Edward Cassidy and his brother George farm 332 acres north of Berlin, Wisconsin, a farm that has been in the Cassidy family for four generations. Most of the land is in hay to feed their large dairy herd — producing about 45,000 pounds of milk a month. In addition to their farming, the Cassidy brothers have two refrigerator trucks, haul three loads of milk daily from neighboring farms.

Each family has its own house. Edward and his wife Adrienne have two young children, Leo, age 8, and Mary, age 10. The whole family has spent all their lives on farms — Edward has been working the home place for 26 years. When Mrs. Cassidy started teaching school in 1925, one of the things she missed most was the family radio, for her boarding home had none. Consequently, her only listening was the WLS National Barn Dance when she visited home on weekends.

The Cassidys are regular listeners to all WLS programs. They depend on us for markets and news, they never miss the National Barn Dance. They plant and harvest by WLS weather reports — last winter the men saved a day's hard work shoveling, because they left their neighbors extra milk cans after hearing a WLS storm warning. Mrs. Cassidy tunes in Martha's and Helen's Feature Foods program every day, and Mary's school listens regularly to WLS School Time. The family has saved every WLS Family Album since 1929. They're all taped and mended now, almost worn out from hours spent looking through them.

It is on the thousands of families like the Cassidys that WLS microphones have been focused for over 23 years. It is our intimate interest in their life, their work and their problems, the service and entertainments we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.
Partners for 17 years

MARSHMALLOWS FLUFF and YANKEE

One contract after another for 17 years without a break — and still going!

Durkee-Mower, Inc., makers of Marshmallow Fluff, are charter members of the group who tried network broadcasting when networks were young and much smaller. This was in October, 1930.

It was true then as it is today, that selling is local. Durkee-Mower, Inc., realized that it takes a local station to do a good selling job in any market — and that it takes a large group of local stations to do a complete selling job in New England.

Marshmallow Fluff has been for many years the sales leader in its field. There is no doubt that this success is largely due to a sound advertising policy consistently followed throughout the years.

The Yankee Network has shared in this success story for 17 years because Yankee home-town stations, more than any other group, provide the complete coverage, with local impact, necessary for most effective selling in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by Edward Petry & Co., Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Upcoming

Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.


(Other Upcomings page 84)

Business Briefly


BUYS CLUB SEGMENT • Toni Co., St. Paul (home permanent) Sept. 1 begins 9-9:15 a.m. segment of Breakfast Club, Mon. through Fri., on full ABC network. 52 weeks. Agency, Foote, Cone & Belding, Chicago.


INSTITUTE TESTS • Industrial Training Institute, Chicago, currently testing five-minute transcribed shows on select midwest and western stations with extensive national spot planned for fall. Before war sponsor used as high as 200 outlets. Agency, James R. Lunke & Assoc., Seattle.

P & G SINGER • Procter & Gamble Co., Cincinnati, returns Jack Smith show to CBS Aug. 28 after summer hiatus, Mon. through Fri., 7:15-7:30 p.m. Agency, Dancer-Fitzgerald-Sample, New York.

DISC JOCKEYS MEET • FIRST convention of National Assn of Disc Jockeys, held Friday in Chicago, resulted in election of Barry Gray, WON New York as national chairman. Other officers: Hugh Douglass, WCFL Chicago, vice-chairman; Bill Leyden, KMPC Los Angeles, secretary. Convention attended by 75 disc jockeys, who were guests of Universal International Pictures as promotion for forthcoming picture on disc jockeys. Group voted to establish state and local chapters and to hold national convention annually.

EXPANDS CAMPAIGN • INTERNATIONAL SHOW Co., St. Louis, (Conformal Show Co. Division) through Guildford Adv., New York, is expanding radio, buys two women's participation shows on WGN Chicago and KDKA Pittsburgh. Spot announcements to be added in six markets.

CBS GOLD MAGIC

FRANK E. MULLEN, NBC executive vice president, was weaving through Cape Cod traffic trying to catch the Nantucket ferry last week-end, his comely wife holding her hat. He was stopped by a traffic officer, who asked usual question about going to a fire, while writing out a ticket. M. Mullen, fumbling in billfold for identification, handed over gold-edged pass. The law smiled and waved him on. Mrs. Mullen looked at the magic pass and gasped. It was admission card to CBS studios.

