-day long television exhibition beginning Nov. 19 at St. Louis' Kiel Auditorium Convention Hall.

NBC President Niles Trammell, appearing on a one-minute film prepared in New York, then congratulated the station and spoke of the significance of the new transmitter in relation to nationwide development of television. Acting FCC Chairman Paul Walker extended his greetings on a film prepared in Washington.

Future program possibilities and technical phases of the installation were discussed by Harold Grams and Robert Coe, KSD-TV program director and chief engineer respectively. During the next five minutes, Amadee, Post-Dispatch staff artist, illustrated the station's new coverage by drawing a map in black and white.

The final 10 minutes were devoted to a film made under supervision of the station's staff and showing the transmitting equipment, the 546-foot antenna tower and various departments of the station.

The new equipment is made up of two separate transmitting units, one for sound and one for sight. The two units, weighing about 10,000 pounds, "feed" into the same antenna and panel controls and are set up to be regulated simultaneously. Actually, the sight unit has 5-kw power and the sound unit 2½-kw, but by using the antenna tower the effective power of each unit becomes four times greater. Thus, the sight unit's increase to 20-kw determines the station's effective total power.

Unofficial tests before the official opening brought reports from RCA dealers of clear reception as far away as Hannibal, Mo. (87 miles). On Aug. 6, the day before the opening, the St. Louis Post-Dispatch gave extensive coverage to the event. In addition to a prominent news story, some 36 television dealers placed approximately a total of 10 pages of advertising in the issue.

WORLD RADIO NETWORK IS DISCUSSED AT PARIS

Radio experts from 12 nations met in Paris last week to discuss problems involved in establishing a proposed world-wide network to be sponsored by the United Nations.

Questions discussed included (a) whether a world-wide radio network should be established by the United Nations Educational, Scientific and Cultural Organization (UNESCO), (b) whether such a network should be operated jointly by UNESCO and the United Nations, or (c) whether a UNESCO international service should be extended in cooperation with national radio organizations.

Cost of establishing the proposed network has been estimated at $250,000,000, while an additional $50,000,000 a year, it is estimated, will be needed to operate it.

Sale of WKBW Buffalo Exempted From Bid Rule

PROPOSED SALE of WKBW Buffalo to Broadcasting Foundation Inc. was exempt by FCC last week from the public-bidding requirements of the Avco Rule respecting station transfers. This development had been expected [BROADCASTING, Aug. 4] since the consideration includes not only the $375,000 sales price but also the release of claims against the station by Churchill Tabernacle, parent firm of Broadcasting Foundation, and dismissal of pending litigation involving the two. It would have been impossible, FCC authorities noted, for competing bidders to comply with the Avco Rule by meeting the Foundation's offer "on the same terms and conditions" in this respect. Another factor was Churchill Tabernacle's former ownership of the station.

WIP Appoints Petry

WIP Philadelphia, effective Aug. 1, appointed Edward Petry & Co., New York, as national representatives. Station was formerly represented by George P. Hollingbery Co., New York.

<image>
Akron Dealers Use Radio for Goodwill

New Car Assn. Combats Ill-Feelings About Sellers' Market

IN A DETERMINED effort to combat the ill feeling which has sprung up in its territory against the new car dealer, the Akron Automobile Dealers Assn. has taken to the air.

Feeling that such resentment is undeserved in the vast majority of cases, John Lehman, secretary of the association, engineered the first step of what promises to be a lively, far-reaching public relations program, in conjunction with the Jessop Advertising Co. of Akron.

Drawbacks

"In view of the many hardships and difficulties which face the new car dealer," says Mr. Lehman, "most of the public will agree that he's doing a magnificent job. But there are too many others who forget that the new car dealer can't sell new cars over the factory list price—that he must keep his financial movement on the books for all to see—and that he can't deliver new cars until the factory gets them out. These people call the new car dealer a crook!"

"Burning with honest indignation, the association believes it decidedly unfair to shift the stigma of all these "used car" transactions from where it belongs—the boys who can wave fat bonuses—to the new car dealer. Mr. Lehman points out that the new car dealer works with good will to deliver new cars to the names on his list as the cars arrive. "What advantage is it to that dealer to have the same names showing up, yelling for second and third cars?" Mr. Lehman says.

He went after the Wayne King show, and he got it, a full half-hour of transcribed music in the public relations mode—every Sunday afternoon at 4 over WAKR. The program seems to be a perfect answer to at least part of the reputable new car dealer's problem.

In conjunction with the dreamy, relaxing music of America's "Waltz King," the association commercials are held deliberately to a pure public relations level. They're not corny, they're not blatant, they're not bang-bang-bang. Incredible as it may seem, they don't try to sell new parts, they don't boost the Chrysler man over the Chevrolet man, nor the Chevvy man over the Ford man.

Type of Commercial

All they do is identify the sponsors, offer factual information about the new car set-up, urge motorists to cooperate with their police, obey traffic signals, and keep their cars checked for safety!

Mr. Lehman has found the response rather amazing. From his flow of appreciative mail, and the Jessop Advertising Co. mail, Mr. Lehman knows that the people are glad to hear the truth once a week . . . indicating that they have been misinformed or not informed at all! Listeners seem to like especially well the association's slogan: "You choose your dealer when you choose your car." It's an easy, friendly way of saying that one dealer isn't bucking another—you'll get good service from any dealer, but you'll get specialized, friendly, interested service if you take your car and your troubles and your desires to your own new car dealer, the man who represents the factory itself.

"We take the air," states the delighted Mr. Lehman, "with Wayne King. Right there we have an army of listeners, in a very receptive mood—because is there anyone who doesn't like Wayne King?"

Hour Important

The hour, too, seems to add to the results. "At 4:30," Mr. Lehman continues, "everybody is at one of two places. . . in his car, listening to his car radio—or at home getting his Sunday afternoon rest!" He chuckles. "Almost everybody, anyway."

The commercials, written by Jessop, hit in rapid but gentle succession, such topics as "Highway Safety," "Know Your Car," "Don't Fall For Bonuses," and that hot issue, "Where's My New Car?"

Is this transcribed show doing a genuine public relations job for the hard-pressed new car dealers? "Yes," the boys say. The public is writing in to say how much they appreciate and enjoy, not only the beautiful music, but also the commercials. The local police, safety councils and other agencies with whom the association gladly co-operates all enjoy and boost these new car dealer commercials.

The Wayne King show was booked for a solid year, through Jessop. There's a hint in all this for other new car dealers.

Tell your story to TOP MANAGEMENT where it really counts

6 . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of Marketing.

Men like this

Sales MANAGEMENT subscriber:

You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

Artist Comes First
Gruen Signs for Off-Hour Signals on WABF

Thorough approval of the off-hour time signal is registered by WABF and Gruen officials. Lyman Bloom- ingdale Jr., WABF official, watches copy read by Dick Carver, announcer, as Benjamin Katz, Gruen president, and Ira Hirschmann, WABF president, check time.

"The Time is exactly 11:06." You may be hearing that any day on WABF (FM) New York, and it is perfectly all right with the Gruen Watch Co., sponsor of the time signals. With perfect understanding, the firm and station have agreed that the performing artist should not be interfered with for a split-second time announcement. So Gruen signals need not be announced on the hour or half-hour over WABF.

"We are proud to announce the Gruen sponsorship," Ira Hirschmann, WABF president, said last week. "They believe, as do we, that the radio artist should be a slave to the music and not to the clock.

"The Gruen Watch Co. is to be commended for pioneering in giving first consideration to the radio artist and the radio listener." Gruen, through its agency, Grey Advertising, is the second national account to be placed on the WABC-FM. First was Baldwin Piano Co. A total of 17 sponsors now advertise on the FM station.

Write

GREY ART
857 MADISON ROAD + CINCINNATI 6, OHIO

Radio's Thrilling Half-Hour Transcribed Detective Show

"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!

16.9

IN CINCINNATI

C. E. Hooper, January 1947 - March 1947
Consistently Beats All Competition on Stations From Coast-To-Coast

In this week's show . . .

Bob Hope, Bob Burns, George Burns

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Petri11o Practices Outlawed, Says Lea

EDITOR, BROADCASTING: This country should not, and I believe will not, tolerate such racketeering practices as were engaged in by Petri11o.

I will be interested in further court proceedings in the case at Chicago. Whatever happens there cannot change the fact that the law is Constitutional.

I also trust that the general legislation passed by Congress controlling activities of organized labor will serve to improve the situation in the country. I believe it will. We had reached the point where the public as the interested bystander had become the principal victim of labor excesses.