BROADCASTING... at deadline
That grand and glorious day when Mid-America finds itself on the 8-Ten spot is just around the next corner. Everybody's talking about the KCMO teaser campaign of newspaper ads, motion pictures, outdoor posters and direct mail. Talking about—and looking forward to—the day when KCMO zooms up with

50,000 watts by day . . . 10,000 watts by night . . . at the 810 spot — right in the middle of the dial — for better, clearer listening!
A LEADING OMAHA DEPARTMENT STORE STARTS EIGHTH YEAR OVER KOIL

Specifically tailored programs directed at specific groups of buyers—this is the formula used for Thomas Kilpatrick & Company over KOIL. And these programs “bring results”, says Miss Green, advertising manager.

Built around the daily noon news and the Sunday 6:00 P.M. news, a well-planned spot campaign featuring the right department at the right time is directed toward regular and seasonal shoppers. A fifteen minute program of seasonal nature (at present, “Let’s Take A Vacation”) is spotted in KOIL’s high- Hoopered Saturday morning and uses live talent to capitalize on shopping moods of the day.

Tailor-Made Programs Bring Results!
And a quick check will convince you that in the Omaha and Council Bluffs area, it’s KOIL for audience-wise programming and promotion know-how. Add to this, KOIL’s large and loyal audience, and you have a combination that brings you sales results everywhere.

Tailor-Made Programs Bring Results!

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

ART KING, Managing Editor
J. Frank Beatty, Rufus Crater, Associate Editors;
Fred Fitzgerald, Nat. Editor; Paul Folsom.
Asst. to the News Editor, STAFF: Lawrence
Christopher, Peter W. Dunbar, Jo Haller, Joseph
M. Bittrich, Mary Zurcher; EDITORIAL ASSIST-
ANTS: Venos Goldwell, Grace Hargrove, Mary
McAuley, Doris Sullivan.
Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS

MAURY LONG, Business Manager
Bob Breshall, Adm. Production Manager; Harry
Stevens, Eleanor Schaff, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller,
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CIRCULATION AND READERS’ SERVICE

BERNARD FLATT, Director
Dorothy Young, David Ackerman, Pauline Arnold,
Darre Redick.

PROMOTION

WINFIELD R. ERE, Manager
Betty Beckenstein.

NEW YORK BUREAU

350 Park Ave., Zone 17, Plaza 5-5555
EDITORIAL: Edwin H. James, New York Editor;
Florence Small, Irving Marder, Patricia Ryden,
Helene Blahin.
Bruce Robertson, Senior Associate Editor.
AUDITING: S. J. Paul, Advertising Director;
Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 4115
Fred W. Sample, Manager; John Osborn.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 26, H. Emerald 8819
David Glickman, Manager; Ralph G. Tuchman,
Patrica Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. Elgin 9715
James Montagna, Manager.

Broadcasting Magazine was founded in 1931 by Broadcasting Publishing Limited under the title Broadcasting—the News Magazine of the Fifth Estate. Broadcasting was acquired in 1932 and Broadcast Reporter in 1938.

Reg. U. S. Pat. Office
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SUBSCRIPTION PRICE: $7.00 PER YEAR. 20C PER COPY

Page 6 • August 18, 1947
It's kind of provoking to whistle at a cute pup and have the pooch just sit there and listen. True, he shows interest, but no action! And no doubt, if a listener survey were conducted on the spot, he'd be tabulated as "tuned in" to your whistle.

Some station audiences are like the pooch. But KSFO's audience is an action audience . . . double action. They listen and respond!

Take KSFO's Faye Stewart show for example: One offer of a recipe booklet and Faye's returns led all other stations whether measured by the cost-per-return or total number of requests.

Department stores, banks, clothiers, realtors and scores of others renew KSFO schedules time after time. The makers and sellers of candy, beverages, books, insurance, furs, cosmetics, soaps and food buy KSFO because our double action audience responds!

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.
We took an hour

"A classic story like 'Carmen'"
in "Studio One"...

We began* with material we could be sure of. A classic story like "Carmen." A new one like "To Mary With Love." A play like "Bill of Divorcement." In every case, dramatic material: tested, established, certain in quality.

We got for it a devoted attention to pace and punch; brilliant, fluent, radio production...certain in quality: Fletcher Markle, the producer; Agnes Moorehead, Everett Sloan, and dozens of other top performers, the actors.

And we took a full hour. Time to develop the full impact of the drama, the full measure of its action and people.

We called the program "Studio One"; a fresh concept of dramatic quality in radio...

...and captured the country!

"Studio One" doubled its audience in 60 days!

And did it, slotted against the top comedy program on the air, against the regular seasonal decline in "ratings."

Just as significant...here was something on which the New York Herald Tribune, PM and Billboard could all agree! They said here was great radio...as did everyone else! "...ambitious and intelligent drama." "Sloan's portrayal every bit as good as Barrymore's..." "Mighty bold...adult radio."

Adult and popular! 60 minutes of radio that holds a great audience enthralled. 60 minutes of focussed listener attention: a super hour for a sponsor who wants to go deep into the American mind; who wants to turn listeners into friends, and friends into customers...fast!

*Only three months ago

A CBS PACKAGED PROGRAM
Feature of the Week

A UNIQUE audience of about 1,000 a week attend the programs of KTYL. Mesa, Ariz., viewing them from a parking lot through a large plate-glass window. KTYL is believed to be America's first drive-in radio station.

The parking lot accommodates 45 cars, and is often filled to capacity. Parkers can listen to the programs through a loudspeaker, thus they are enabled to see and hear live talent programs in the comfort of their own automobiles.

Last week KTYL announced a new general manager, E. W. (Bill) Malone, who is succeeding A. E. Mickel. Mr. Malone has handled promotion with WLO Fort Wayne and KOIL-KFOR Omaha.

Mr. Mickel, manager since KTYL opened early this year, has accepted a position as manager of WGBA-FM Columbus, Ga. KTYL operates on 1490 kc, with 250 w fulltime. It is owned by the Sun Valley Broadcasting Co.

Sellers of Sales

"ELEVISION has already been developed to a point of technical practicality," Herbert (Herb) Leder, director of television for Benton & Bowles, New York, has cautioned, "and any apathy on the part of the agencies in this new medium would be definitely unhealthy both for themselves and their sponsors. The networks have marched ahead vigorously and the agencies that adopt attitude of a dilettante will fall far behind." Mr. Leder said.

Obviously, under Mr. Leder's supervision, Benton & Bowles television department has not fallen "far behind" but is forging ahead with many a "first" to its credit.

Among those "firsts" attributed to Mr. Leder is the filming and recording of television commercials and programs for air check. Another is the innovation of telecasting animating jingles for General Foods baseball broadcasts.

It happened in Brooklyn. Mr. Leder was born there. He attended Brooklyn College, where he received a B. A. degree. During his school years he developed a system of judging audience response and a method of play analysis which enabled him to predict the chances of a legitimate play before it hit Broadway. John Golden sponsored the experiment. Thus began his association with the theatre. Among his stage credits he can list that of assistant manager of "Pins and Needles," production manager as well as playdoctor of the hit play, "Uncle Harry," production assistant of the Alex Yokel revival "Three Men on A Horse," and many others.

In 1943 Herb brought his vast theatre experience to the Benton & Bowles staff, utilizing it by directing General Foods (Gaines Dog Food) Juvenile Jury on WNET-NBC video station for 14 weeks. (Continued on page 76)
AVAILABLE NOW!

Announcements or quarter-hour sponsorship

THE TOMMY DORSEY SHOW

3:30 - 4:30 p. m.