Clarence F. Lea (D-Calif.)
Washington, D. C.
July 81, 1947

'Islands' Proved To Be Archipelago

EDITOR, BROADCASTING: Referring to your editorial in BROADCASTING (July 28th), I should like to point out that although the European commercial radio picture is not exactly encouraging, there are a few more "islands of free enterprise" than the two which you mention.

Italy, for example, has 26 commercial radio stations, and incidentally, the only commercial network in Europe. Although it is true that the technical facilities of this network are owned by the Government, the air time available for commercial sponsorship is wholly administered by a private company. Another "island" is Vorarlberg in Austria, where a commercial station known as "Radio Vorarlberg" is now in operation.

At the moment in Europe there are considerable forces at work attempting to enlarge the sphere of commercial radio operation. This, despite the current attitude of the BBC.

Paul Talbott, President, Fremantle Overseas Radio Inc.
New York
July 25, 1947

[NAB Head Requests IABA Clarification]

EDITOR, BROADCASTING: My attention has been called to an editorial comment which appeared in the July 28th number of BROADCASTING as follows: "Joint action can be achieved under an organization like the Inter-America

can Assn., launched last September largely through the good offices of Emilio Ascarraga, owner of XEW and XEQ in Mexico City, and head of the Mexican delegation to Atlantic City, and Goar Mestre, owner of CMQ Havana, both U. S.-educated. Neither NAB nor Canada's CAB is a member. They should be. BBC tried to join but was voted down as a government monopoly. Membership is open only to private broadcasting organizations."

This is a very unfortunate mis-statement of fact and I am writing to ask you to give my letter correcting the error an equal display in your magazine.

For your information, let me give you the following chronology of events. When the proposal that NAB should join the Inter-American Broadcasters Assn. first came before the Board, there was doubt upon the part of some members of the Board concerning the wisdom of adherence to the Association. It was decided, however, to send representatives to the meeting of the Association in Mexico City. Mr. Campbell Arnoux and Mr. Hugh A. L. Half were designated for that purpose and attended as observers on behalf of NAB. Obviously they could attend only in the capacity of observers because NAB was not yet ready to commit itself to adherence.

Thereafter, Mr. Arnoux and Mr. Half reported to the Board at its next meeting and presented their reports of the Association and of the convention in Mexico City. After full discussion, the Board of Directors decided that the NAB should become a member of the Inter-American Broadcasters Assn. It imposed no limitations upon its membership and no limitations were imposed by the Association. NAB agreed to contribute as its dues an amount which constituted a very large percentage of the total income of the Association.

Since that time, NAB has been a full participating member of the Association; we have been in communication with the President, Dr. Lorenzo Balero Sleco, with the Executive Director, Dr. Justino Jimenez de Areatzaga. Neither of these gentlemen has suggested that NAB lacks full standing in the Association or that it must be relegated to an observer status. In fact, NAB would have no interest in occupying an observer status and insists upon full membership. It is giving its full moral as well as a very substantial financial support to the enterprise and will not consent to any other type of membership in the Association. If any person has any ideas to the contrary, it must be eliminated.

The possibility of damage to international relations is so great in the present instance that I must insist upon correction of this error. NAB went into the Inter-American Assn. only after very careful study — during which time it properly reviewed an observer basis. Having gone in, and having committed itself to the enterprise, it will not permit any attenuation of its position as a full participating member, directly or indirectly.

Justin Miller, President, National Assn. of Broadcasters
Washington, D. C.
July 30, 1947

Arnoux Also States NAB's Position

EDITOR, BROADCASTING: I suppose the exception proves the rule. Usually I read your editorials with great interest and admiration and feel that you are doing a grand job as an articulate voice championing the American Broadcasting Industry.

You are, however, off-side and inaccurate in your statement in the 6th paragraph of your editorial entitled "World Radio Intrigue," in your July 28th issue. You state "Neither NAB nor Canada's CAB is a member, they should be." The facts in the matter are that NAB is an active member and has

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contributed $10,000 or 50% of the expected expense of operating the Association during the first year.

I went to the Mexico City organization meeting with Hugo Halff [WOAI San Antonio] by order of the Board of Directors of NAB. At the January San Francisco meeting, both Hugo and I recommended membership on an active basis. There was a prolonged discussion and finally the Board approved by a vote that was almost unanimously dissenting vote being cast, as I recall. Subsequently, Judge Miller sent the check for $10,000 and if that's not membership, I don't know what it is.

We are planning to have a delegate attend the next meeting of the Inter-American Association which I understand is scheduled for Buenos Aires next April.

We are not on the Board of the Inter-American Association at present because at the first meeting, NAB was represented, as explained above, on an observer basis only, however, it is reasonable to assume that at the next meeting, there will be an NAB representative on the Board; at least it seems logical due to the power and prestige of NAB and the extent of our financial contribution.

I think you should correct the inaccuracy in your editorial. I am very sold on the need for active and sympathetic participation of NAB on the activities of the Inter-American Association and appreciate your feeling in the matter as expressed in the editorial. All you can do to further a comprehension of the necessity for our participation and our backing of the Inter-American Association in the minds of the NAB members will be most appreciated.

Campbell Arnoux, President, W TAR Norfolk, Va.
Aug. 1, 1947

Azcárraga Says Miller Is Right
EDITOR, BROADCASTING:
Mr. Miller is right; NAB is a full fledged member of IABA. Reasons we don't have director from NAB is because they came as observers when we were organized and it was six months later when we were advised that NAB Board had accepted. Thanks. Regards.
Emilio Azcárraga XEW Mexico, D. F.
Director, former president, IABA
Aug. 6, 1947

IABA Vice President Makes It Unanimous
EDITOR, BROADCASTING:
Read your interesting editorial on IABA. Congratulations and many thanks. My personal understanding has been that NAB was fullfledged participating member in good standing. NAB was represented in IABA's board because when members were elected in Mexico last year NAB was attending merely as observer and it was not until months later that NAB's board agreed to join. Believe that this is probably reason for misunderstanding. Please assure Miller and NAB's board that IABA considers them members in good standing and looks forward to their participation in IABA's board after next meeting and election in Buenos Aires next year as NAB's active participation and cooperation is most essential to plans for continental solidarity of broadcasting industry.
Goar Mestre CMQ Havana, Cuba
Vice President, IABA
Aug. 6, 1947

Believes in Giving Clients Explanation
EDITOR, BROADCASTING:
Your editorial, "Tailor's Time," Aug. 4th issue of BROADCASTING, is of particular interest to us here at WGH. Based on a conviction that the client should be treated as an intelligent spender of his money, we determined several years ago to bring the issue—the insertion of announcements adjacent to programs —clearly into the open, thus preventing any possibility of future misunderstandings or of charges such as in the KTKO development.
As an addition to the standard conditions of our contract, we inserted under "Programs" this stipulation:
"Program periods of five minutes or more are sold with the under-
standing that the final 30 seconds of such each program period may be used by Station WGH for prescribed announcement of station identification, or commercial announcement known as 'station break announcement, or both.'

It is felt that from a legal standpoint a station could rely on the "accepted practice of the industry" rule for protection, however a clear statement of fact eliminates the possibility of court costs and disruptive client relations.
Edward E. Bishop
Vice President WGH
Norfolk, Va.
Aug. 4, 1947

Likes Editorial
"The Awakening"
EDITOR, BROADCASTING:
Let me congratulate you on a very fine and timely article entitled "The Awakening" in your current issue (July 28) of BROADCASTING. Situations of this kind should be given maximum publicity because it serves a dual purpose of assisting the broadcasters now in business and warning new-comers with a view to saving them plenty of headaches and likewise plenty of shekels.
Harold Wheelahan, Manager
WSMB New Orleans
July 30, 1947

The Magazine File
Opened to ... Blank
EDITOR, BROADCASTING:
By way of an encomium, may I say it is most refreshing to see the desire of station management to keep a file of Broadcasting magazines unbroken in continuity. Their value as a journal is pretty much self evident.
However a hasty thumbing through of copies from date of subscription to the moment inevitably reveals serious gaps in the cycle which is not only broken, but smashed to hell... smashed to hell by people who hijack copies to plug holes caused by goons who have also strong armed issues to plug holes caused by... ad infinitum... My file of your magazine eagerly awaits the above.
Frank Wilbur
Station Manager KAFY
Bakersfield, Calif.
July 17, 1947

LANSING MOOKE, former copy chief of Lawrence Boes Hicks Inc. New York, has been appointed director of the agency, to direct copy, radio and research departments.