Mondays thru Fridays

An exclusive Intermountain Network program in Utah, Idaho, Wyoming, Montana—the Tommy Dorsey show is a big-time disc jockey musical. It stars that Sentimental Gentleman, Tommy Dorsey, the greatest and most popular band leader in the country—plus the top stars of radio, stage and screen as his guests.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
how would you like to have
OVER HALF THE
RADIO-LISTENERS
in IOWA (ON ONE NATIONAL-SPOT PROGRAM)

As every time-buyer knows, 56.9% of the entire Iowa nighttime radio audience “listens most” to Station WHO, Des Moines.* Perhaps less well known is the fact that WHO’s Iowa Barn Dance Frolic, a big-time Saturday-night live-talent show, is rated by the entire Iowa audience as 29th among the 100 best-liked programs in the State*—just below “Take It or Leave It”—and has a Hooperating of 21.4 for Des Moines only.**

The Iowa Barn Dance Frolic is just one of the many extremely popular local programs which WHO offers, through F&P, to radio advertisers who see the value of spot radio.

National-spot is Bull’s-Eye Radio. It goes straight to the target you choose, without waste. Shall we tell you what’s available—now—on any or all the top-notch stations listed at the right?


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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
BALTIMORE     WCBM
BEAUMONT      KFMN
BOISE        KDHS
BUFFALO       WGR
CHARLESTON, S. C.  WCSC
COLUMBUS, S. C.  WIS
CORPUS CHRISTI KRIS
DAVENPORT     WOC
DES MOINES    WHO
DENVEN       KVOD
DULUTH-SUPERIOR WDSM
FARGO       WDAY
FT. WORTH-DALLAS WBAP
HONOLULU-HILO KGMB-KHBC
HOUSTON    KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE   WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK  WMCA
OMAHA        KFAB
PEORIA-TUSCOLA WMBD-1WD
PORTLAND, OR.  KEX
RALEIGH     WPTF
ROANOKE     WDBJ
SAN DIEGO    KSDJ
ST. LOUIS    KSD
SEATTLE     KIRO
ST. LOUIS-TELEVISION: KSD-TV

NEW YORK:  180 N. Michigan Ave.
CHICAGO: Penobscot Bldg.
DETROIT: 406 W. Seventh St.
FORT WORTH: Palmer Bldg.
ATLANTA: 6331 Hollywood Blvd.
HOLLYWOOD: 58 Sutter Street
SAN FRANCISCO:BROADCASTING • Telecasting
New Census Stresses West Coast Gain
Bureau's Figures Show 34% Rise in Pacific States

OUTSTANDING FACT is in the Census Bureau's estimate of U. S. population as of July 1, 1946 is the great westward movement of civilian population between the last census (April 1, 1940) and the present.

The movement, according to the new figures released on Friday by J. C. Capt, director of the Census Bureau, brought an estimated increase of 33.9% or about 3,281,000 in the Pacific states (California, Oregon, and Washington). Remainder of the U. S., meanwhile, increased about 2,712,000 or only 3% of the 1940 population.

Individually, California's gain of about 2,485,000 was the largest of any state. Other large gains included Michigan with 797,000, Ohio with 594,000, Washington with 435,000, Texas with 419,000, Oregon with 361,000 and Florida with 356,000.

The change between 1940 and 1946 was relatively small in 27 states, differing only 5% or less from the last census. Five states had comparatively large losses topped by North Dakota with a loss of 16.5%. Summarizing the remaining 16 states and the District of Columbia, six increased between 5 and 10%, five added between 10 and 20%, and the last five, plus the District of Columbia, increased more than 20%.

Increase in Births
There were 2,100,000 more births than deaths during the six-year period, which would indicate an average increase of almost 1,500,000 per year. Despite this natural increase, however, 17 states lost civilian population, partly because some were still in the armed forces on July 1, 1946 or had died before that date, but mostly because of the large volume of interstate migration; 12 other states which showed an increase of civilian population from 1940 to 1946 had a net out-migration which wasn't as great as their natural increase.

In these 29 states, there was an out-migration of more than 4,500,000, while in the remaining 19

Bristol-Myers Radio Success Story
See page 15

Cut of TV Channel One to Draw Fire

Proposal of FCC Would Reduce Television Availabilities
REALLOCATION of Television Channel 1, cutting the number of video channels from 13 to 12 (BROADCASTING, May 26), was proposed by FCC last week.

The plan was considered sure to draw the fire of Television Broadcasters Assn. as well as independent video operators and manufacturers.

It was accompanied by a proposed revision of the Commission's city-by-city channel allocation chart which would pop one channel off the availabilities in six cities, including Chicago. Allocations in 11 other areas would be affected by the changes.

The proposal is designed to eliminate the present plan of sharing television frequencies with other services, except on Channels 7 and 8. The Commission held that there is no practicable sharing arrangement which will not cause serious interference to television reception.

Disposition of Channel 1
Channel 1—44 to 50 mc—would be allocated to non-government fixed and mobile services instead of video. It would be used by police, fire, highway maintenance, special emergency, transit utility, forestry conservation, and similar radio services.

There is no station now on Channel 1 and only a single grant for that frequency is outstanding. That is held by Broadcasting Corp. of America (BRO), which would get No. 12 under the new plan.

The Commission specified that written opposition to the proposal would be accepted until Sept. 15 and that oral argument, if justified, would then be held. Observers felt there was no question opposition would be offered from television broadcasters, and probably also from representatives of the other services.

TBA's Contention
TBA had contended, for example, during the FCC-industry engineering conference on problems involved in sharing frequencies, that television should be given additional space, not less, and Allen B. Du Mont Labs specifically requested 10 new channels in the 108-174 mc area. Some of the mobile service users and manufacturers, on the other hand, contend that television must give up at least one channel if the interference problems in the 42-88 mc area are to be solved [BROADCASTING, June 16].

FCC in announcing its proposal said that "possibilities of interference to television from such sources as harmonic radiations, television receiver response to static on intermediate or image frequencies, and television receiver oscillator radiations are engineering equipment problems which the Commission expects can more properly be solved by equipment development rather than further revisions of frequency allocations."

The Commission also specified that the 72-76 mc band "is to be limited to use by the 75-mc aero-nautical marker beacons and to fixed circuits on an engineered basis with the view to avoiding adjacent channel interference to television broadcasting. Radio stations presently authorized in the 72-76 mc band will be permitted to continue for a five-year period."

The proposed revision of channel allocations to various metropolitan districts involves changes for 17 communities, six of which would lose one channel each. Communities affected by the proposed changes are as follows (channel assignments are for metropolitan stations unless otherwise noted): Bridgeport, Conn.—Would have No. 1 (community) being eliminated.

Canton, Ohio—Would have No. 2 (metropolitan) instead of No. 1 (community).

Cleveland—Would have Nos. 2, 4, 5, 7, 9, and 11 instead of Nos. 2, 4, 5, 7, 8, 10, and 13.

Cleveland—Would have Nos. 2, 4, 5, 7, 9, and 11 instead of Nos. 2, 4, 5, 7, 8, 10, and 13.

Fall River—Would have No. 8 (community) instead of No. 1 (community).

Hartford—Would have No. 19 (community) instead of No. 4 (metropolitan).

Manchester—Would have No. 18 (community) instead of No. 1 (metropolitan).

Racine-Kenosha—Would have No. 13 (metropolitan) instead of No. 1 (community).

Riverside—Would have No. 6 (community) instead of No. 1 (community).

San Diego—Would have Nos. 3, 8, (Continued on page 88)
AFRA to Back AFL In Taft Law Fight

Radio Artists' Convention Hears PFA Join Repeal Move

GEORGE WEILLER, executive secretary of the American Federation of Radio Artists, indicated last week that the union's 27,000 members will throw their full weight into the AFL's fight against the Taft-Hartley Law, because it is termed "...the most vicious anti-labor bill ever conceived by any national legislative body in this country."

Mr. Heller spoke Aug. 14 at the opening of AFRA's tenth annual convention at the Hotel Astor, New York. He declared that in view of the labor legislation the union is obliged to become politically active "...whether we like it or not." Mr. Heller continued "...and we may as well realize that if we do not want the bill to continue we may have to exert our utmost effort to preserve our union by working in close cooperation with the AFL in its efforts to repeal the Taft-Hartley Law."