FM in Every Room
THE SEVERS, a 400 room hotel in Muskogee, Okla., is believed to be the first hotel in the Southwest to install FM reception in every room.

All "daily" programs of KMUS (FM) Muskogee are fed into the hotel system, according to station and hotel officials.

WDRC Market Wins National Honors

Sales Management's "Survey of Buying Power" gives the state of Connecticut two "firsts" in per family income and quality of market index.

The city of Hartford and Hartford County are among the top three in their groups. THIS is a market, and the WDRC Primary Area gives you the best big slice of it... $949,927,000 in Retail Sales. Write for WDRC's new Market Study, with the whole story of how to Connect in Connecticut!

Wm. F. Male, Commercial Mgr. REPRESENTED BY RAMER

WDRC-AIRMARK OF DISTINCTION

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP THE STAR TELEGRAPH STATION

ABC FORT WORTH, TEXAS

570 kc. 5,000 Watts 620 kc. 50,000 Watts

FREE & PETERS INC. National Representatives

Broadcasting • Teletesting

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NAB Exhibitions
(Continued from page 18)

ing based on the topic, "Radio Management Tomorrow—Problems of Service and Survival." Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the committee, will preside.

Browne, NAB Assistant Director of Broadcast Advertising, will join Mr. Cribb in leading the discussion.

Problems to be covered include community leadership, programming, sales, music, office management, station promotion, news and engineering. Effects of the FCC's proposed new rules on operator classification will be discussed (BROADCASTING, Aug. 4).

The equipment exhibition will far exceed any previous event. It will occupy a space 18x170 feet, roughly 27,000 feet or two-thirds of an acre. It will consist of a row of large booths running across the Convention Hall at the west end of the lobby. Six rows of display space running lengthwise in the hall will consist of booths ranging from 100 to 2,400 square feet.

The convention auditorium will be partitioned off at the western end of the building. A separate auditorium in the balcony, which seats 5,000 for meetings, will be used for luncheons and the Tuesday night banquet.

The heaviest equipment used in broadcasting can be accommodated in the exhibition. Several firms are understood to be planning to erect sound stages, it was learned in Atlantic City, with the hall permitting towers about 150 feet high.

The exhibition will be a silent one, but firms desiring to demonstrate sound equipment may use special rooms in the hall. Displays will be open from 9:30 a.m. to 5:30 p.m. Wide aisles will permit large crowds to see all exhibits, but only persons holding registration tickets will be admitted to the Convention Hall.

Arthur C. Stringer, NAB Director of Special Services, will go to Atlantic City after Labor Day to complete arrangements. Space has been assigned exhibitors, though some last-minute changes may be necessary.

A high proportion of purchasing power of the industry will see the exhibits and compare products marketed by the various exhibitors. A large number of agency and advertiser executives have indicated they will attend.

The convention building is equipped with heavy elevators, cranes and motor trucks and practically all types of electric power can be provided for operation of equipment.

Mr. Stringer is preparing copy for the official director of exhibits and expects to have it ready for the printer within a fortnight.

Special recruiting booth will be manned by U. S. Navy personnel. United Nations also will be represented with a display depicting its broadcast activities.

Another new feature will be a National Radio Week (Oct. 28-Nov. 1) booth where broadcasters will be acquainted with plans for the event, which this year will become an event of national stature (see story this issue). NAB and Radio Manufacturers Assn. will operate the booth jointly.

List of equipment exhibitors, corrected to Friday, was announced by NAB as follows:

Amperex Electronic Corp., Brooklyn, N. Y.
AND
Andrew Co., Chicago, Ill.
AND
Antronics, New York, N. Y.
AND
Collins Radio Co., Cedar Rapids, Iowa.
AND
Louis G. Cowan Inc., New York, N. Y.
AND
Covan, Denver, N. C.
AND
Allen E. Di Mont, Leeds, Passaic, N. J.
AND
Eitel-McCullough, San Bruno, Calif.
AND
Fairchild Camera & Instrument Corp., Jamaica, N. Y.
AND
Federal Telephone & Radio Corp., Clifton, N. J.
AND
Gates Radio Co., Quincy, Ill.
AND
General Electric Co., Syracuse, N. Y.
AND
Langleva Co., New York, N. Y.
AND
Lehigh Structural Steel Co., New York, N. Y.
AND
Magramco Inc., Chicago, Ill.
AND
Presto Matic Corp., New York, N. Y.
AND
Radio Industries, New York, N. Y.
AND
Radio Corp. of America, Camden, N. J.
AND
Rangertron Inc., New York, N. Y.
AND
AND
Rex-O-Kut Co., New York, N. Y.
AND
Technicolor Mfg. Corp., West Orange, N. J.
AND
Western Electric Co., New York, N. Y.
AND
AND
Winchuck Corp., Sioux City, Ia.
AND
A list of transcription companies and service providers follows:

Associated Program Service, New York, N. Y.
AND
Harry S. Goodman Radio Productions, New York, N. Y.
AND
Kasper-Gordon, Boston, Mass.
AND
Lang-Worth, New York, N. Y.

McGilvra Appoints

JOSEPH HERSHEY McGILVRA Inc., station representatives, last week announced the addition to their New York sales staff of Ray T. Murphy and Lynn L. Bainard. Mr. Murphy has been with the New York office of McGilvra as account executive, while Mr. Barnard was formerly associated with the New York offices of Pendar & Ryan, and BBDO Inc. as radio time buyer, program producer and account executive.
CODE FRAMERS of NAB worked toward final draft board consideration at two-day Washington meeting. Present were (front row, at left): C. E. Arney Jr., NAB; Davidson Taylor, CBS; E. R. Vadeboncoeur, WSYR Syracuse; Herb Plambeck, WHO Des Moines; Edgar Bill, WMBD Peoria; Glenn Snyder, WLS Chicago; Philip Carlin, MBS; Henry W. Slavick, WMC Memphis; John M. Outler, Jr., WOR Atlantic; Harold Fellows, KMBZ Kansas City; Merle S. Jones, WCCO Minneapolis; Ken R. Dyke, NBC; Arthur B. Church, KMBC Kansas City; Harold E. Fellows, WEEI Boston.

NBC Affiliate

(Continued from page 18)

ident, Palmer School of Chiropractic which owns WHO Des Moines. Dean Fitter, general manager of WDAP, Kansas City Star station, was unable to attend.

On behalf of the committee, Mr. Bannister reiterated that the proposed organization would in no wise impinge upon activities of the NAB or of NBC's Stations Planning and Advisory Committee (SPAC). "The thought behind this proposed association is to provide a vehicle through which all NBC affiliates can develop joint action whenever such action is deemed necessary," Mr. Bannister said. "With the objective of elevating standards of broadcast service, this association might well be called upon to deal with issues concerning labor, legislation, commercial practices and similar matters of general industry concern.

NBC President Niles Trammell has opposed formation of the association as unnecessary and as one which would upset the whole relationship between affiliates and the networks. In a letter to NBC affiliates last May, he said that formation of such an association would lead to abandonment of the SPAC committee [Broadcasting, May 19].

While no formal designation has been given the association, the suggestion has been advanced that it be called "Association of Independent NBC Affiliates." The move developed following a SPAC committee meeting in Chicago at which President Trammell, Vice President Ken R. Dyke, recently appointed administrative vice president in charge of programming operations, and other NBC executives advocated changes in commercial standards particularly affecting station break announcements [Broadcasting, April 21].

Procedure agreed upon at the Tuesday meeting of the organizing committee provides for a call to order by Mr. Bannister as temporary chairman. The gavel then will be turned over to George Norton, president and chief owner of WAVE Louisville and a prominent attorney. From that point on, the program will be thrown open to discussion. If an organization is agreed upon by majority vote, by-laws promptly will be offered and machinery for a permanent organization set in motion. Whether there will be a permanent headquarters organization and paid staff would be left to determination of the meeting.

GUARANTEE YOUR LOCAL TIME
Regardless of Network Offering

- It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

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N. Y. Law Requires SPCC
Okay for Minors on Air

WRITTEN application must be made to the Society for the Prevention of Cruelty to Children and local authorities before minors may appear on radio or television programs, in New York State, under a statute passed by the legislature to become effective Sept. 1. Applications must include parents' consent and details about the type and duration of the performance. In New York City, a duplicate of the application to the SPCC is to be filed at the mayor's office. In cities and towns of less than 1,000,000 the duplicate form will be signed by local officials.

The President for the American Federation of Radio Artists said that AFRA is attempting to work out with the SPC a procedure whereby a single application will cover a series of performances, such as in a radio serial.

Upcoming

Aug. 15-17: Organizational Conference of Catholic Broadcasters Ass'n., Campus of Fordham U., Bronx, N.Y.
Aug. 20: NAB PM Executive Committee, Stevens Hotel, Chicago.
Sept. 6-7: Western Ass'n. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 13: Group of Independent Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 14: Broadcast Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-16: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17-18: CBC Board of Governors meeting, Hotel Palmier, Calgary, Alta.
Sept. 18-21: Affiliated Advertising Agencies Network annual meeting, Hotel Sidney, Palm Beach, Fla.
Sept. 29: Clear Channel Hearing, PCC Hqrs., Wash., D. C.
Oct. 6-8: Ass'n. of National Advertisers annual meeting, Hotel Statler, Haddon Hall, Atlantic City.
Oct. 23-25: Life Insurance Advertisers Ass'n. annual meeting, Hotel Chateau Frontenac, Quebec.
Oct. 29-31: Ass'n. of Canadian Advertising Agencies fall convention, El Paso, Tex.

RETAIL MARKET OF MONTANA

W.H.O. Broadcasts More Commercial Programs Each Week than Any Other Network

What station in Memphis produces most sales per dollar spent? What station in memphis gives best merchandising support? The quoddity to these and your other selling questions are in these four letters, W.H.O., Send for availability today.

Represented by RAMEAU

New York • Chicago • Hollywood
### CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.**

Situation Wanted 10c per word. All others, 15c per word. Count 3 words for billed box number. Deadline 2 weeks preceding issue date. Send box replies to Broadcasting, 870 National Press Bldg., Washington 4, D. C.

**HELP WANTED**

- 250 watt station in southern city of 15,000 going on air about September 15 wants experienced program director and combination engineer-announcer. Box 35, BROADCASTING.
- Commercial manager for upscale New York thousand watt station. Must be progressive, hard-working, familiar with selling in national and basically familiar with the sale of local programs and supervision of local sales force. Please state in first reply comprehensive radio sales experiences, both local and national, former employers, age, marital status, references, and other pertinent data. Box 39, BROADCASTING.
- Wanted: Salesman for new regional station in fast-growing city of 35,000 population. Ideal working conditions. Box 61, BROADCASTING.
- Salesman for major network station in New England. Must be experienced. Send history, photograph, and state salary expected. Box 102, BROADCASTING.
- Salesman with several years' experience. Midwestern city of over 50,000. Box 113, BROADCASTING.

Salesman, one of southeast's leading stations has excellent opening for one salesman to handle local and regional accounts. Interested only in self-starter who sells intelligently and can develop a use audience and market figures, not salary. Must have ability to sell. Salary of $75 weekly until billings equal $600. Next month should be due to seven thousand and thirty-five. On the line are the largest regional coverage in southeast, top Hooper in market, major network. Station is well financed and in strictest confidence. Box 118, BROADCASTING.

Three combination engineer-announcers wanted for specific coast network station with FM tie-in. After 30 days $1.00. Box 119, BROADCASTING.

Wanted: Chief engineer, two first-class operator-announcers, one program director plus new station under construction in West Virginia. Box 149, BROADCASTING.

Experienced announcer with first class ticket, good wages, living conditions. Box 151, BROADCASTING.

Wanted: Manager for only 250 w record station in West. Station in excellent shape, very good equipment, Man must have excellent sales record. Salary $75.00 per week. Box 153, BROADCASTING.

Georgia Mutual local has opening for experienced operator-announcer in sports. $45.00, 49 hours. Details to Box 154, BROADCASTING.


### CAN YOU SELL?

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.

R. W. Dunn, Manager, KNOE, Monroe, La.

### WANTED STATION MANAGER

For New England local, non-network, full-time operation. Man wanted must have sales background. State qualifications, salary, marital status, Enclose picture. Box 210, BROADCASTING.

### SITUATIONS WANTED

- Wanted: Manager—Many years TV, Maloney, N. Y. Announcer immediately, WCTY. Excellent opportunity. Box 64, BROADCASTING.
- Announcer immediately, WCTY. Excellent opportunity. Box 64, BROADCASTING.
- Announcer immediately, WCTY. Excellent opportunity. Box 64, BROADCASTING.
- Announcer immediately, WCTY. Excellent opportunity. Box 64, BROADCASTING.
- Announcer immediately, WCTY. Excellent opportunity. Box 64, BROADCASTING.

### WANTED NETWORK MANAGER

New Southern Network has opening for manager. If you have had experience in selling regional and national advertisers, send application with credentials and educational background, radio broadcasting, list stations you have worked for and the name of your immediate superior. Also send the name of potential opportunity for experienced man in the radio field. Salary plus commission plus a bonus from home office. Personal interviews only. Box 143, BROADCASTING.

WANTED—Man, over 40, good voice, August age. Two years on small college station. No experience in broadcasting, drama. Desire commercial experience. Box 145, BROADCASTING.

Newspaperman, 15 years experience on more than one daily. Desires position in radio. Box 146, BROADCASTING.

Singing disc jockey, combining friendly personality and showmanship. Box 147, BROADCASTING.

### CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.**

Situation Wanted 10c per word. All others, 15c per word. Count 3 words for billed box number. Deadline 2 weeks preceding issue date. Send box replies to Broadcasting, 870 National Press Bldg., Washington 4, D. C.

**HELP WANTED**

- Young lady copy writer who is not afraid to work. Some air work, ideal climatic area, new Mutual affiliation, Box 179, BROADCASTING.
- Director of women's program wanted by 5000 watt network affiliate in metropolitan market. Must be qualified, intelligent, personable, Salary, and Tal- ent. Send audition and all information. Box 180, BROADCASTING.
- Program director—skilful and imagina- tive man, W. S. strong experience for northeast independent. Please write fully. Include salary desired and when available. Box 181, BROADCASTING.
- Experienced—salesman, wanted. City, AM. 101, FM station. Excellent opportunity. Give complete details and photograph—WANTED. Box 182, BROADCASTING.
- Announcer—required. Be progressive, have excellent sales record. Salary Unlimited opportu- nity. Willing to start at $75.00 first year. Box 183, BROADCASTING.
- Wanted—Announcer—wanted. Washington, D. C.; $75.00. Box 184, BROADCASTING.
- Wanted—Announcer—with good commercial voice. Send photo and recent performance on reel. Reply WBBZ, Vineland, New Jersey, for FM construction engineer, licensed an- nouncers, BROADCASTING.
- Experienced—announce a proven record offered unusual opportunity with new station in eastern major city. Desiring aggressive advancement in the field, for which city is not piled with too many stations. Box 186, BROADCASTING.
- Wanted—Announcer—for independent. Active market offers good base plus tips and future. Large turn around desirable, with details and photo to Box 208, BROAD- CASTING.
- Announcer—Immediately; must be ex- perience. Permanent position. Airmail tomorrow. Box 189, BROADCASTING.
- Experienced salesmen for major network. Be progressive, capable of giving good service, send photo, resume and references. Box 190, BROADCASTING.
- Experienced—sportscaster, writer, Send photo, disc Western Paradise. Station WOD, Des Moines, Iowa.
- Wanted—verify, dependable an- nouncer, 1000 watt daytime. Good fu- ture. Box 191, BROADCASTING.
- Wanted: 2 engineer-announcers for NBC affiliate. Starting salary $55.000. Call or wire WCHR, Greenwood, S. C.
- Experienced—announcer for 1,000 watt full time Mutual station. Send first class disc, photo, salary requirements to Box 193, BROADCASTING.
- Experienced announcer for 9000 watt full time Mutual station, with first letter. All transmissions re- turned. Box 194, BROADCASTING.
- An announcing position in the South. Box 195, BROADCASTING.
- Engineer—First class license 1 kW day 15 kW FM in progress. All details in first letter, experience, salary expected, family, etc., to Chief Engineer, WHTN, P.O. Box 310, Huntington, West Virginia.
- Full experience, 10 conc- secutive years. A completely dependable family man, 29. Now managing anesthet- isation station. Desires position chief engineer. Write Box 197, BROADCASTING.
- Station manager-program manager serving Bikinat. Seeking permanent position after four years in government employment. Prof- fessed by six years as program man- ger in small markets and seven years pre-radio administrative experience. Box 198, BROADCASTING.
- Two announcers—Ambitious veteran, grade level FM sales. Good background. All details together or in- dividually. Box 199, BROADCASTING.
- Engineer, 3 years Navy radio ex- perience, 2 years GC graduate school, plus full paper ticket. Married, Will travel. Box 200, BROADCASTING.
- Newspaperman, 15 years experience on more than one daily. Desires position in radio. Box 146, BROADCASTING.