Mr. Heller traced the work of AFRA, in cooperation with officials of the AFL, the Radio Writers Guild and the Radio Directors Guild, in acquainting the American public by radio with labor's side of the Taft-Hartley Bill before it became law. He said that almost $4,000,000 was spent for radio time on MBS and ABC in this desperate but vain effort. Cause Will Unite

The common cause of the entertainment unions in seeking repeal of the Taft-Hartley Law should hasten the unification of AFRA, the Actors Equity Assn. and the Screen Actors Guild into a single union, Mr. Heller predicted. He said this goal also would be brought about by a general interest of the entertainment unions in television. The tentative video report of the wages and working conditions of the AAAA Television Committee was to have been submitted later in the AFRA convention, which continued through yesterday (Aug. 17). The latter committee was appointed by AFRA's national board to settle jurisdictional issues involved in organizing video employees.

Mr. Heller traced the growth of AFRA from the time of its first convention in St. Louis in November 1938, when 25 delegates attended, to the present convention—first to be held in New York—with an attendance of 211 delegates from 29 states.

A treasurer's report read by Ben Grauer showed AFRA's gross income for the period ending April 30 was $327,077. Assets were listed at $176,354.41, with a balance of $57,754.09, representing a surplus of $176,854.91.

Friday's convention sessions were devoted to a report of the Phonograph Recording Committee, CBS Purchases A 45% Interest in KQW

Salez of 45% minority interest in KQW San Francisco by the Brant brothers and C. L. McCarthy to CBS for approximately $2,000,000 was consummated last week following word from the FCC implying that such a transaction would not be in conflict with its regulations (CLOSED CIRCUITS, Aug. 11). Under the transaction, which specifically will preclude CBS participation in policy direction of KQW, the Brantons and Mr. McCarthy will continue to direct station operations.

As a sequel, CBS proposes to sell its 45% minority interest in WAPT Birmingham to the present majority stockholders, Ed Norton and Thad Holt, for approximately $80,000.

The contracts as to both transactions will be filed with the FCC but, since they would not entail any additional activity presumably will not require approval.

AYERS JOINS T-H-S

J. S. "JIM" AYERS, previously on the sales staff of WQAG Augusta, Ga., has been named to head the Atlanta office of Taylor-Hovey-Snowden Radio Sales, effective Sept. 1. Prior to his association with T-H-S, Mr. Ayers was with the Atlanta office of Headley-Read and in the national advertising department of the Atlanta Journal.

T-H-S also announced last week the addition of two clients, WORD Spartanburg, S. C., and WVER Lexington, Ky.

Regional-State Breakdown of New U. S. Census

(See story, page 13)

CBS Purchases a 45% Interest in KQW

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O'Connor Cites Broadcasters' Role in 1947 Campaign

BROADCASTERS played a major role in promoting the 1947 fund campaign of the American Red Cross, Basil O'Connor, president, declared last week in a letter to NAB President Justin Miller. He added that the stations be invited to each of the 1,400 stations who aided local chapters.

In lauding the industry's part, Mr. O'Connor described it as "...constantly generalizing the great contribution which a free radio has made to our democratic way of life."

His letter follows:

Though our 1947 Fund Campaign officially ended last March 31, we are just now able to view the overall results of our work and the receipts received from the public. As you probably know, the drive was a success having been described as better than 30%, placing total funds received through July 31, 1947, at $784,123,215.00 as compared with our original $600,- 000,000 goal.

Great credit is due the radio industry for its support and enthusiastic support in carrying the story of Red Cross to the nation's millions of listeners. For example, a survey just completed in several cities nationwide of radio messages allocated by the Advertising Council provided nearly one billion impressions during March, 662 national network programs carried Red Cross messages with 164 programs alone on "The Super Radio Day" July 25. Beside this, 850 stations carried a special series of programs featuring Heinz Brinton, Red Cross chairman, and 50 stations cooperated by broadcasting announcements, Hollywood six special, and many local live broadcast.

One hundred and ninety-eight of our foreign language stations also told the Red Cross story in French, Spanish Italian, Polish and Yiddish.