### SITUATIONS WANTED

- Engineer, 1st class, capable, reliable. Ex- perience, excellent references, and transmitter in 250 watt Mutual affiliation, Box 201, BROADCASTING.
- Engineer-announcer, 1st class, experienced. Excellent references, box 202, BROAD- CASTING.
- Engineer—experienced. Excellent references, box 203, BROADCASTING.
- Manager, 25 years experience on small stations, excellent contacts with national advertisers. Box 204, BROADCASTING.
- Wanted—Manager for independent. Excellent references, box 205, BROADCASTING.
- Engineer—announcer, W. S. experience. Send recent photo and references. Box 206, BROADCASTING.
- Engineering manager or network affiliation available. Desires position with good progressive regional inde- pendent. Box 207, BROAD- CASTING.
- Experienced announcer in all phases. 29, no experience. Send resume and where, Transcription on request. Box 208, BROADCASTING.
- Engineer, 24, single. Four years broadcast experience, excellent references. Box 209, BROAD- CASTING.
- Announcer—1 year staff, also music librarian, 25 years, single and college trained. Will work any time. Box 210, BROADCASTING.
- Engineer—3 years Naval radio experience, 2 years GC graduate school, paper ticket, Married. Will travel. Box 211, BROADCASTING.

- Engineer, over 30, good voice, August age, voice. Two years on small college station, non-com- mercial, drama. Desire commercial experience. Box 212, BROADCASTING.

Newspaperman, 15 years experience on more than one daily. Desires position in radio. Box 146, BROADCASTING.
Situations Wanted (Cont'd)

Engineer, RCA graduate, young single veteran with 2 years experience, Box 139, BROADCASTING.

Experienced commercial announcer, veteran, 52, Sound recording operator. Has handled production, continuity, special events. Box 141, BROADCASTING.

General manager—if you are looking for an experienced, full-time manager for your station, I am interested. Box 157, BROADCASTING.

Disc, Announcer: English-Spanish, local connected, 13 years experience; 1st station. Box 159, BROADCASTING.

General manager-program director-engineer. Desire change due to highly unfavorable working conditions (the only one in a 10-year period). Box 161, BROADCASTING.

Address: Jim Styles, 1202 E. 7th St., Los Angeles, California.

Station Managers!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS

Bus up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing producing.

The National Academy of Broadcasting, Inc.

3338 16th Street, N.W., Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G. I. APPROVED

The National Academy of Broadcasting, Dept. 111
3338 16th Street, N.W.
Washington 10, D. C.

Please send information concerning:

☐ Correspondence ☐ Residence Courses

Name ___________________________ Address ___________________________

City ___________________________ State ___________________________

August 11, 1947 • Page 5
Denny, Jeff, Durr

(Continued from page 18)

him. Mr. Denny had strongly endorsed the Wakefield reappointment.

Although no full explanation has ever been made of this almost unprecended action, it is known that the President had discussed the Wakefield situation with Mr. Reinsch. The President is represented as far from being in full sympathy with FCC policies and procedures, but there has been no open break.

Mr. Denny, youngest man to hold the FCC chairmanship, has been particularly effective in his dealings with Congress, both as to legislative and appropriation matters. He is highly regarded also in many industry quarters and, despite Blue Book and other crackdown policies which he inherited, has demonstrated a greater degree of cooperation with the NAB than his predecessors in the chairmanship.

The FCC is now all but committed to reorganization under a di- visional structure to become effective about Oct. 1 on a six-month trial basis [Broadcasting, July 21]. It is doubted whether the resignations will crystallize by that time, since the ITC sessions are expected to run at least that long. The best guess on timing is around Christmas.

Mr. Denny has turned a deaf ear to all inquiries about his resignation. It is known, however, that he is concerned about the welfare of his family and the schooling of his children. Resignation as FCC chairman, of course, would carry greater prestige than if he later reverted to a commissioner-ship. That would occur, if there is a change in administration after the elections next year, or if the President in the interim should de- sign a full-scale reorganization. The latter course is not entirely outside the realm of possibility, according to informed sources. Mr. Denny's term does not expire until June 30, 1951.

The term of Commissioner Jet does not end until 1950. He has been on the brink of retiring from the Commission several times to accept tempting outside offers, but always has been prevailed upon to remain. It is believed that he is committed to Chairman Denny to remain as long as the latter stays on, but not beyond. Like other members of the Commission he has found it difficult to make ends meet on the $10,000 stipend.

Mr. Durren, leading proponent of the Blue Book, evidently has be- come somewhat weary of the shape of things in Washington, with most of his Lawyers Guild and CIO compatriots out of Govern- ment. His losing Blue Book battle, and perhaps his somewhat frail health are seen as contributory fac- tors to his reported desire to retire.

Final Rule Unlikely
By WOKO Deadline

Procedural Steps to Prevent
Decision Before September

CHANCES of FCC getting out a final decision on the three-way fight for WOKO's 1490-ke space from ABN, the station's long-time competitor, were eliminated almost to nonexistence last week.

The hearing on the three applicants for the frequency was closed without a decision, at least, and additional engineering testimony. Bulk of the testimony was pre- sented the week before, and in an earlier session at Albany. Ob- servers generally conceded that, even with quick work in getting out a proposed decision, the time assured applicants for filing ex- cepions and the further time need- ed to hear and consider oral argu- ment would delay issuance of the final decision at least until some- time in September if normal pro- cedure is followed.

This would mean that (1) WOKO be given a further tem- porary extension of license, or (2) WOKO listeners be without local service on the 1490-ke channel until the final decision is issued and the winner goes into operation.

Litigation Seen

The prospects of litigation were considered great, regardless of which applicant wins.

All three applicants are request- ing 1490 ke with 5 kw. They are Van Curler Broadcasting Corp., Joseph Henry Broadcasting Co., and Governor Orkog Broadcast- ing Corp. Joseph Henry also has applied for license to operate on WOKO's present facilities—1 kw day and 500 night—pending the proposed 5-kw operation. But ques- tions have been raised about FCC's authority to grant a license with- out first granting a construction permit for such facilities.

FCC authorities took the position that the Commission has no such authority. Joseph Henry Com- pany then filed an application for use of 1490 ke with WOKO's pre- sent facilities.

The hearing was held before Jack P. Blume, an examiner in FCC's Hearing Division, who will write the recommended decision.

WLS FAIR COVERAGE

400,000 Expected to Witness
Stage Show-Broadcasts

AN ESTIMATED 400,000 people will be entertained at shows pre- sented by WLS Chicago at fairs being held this season in the WLS listening area, according to Glenn Snyder, president and general manager. Three hun- red and nineteen fairs and cele- brations are on the WLS schedule this season with 250 last year, Mr. Snyder said.

The WLS National Barn Dance was scheduled to open the Illinois State Fair on the last Saturday night (Aug. 9), with 15,000 persons ex- pected to attend the stage show- broadcast. Among the other large fairs in the WLS Schedule are the Indiana and Wisconsin state fairs and the Michigan 4-H Club fair.

WLS estimates that 5,000 visitors will be entertained daily at the Prairie Farmer-WLS hospitality tent at the Illinois, Indiana and Wisconsin state fairs.

Fifty hours are to be broadcast from the four state fairs in the WLS area. Members of station's pro- duction and engineering departments will be on hand to conduct activities and to greet listeners.

KAGH Opening

KAGH, new FM station in Pas-adena, Calif., will have its formal opening Aug. 20 in grand style. The licensee, Andrew G. Hales, Washington attorney and counsel to the International Telecommuni- cations Conference in Atlantic City, announces that he has hired the Civic Auditorium and expects it to be filled with more than 3,000 persons. Highlighting the program will be the GE FM demon- stration with movies, speeches by government officials, Hollywood entertainers and a following of the show. KAGH has been on the air with an 8-hour daily schedule since June 15.

Next Congress

(Continued from page 13)

organization of the Office of Information and Cultural Affairs into the Office of Information and Education, but some time was de- voted to plans for revitalization of New York. There was no indication that Mr. Benton is planning any further conferences with the radio industry but rather will take the issue directly to Con- gress.

He will, however, probably at- tempt to dramatize the "need" for the Foundation in public state- ments, speeches and other ap- proaches likely to garner attention of radio and press people. It was such a campaign as this that virtually forced Congress to back- track on an initial determination to completely eliminate cultural and informational activities in the State Dept.
GOLDMAN IS PROMOTED TO NEW FCC POSITION

PROMOTION of Max Goldman to the new post of assistant chief of FCC’s Litigation and Administration Division was announced by the Commission last Thursday.

The position was created “to aid in the handling of the greatly increased volume of litigation and other work of the division,” FCC explained. The division is headed by Harry M. Plotkin, assistant general counsel.

Mr. Goldman has been with FCC since August 1941 except for service from September 1944 through October 1945 as law clerk to Judge Learned Hand of the U. S. Circuit Court for the Second Circuit.

He has been actively engaged in all phases of FCC litigation in the courts and has participated in substantially all Commission cases in the Supreme Court during the last six years. These include the Networks cases, the New York Accounting case, and Scripps-Howard, Ashbacker, and counting case, and Scripps-Howard, Radio under auspices of the American Federation of Teachers.

Mr. Alexander’s statements were characterized by Mr. Alexander as having been “continually dissatisfied with the payment he has received,” and pointed out that BMI pays publishers on the basis of performance and “the entire catalog for which Mr. Alexander has granted us performing rights” consists of six tunes not available to broadcasters in recorded form. “It is wholly untrue,” said Mr. Haverlin, “that any one connected with our organization represents any music publisher and no one at BMI has a ‘deal’ from which he profits directly or indirectly.”

AFRA Convention
NATIONAL Convention of the American Federation of Radio Artisans will be held Aug. 14-17 at New York’s Hotel Astor. Meetings are planned through Sunday. On agenda for Friday are talks by George Heller, national executive secretary, and Frank Reel, his assistant. Taft-Hartley Act and Lea Bill will be discussed Saturday, plus a television report. National officials will be chosen Sunday.

TV Assn. of Philadelphia Plans Aug. 20 Meeting
ANALYSIS of the national and local television audience with the latest figures on receiver set distribution will be among the features of a meeting Aug. 20 of the Television Assn. of Philadelphia. J. R. Poppele, vice president of Bamberger Broadcasting Co., and president of the TBA, will report on the national picture, telling of projected set distribution, current status of stations, network facilities and plans, and will give a forecast of television 1948 prospects. Other speakers will be John Morrison, managing director, Electrical Assn. of Philadelphia; Kenneth W. Stowman, WFIL-TV director and president of local association, and Rolland V. Tooke, assistant general manager, WPIT Philadelphia.

Baptist Workshop
FIRST workshop of the radio committee of the Northern Baptist Convention will be held at the Northern Baptist Assembly in Green Bay, Wis., Aug. 18-22 with 28 selected representatives of all the official agencies of the convention in attendance. Representatives from the Goodyear Tire and Rubber Co. and Kudner Agency Inc., will elaborate on their program, The Greatest Story Ever Told, following which will be a discussion by church officials on how they can best use and support the radio program.

KECK
Odessa, Texas
The Music and News Station

Donald Cooke, Inc.
National Station Representatives

New York
551 Fifth Ave.

Chicago - Hollywood - Detroit

920 kc KECK 1000 w
Jan King, Manager

SMALLEST RADIO SCHOOL
Council on Radio Journalism Has 3 Pupils;
NAB Cooperates in Plan

SMALLEST radio school in the country, with most professors per pupil, is providing actual broadcast news experience for journalism teachers at three universities.

The school is in its third year, under auspices of the Council of Radio Journalism, NAB, and American Assn. of Schools and Departments of Journalism.

Three pupils attend the school as “internes,” each learning through 15 weeks of actual station work what goes on in the news department of a broadcast operation. “Dean” of the school is Arthur C. Stringer, NAB Director of Special Services.

Edwin H. Johnson, assistant professor of journalism, South Dakota State College, is intern at WSyracuse. He has journalism degrees from U. of Colorado and U. of Missouri and during the war was information specialist in the AAF.

Paul Krakowski is intern at WHAM Rochester. After completion of his internship he joins the Henry W. Grady School of Journalism, U. of Georgia. He has degrees from Westminster College and U. of Wisconsin.

Carleton J. Smyth, intern at

SMALLEST RADIO SCHOOL
Council on Radio Journalism Has 3 Pupils;
NAB Cooperates in Plan

WOC Davenport, Iowa, after completing his work at the station will become assistant professor of journalism at Kent State U., Kent, Ohio. He is a graduate of Columbia School of Journalism, was employed on the Washington Times-Herald and taught at Duquesne U.

Sterling, American, RCA Renewing 6 NBC Shows
NBC last week announced six program renewals from the chain, which are sponsored by Sterling Drug Inc., Wheeling, W. Va. Shows renewed by Sterling on NBC are: Backstage Wife, Mon.-Fri., 4:14:15 p.m.; Stella Dallas, Mon.-Fri., 4:14:30 p.m.; Lorenzo Jones, Mon.-Fri., 4:30:4:45 p.m., and Young Widder Brown, Mon.-Fri., 4:45-5 p.m. Agency in Dancer-Fitzgerald-Sample, New York.

American Tobacco Co., New York, renews the Jack Benny Show, Sun., 7-7:30 p.m., through Boote, Cone & Belding, of York and Radio Corp. of America, New York, renews the RCA Victor Show, Sun., 2-2:30 p.m., through J. Walter Thompson Co., New York.

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WEAW Model FM, Making Money

Seven-Month-Old Station Has Young Staff With Ideas

By JOHN W. OSDON

THIS IS THE STORY of a cooperative newcomer in the FM field—WEAW, which has proved in seven months that FM operation can be a rewarding financial success. WEAW is owned and operated by the North Shore Broadcasting Co., Evanston, Ill.

Aside from the fact that advertising revenue has covered the entire cost of operation since WEAW's first broadcast, the station is staffed largely by World War II veterans. President and manager is 25-year-old Edward Wheeler, an ex-marine, while Leonhard Dayton serves as vice president and treasurer. Mr. Wheeler, formerly of Pasadena, is a Stanford U. graduate.

The youth of its staff stands out impressively—no member is over 25 years of age. And WEAW is intimately tied with one of the great Midwestern towers of higher education—Northwestern U., with which the station cooperates for its program fare.

WEAW's success has exceeded by far the expectations of Ed Wheeler, who originally went on record as "hoping" that by the end of its first year of operation WEAW would be 50% commercial. But a few days before station went on the air Mr. Wheeler reported an unusual response from advertisers to its first published rate card. The Evanston FM'er began operation Feb. 1 with 25 sponsors who were willing to take a chance.

Low Initial Rates

The list of sponsors soon grew, in fact almost doubled within the relatively short period of seven months. Today WEAW has approximately 45 sponsors, including nine regional and national accounts placed throughout Chicago area and accounting for between 50% and 60% of its commercially-sold airtime. Basis for the sales, Mr. Wheeler stressed, revolves around two factors: (1) The station guaranteed sponsors low initial rates for a period of two years and (2) promised availability of good airtime during initial operation.

WEAW's rate schedule for studio-originated programs follows:

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Class B (all other times):

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<td>5 minutes</td>
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<td>10 words</td>
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</table>

Programs originating from points outside the WEAW studios are subject to special rates. Commission allowed recognized advertising agencies on net time is 15%. No cash discounts are given.

Monthly operating expense of WEAW, according to Mr. Wheeler, is $17,000. If the present rate of profit continues, he says, the station will have realized by year-end 20% (10,000) of its overall original investment of $50,000. (WEAW had to build its own tower and station, buying property rather than renting it, and Mr. Wheeler believes that an FM station not confronted with this obstacle can be launched for $10,000.)

Commercials Restricted

The station has laid down a few rules. For one thing, commercials are restricted both as to content and length. Singing commercials and specific mentions of installment buying or prices are taboo. And that old bogy of both AM and television-commercial in the middle of a newscast—is strictly out. (WEAW, incidentally, charges 15% above its regular program rates for sponsored newscasts.) And, finally, no spots are sold during evening hours. WEAW points out that both audience and sponsor reactions to these limitations have been "favorable."

The station, maintaining a 65-hour-a-week broadcast schedule, makes effective use of "block programming." (WEAW is licensed to operate full time but goes on Monday, 3-10:30 p.m.; Sat., 12:30-10:30 p.m. and Sun., 10 a.m.-10:30 p.m.). Popular music prevails during afternoon hours, while classical and European commentator, and educating music or program made specific to the station's "limited" model is aired between 6 and 10 p.m.

WEAW offers a wide variety of programs. Among them are: "Boom on the Street," which features interviews with grade-school boys; The Flying Reporters, devoted to information about private aviation in the Chicago area; Critic's Corner, which features Norman Ross Jr., son of the Chicago radio veteran; in comments on the news of forthcoming plays and concerts; Flight Time, a weekly show put on by personnel of Glenview Naval Air Station; Spotlight on Talent, featuring instrumental and vocal artists; H. J. Jaro Presents, weekly cultural program by H. J. Jaro, European commentator and author; Peace From On High, a program of Evanston's World Republic group dedicated to international peace, and Club Downbeat, a disc m. c. show highlighting Bill Branch, Negro announcer, and sold to colored merchants.

Editorial Commentary

Included also is Editorial Page of the Air, a venture into what was until recently a no-man's-land—station editorialization. This is a weekly program conducted by Prof. Curtis D. MacDougal, of Northwestern, and features comment and subject matter of current local news value.

WEAW, by virtue of its proximity to Northwestern, has worked diligently with the university, which figures prominently in the station's local news coverage, not to mention its actual programming operation. Northwestern's Medill School of Journalism, in preparing exclusive news coverage under the experienced eye of Baskett Mosse, former NBC news editor.

Variables of newscasts originate on the N. U. campus, and the station makes good use of its Webster wire recorder to treat local events.

WITH an entire staff 25 years old or under, the seven-month-old WEAW (FM) is fast becoming a model station. FM stations throughout the country are watching it. Not only does it have a reputation for fine programs and reasonable coverage, but it also is already making money. Its success story is presented here.

Mr. Wheeler speaking at Northwestern U.

Under its working arrangement with Northwestern, three evening half-hour periods a week are given to programs which emanate from the university—of Speech and Journalism. A daily 15-minute period is allocated to the Evanston Council of Social Agencies, which in turn turns the program over to one of the 51 agencies included in the council structure. Weekly programs are broadcast by two high schools, while two Sunday morning church services are carried as sustaining features.

Serves Chicago, Suburbs

WEAW, a Class A station, uses a 250-ft. tower, with two-bay antenna and provision for eventual four-bay. Its transmitter is a W. E. General Electric, and it operates with effective radiated power of 310 w, while its ultimate power is 665 w. According to Mr. Wheeler, the station covers the Chicago and suburban area, with consistent reception having been reported up to 155 miles away.

While WEAW operates at present on Channel 282 (104.3 mc), the FCC under its new FM allocations plan has set aside for the station Channel 244 (967 mc). Since WEAW was the first Class A FM station on the air in the Chicago area, it has its choice of available channels.

WEAED sends out informal letters periodically to keep its listeners abreast of FM activities in general and its own operations in particular. Listeners are encouraged to call the station if they have any questions about or difficulties with FM receivers.

Aimed at Dealers, Too

Part of the station's campaign to make Chicago and its suburbs FM-conscious is directed to dealers themselves. WEAW makes it known that it is "happy to cooperate in every way possible in publicizing and promoting the sales of your new FM sets" and asks that it be advised whenever dealers get a new shipment.

Listeners are encouraged to "just drop in at WEAW any afternoon or evening and make yourselves at home."

The station is running a weekly ad in The Evanston Review to inform readers about the "general

FACTS to prove the pulling power of WLBR....

22,000 pieces of mail recorded during the past three months (No giveaways).

6,000 pieces of mail in ONE MONTH FOR ONE PROGRAM.

200,000 REGULAR listeners in Central Pennsylvania reaching six counties and covering five cities.

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

Julian Skinnell, Operations Manager

Radio Advertising Company, National Representatives
afm

(Continued from page 15)

New York negotiations with major studios failed to elicit much information, drawing the threats from Mr. McCann, Maury Paul, local board member, could not recall that Mr. Petrillo had called the television clause a "must" during negotiations and, without giving a reason, violinist, took a similar stand, as did Ray Menhennick, another musician who participated in negotiations.

Further inquiry into the movie-television problem will be held in New York next month, Chairman Kearns indicated. Chairman Fred A. Hartley, J. R.-N. J. of the full House Broadcast Committee, took an active part in the Los Angeles hearings.

Questioning centered around an AFM contract signed with major movie producers in April 1946 which expressly forbade use of sound track or films containing pictures of federation members performing on musical instruments for television broadcasts. This is applicable to all films "heretofore made or which will be made prior to the expiration of this agreement and thereafter."

Milton Schwartzwald, general musical director of Universal International Inc., declared his company had made a compromise with Mr. Petrillo recently. He added that word had just reached him that acceptance of a compromise offer might soon be forthcoming from AFM. Mr. McCann asked him if this might not be the result of pressure brought by the Congressional investigation of AFM. Mr. Schwartzwald admitted that such apparently was the case.

RELIGIOUS WORKSHOP UNDERWAY IN CHICAGO

CLIFFORD J. DURR, FCC Commissioner, and Hal McCarty, director of radio for the U. of Wisconsin, along with several other distinguished leaders in the field of radio and mass communications, are scheduled to appear at the U. of Chicago's Religious Radio Workshop which opened Aug. 4 for a 25-day session.

The workshop, which is designed for the members desiring to carry on leadership in religious radio circles, will include seminars and interviews to discuss radio as a means of communication and the contribution religion can offer to radio listeners.

Sunland Wins FCC Favor for El Paso

RASING its choice on local ownership and applicants' plans to participate in station affairs, FCC last week handed down a 2-to-1 proposed decision anticipating a grant to Sunland Broadcasting Co. for a new El Paso station on 1340 kc with 250 w fulltime.


The applications of Seaman & Collins and Del Norte Broadcasting Co., along with Timberwolf Broadcasting, were given proposed denials. All sought the 1340-kc channel for El Paso.

Sunland, which anticipates either ABC or Mutual affiliation, is owned in equal shares by Vincent W. McCann and Carlos L. Carter, partners and co-managers of Credit Bureau of El Paso, and Edward D. Hodge, retired former owner of the Credit Bureau. Mr. McCann would be general manager of the station and Mr. Hodge also would devote fulltime to its operation.

Ownership of the others: Timberwolf Broadcasting Co.—Malcolm Terry de la N. Allen (Ret.), who commanded the First Division and later the 10th Armored Division in Africa and Europe during World War II, is president and owns 4.28% (ultimately would have 11%), S. M. Murdochson, businessman, has 74.29%, and W. R. Conley, petroleum producer, owns 14.5%.

Seaman & Collins—Equal partnership of Sleeker P. Seaman of Washington, D. C., and Carr P. Collins Jr. of Dallas, vice president and general manager of KRWH Corpus Christi.

Del Norte Broadcasting Co.—Headed by Douglas Butler, El Paso outdoor advertising man (10%), William W. Delin, 15% stockholder of KBBS San Francisco, and J. M. Davis, attorney and executive vice president of American Broadcasting Stations Inc., which owns WMT Cedar Rapids, has 15%, and KMOL San Antonio has 15%, Mrs. Gladys Dempsey, wife of New Mexico's former Gov. A. J. Johnson, has 24%, A. E. Grambling, El Paso attorney, has 20%, and A. E. McKee, also of El Paso, has 31%.
NEW LOCAL STATION
GRANTED AMSTERDAM, N. Y.

PROPOSED DECISION issued by FCC Friday afternoon granting new station to Amsterdam, N. Y. on 1490 kc with 250 w full-time. Denial proposed for Amsterdam Broadcasters’ application for same facilities. Comr. Clifford J. Durr did not participate in decision.

FCC based its choice on "the experience and local backgrounds of the officers, directors and stockholders of Community Service Broadcasting Corp.

Community Service is owned by 17 stockholders headed by Arthur-Carter, who has done public relations work for WSNY Schenectady for past year. He has 38.25% interest in proposed station and would be its manager. Other stockholders, all of Amsterdam, include:

Ralph E. Kurnbaum and Felix J. Autili, secretary and treasurer respectively, 1.28% each; Frederick C. Aber, Jr., Howard L. Shuttlesworth and Herbert L. Shuttlesworth (as William Barlowe) and George A. Dickson, 3.65% each.

Tiers of Amsterdam Broadcasters:

Peter J. Baglino and Thomas W. Leavernel, business and professional men, both of Amsterdam, and Richard O’Connor Jr. of State St., New York, who aided in establishment of WALL Middletown, N. Y. They are equal stockholders in Amsterdam Broadcasters. Mr. O’Connor would be general manager.

WWPN TRANSFER SOUGHT

FCC CONSENT to transfer of CP to WWPN Microwave, Inc., (1475 w, 250 w) from E. P. Nicholson Jr. and John Wallbrecht, doing business as Pinnacle Broadcasting Co., to Elmer Dennis Smith and Tom Crutchfield, trading as Smithfield Broadcasting, sought in application reported by FCC Friday. Consideration: $3,200.38 to cover expenses incurred. Mr. Smith, coal operator, and Mr. Crutchfield, officer-manager of coal company, have equal shares in Smithfield Broadcasting. Grant for WWPN issued in January [BROADCASTING, Jan. 13]. Construction not yet started. Reason assigned for transfer: Ill health of Mr. Wallbrecht.

ITU-UN TO MEET

NEGOTIATIONS for setting up working relationship between International Telecommunications Union and United Nations will start this week at UN headquarters, Lake Success, New York, with purpose of coordinating activities of various specialized UN agencies which have interests related to telecommunications. ITU negotiating committee named Friday at plenary session of International Telecommunications Conference.

PHIL BOWMAN, formerly with Dancer-Fitzgerald-Sample, Chicago, as producer of Ma Perkins program, joins Young & Rubicam, Chicago, Aug. 11 as radio program manager. He replaces Rupert Lucas, resigned.

SCOTT McLEAN, former international media director of Grant Advertising, New York, has joined Compton Advertising, New York, as spacebuyer.

RUPERT LUCAS resigned as radio program manager of Young & Rubicam’s Chicago office. Marion E. Reuter, timebuyer, currently filling job.

FCC APPROVES JONES’ WITHDRAWAL AS APPLICANT

WITHDRAWAL of Robert F. Jones, FCC Commissioner-designate, from station ownership field became official Friday. Comr. Rosel H. Hyde, presiding in motions hearing, granted petition for amendment of Northwest Ohio Broadcasting Corp.’s application to reflect Mr. Jones’ sale of 19.18% interest to George E. Hamilton, another stockholder, for price paid, $2,900 [BROADCASTING, July 14].

Stock sold included shares Mr. Jones had purchased from Edward Cooper, communications adviser to Senate Interstate & Foreign Commerce Committee, who also withdrew from firm. Northwestern Ohio has FM grant for Lima, Mr. Jones’ hometown, and is one of three AM applicants in hearing for 1150 kc. With revision in firm’s IRA set up, FCC ordered further hearing Aug. 24 in proceeding, which involves Northwestern Ohio, of Lima; WOOP Inc., Dayton; Sky Way Broadcasting Corp., Columbus. Mr. Jones, as Commissioner, has no station interest. He takes office Sept. 3.

PARAMOUNT DELAYS TV ACTION

PARAMOUNT Pictures, faced with expiration this week of second 90-day period to decide on sale or retention of its stock in Allen B. Du Mont Labs., had made no decision by Friday, with indications movie company would not dispose of Du Mont stock at least for present. FCC ruled Paramount’s holdings in Du Mont make two companies one as far as licenses go, turned down Paramount applications for video stations in Boston and Dallas because grants to Du Mont in New York, Cincinnati, Pittsburgh, and to Paramount in Los Angeles and Chicago constitute maximum allowed any one licensee.

LANDON GETS STATION

ALF M. LANDON, former Kansas Governor, received grant for new daytime station at Lebanon, Ky. (150 kw, 500 w) from E. P. Nicholson Jr. and John Wallbrecht, doing business as Pineapple Broadcasting Co., to Elmer Dennis Smith and Tom Crutchfield, trading as Smithfield Broadcasting, sought in application reported by FCC Friday. Consideration: $3,200.38 to cover expenses incurred. Mr. Smith, coal operator, and Mr. Crutchfield, officer-manager of coal company, have equal shares in Smithfield Broadcasting. Grant for WWPN issued in January [BROADCASTING, Jan. 13]. Construction not yet started. Reason assigned for transfer: Ill health of Mr. Wallbrecht.

PROPOSED DECISION

GRANTED AMSTERDAM, N. Y.

BMB’s 34 SUBSCRIBERS

BMB announced Friday 34 subscriptions had been received. Contracts for subscribing to BMB’s new 15-point program were mailed on Aug. 1. First 34 subscriptions represented stations in 25 to 50 kw in 21 States. They are: WIS WSOJ WDBJ WCAU KFRO WTAR WMRN WHBF WSVAT KOGA WBNs KOTA KTS A KVL WHTT WSAR WKNE WPTF WISH WECB WNBW KRTN WAP0 WSCU WBCH WCHV WCTC KOLT WJB0 WCBG WLBZ WLP WRAK.

Closed Circuit

(Continued from page 4)

three years. Script, in final okaying stage last week, also cites U. S. listening audiences and regulatory role of FCC.

WILL RAY C. WAKEFIELD, former Repub-lic member of FCC whose renomination was summarily withdrawn by President Tru- man, receive appointment to another Federal post? California, an attorney, was planning to enter private law practice following 24 30 expiration of his term. But it now is re-pored President might name him to another governmental agency—possibly Federal Power Commission or ICC...

LABEL of Sunday Evening Sun tentatively selected for Ray Henley’s new Sun Oil Oil, schedule which gets under way on Aug. 29 over NBC (6:45-7 p.m. through Fri.). Top personnel now complete with Fred Morri-son, for past decade right bowler to Fulton Lewis, top-rated MDB New York broadcaster, moving over as broadcast co-ordinator. Sharing 15-minute period with Editor Henley will be Felix Morley, former editor of Washington Post, and Ned Brooks, Scripps-Howard Newspaper Alliance star reporter. Program, through Roche, Williams & Glery, Philadelphia, will be strongly merchandised via newspaper spot-light promotion.


D. L. CLARK Co., Pittsburgh (candy bars), reportedly interested in sponsoring Bobby Doyle show and would work on ABC sur- taining show. Sponsor said be negotiating with ABC for possible fall presentation. Ac-count handled direct.

NBC’s sweeping top level reorganization plac-ing Vice Presidents Kopf, Dyke and McDon-ald in top administrative positions vice presidents, does not conclude reorganization plan. While upper echelon now is set, promotions in second level are in immediate offing.

PROPOSAL for continuing television set sur-vey on monthly basis in Philadelphia, first such comprehensive study of video in any city, to be broached to Philadelphia Television Assn. meeting Aug. 20.

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Just picture each crew member as representing 30,000 watts. That’s a total of 240,000 watts, all pulling together. And that is the equivalent strength of the new 50,000-watt directionalized daytime signal which WINS is now beaming across Metropolitan New York City.

Now, for the first time, there is a clear, powerful signal—comparable to the very best now available in the market—to provide better reception at 1010 on the dial.

Programming, too, is much improved with more than a score of new shows and many new personalities presented during the 24-hour-a-day broadcast schedule. Yes, WINS At Work means every effort is being made to provide listeners with a more worthwhile radio service...to provide advertisers with an honest, resultful medium.

HAVE YOU HEARD THESE
NEW WINS PROGRAMS
AND PERSONALITIES?

BBC Mystery Playhouse
Cincinnati Summer Opera
Cincinnati Symphony
Conversation At Eight
Let’s Visit
Meet Me at the Copa
Morning Matinee
Washington Forum
Washington Front

Youth Demands an Answer
Red Benson
John Clarke
Geoff Davis
Jack Eigen
Don Goddard
Peter Grant
Gil Kingsbury
Jack Lacy

Ruth Lyons
Walter Scheff
Tom Sugrue
Commercial shipping on the high seas and inland waterways is now freed by radar from delays caused by bad weather.

**RCA Radar—enables ships to see through fog, darkness, storms**

With shipboard radar, developed and produced by Radiomarine Corporation of America—a service of RCA—a pilot watches a viewing screen that shows a large, clear, maplike picture.

On this screen he sees moving and anchored craft, shore lines, buoys and lightships—regardless of weather or bad visibility. With this radar picture he can safely pass through heavy fogs that would ordinarily force the most experienced pilots to anchor, often for days at a time.

Thanks to RCA Laboratories' radar research, sea and inland navigation now becomes infinitely safer and independent of weather.

The same pioneering and research at RCA Laboratories are applied to all RCA products and services to keep them at the top in their fields.

When you buy an RCA Victor radio, television receiver, Victrola radio-phonograph, phonograph record or radio tube, you get one of the finest products of its kind science has achieved.

A cordial invitation is extended to you to visit the new RCA Exhibition Hall, 36 W. 49 St., in Radio City, New York, open daily and Sunday—no admission charge.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

A twelve-inch viewing screen clearly reveals objects as close as 80 yards—or as far away as 50 miles! Ultra high-frequency radio beams detect the objects and picture them on the screen. For further details on RCA marine radar, write to Radiomarine Corporation of America, 75 Varick Street, New York, N. Y.