"We are sincerely grateful to the NAB for its support and excellent co-operation which we have received and thank those in national radio or organizations for their splendid help, which, like through you, to express the gratitude of our entire organization to each of the more than 1,400 individuals whose generous aid was so greatly given to local Red Cross chapters. Each of them rendered a valuable service to humanity by advancing the work of the Red Cross at home and abroad.

"The many people making up our great American system of broadcasting can well be proud of the record they helped make for us and the aid that will enable us to give to our fellowmen. It is an accomplishment which pays high tribute to your industry by demonstrating the great contribution which has been made to our democratic way of life."

Western Lists Six

SIX stations will be represented by Western Radio Advertising Inc. at the 1947 National Joint Convention of Broadcasters at the cloud juggling management. Stations are KXJO Sacramento, KXOB Stockton KYNO Fresno (scheduled to be at air sept. 15), KCKO Tulare, KDOC Redfield, KYOL Boise, and WDLE Reno. Firm, which will operate offices in San Francisco and Los Angeles, plans to represent stations in key Western market [BROADCASTING, July 29].

Red Cross Purchases Radio's Drive Aid

"We are sincerely grateful to the NAB for its support and excellent co-operation which we have received and thank those in national radio or organizations for their splendid help, which, like through you, to express the gratitude of our entire organization to each of the more than 1,400 individuals whose generous aid was so greatly given to local Red Cross chapters. Each of them rendered a valuable service to humanity by advancing the work of the Red Cross at home and abroad.

"The many people making up our great American system of broadcasting can well be proud of the record they helped make for us and the aid that will enable us to give to our fellowmen. It is an accomplishment which pays high tribute to your industry by demonstrating the great contribution which has been made to our democratic way of life."
Firm's Shows Make Listening History, High Hoopers

By MARY ZURHORST

BRISTOL-MYERS' program history has paralleled the growth of nighttime radio—and many of the firm's programs are responsible for making radio "bigtime."

Since entering the field of radio advertising 22 years ago with the Ipana Troubadors, the company's faith—radio in radio have grown to the point where today's B-M air budget is $300,000. The same two men who ventured into the medium with the Troubadors, Executive Vice President Lee Bristol and Advertising Vice President Joe Allen, are still guiding the firm's course of advertising.

The Ipana Troubadors in its programming, merchandising tie-ins and sales response set the pace for many another network sponsor to follow. The program ran, scarcely without interruption for ten years, in the format and talent growing and changing, but with the basic idea of product personality personified by the Troubadors unchanged.

There was added Ingrams Shavers (1929), which was heard from time to time on NBC Red and Blue. For three years (1930-32) there was a daytime show for the feminine audience, Through the Looking Glass With Frances Ingram, on Blue. 'b'il Cook's One Men Show ran for summer three weeks weekly on Blue in 1933.

'Hour of Smiles'

At the end of the Troubadors' run on NBC Red in 1934, Benton Bowers suggested to Lee Bristol and Joe Allen an idea for a program based on an "Hour of Smiles" o sells both Ipana and Sal Hepatica in the same show.

"And I think the man you want to see," said B & B executive, "is Fred Allen." Allen had been featured since January of that year on Bristol-Myers' Sal Hepatica Review.

The sponsor bought the idea and, on March 21, 1934, was started on NBC Red the program that still ranks among the classics in listener affection—Town Hall Tonight with Fred Allen, Portland Hoffa, the Mighty Allen Art Players, Peter Van Steeden's Orchestra and the Merry Macs.

Not only Fred Allen, but also "Ipana for the smile of beauty; Sal Hepatica for the smile of health" became part of the American scene. Wednesday 9-10 p.m. for six years was radio night for millions in the U. S. and Canada.

Stars filled the spot in the Allen vacation periods—Abbott & Costello, Frank Crummitt, Stoopnagle & Budd, Walter O'Keefe, Arlene Frances, Norman Prescott, Jim Harkins.

Meanwhile, Bristol-Myers ran a variety show, For Men Only (1938 into 1939) on NBC Red, with George Jessel, Peg La Centra and guests.

'M. D. A.' Debuts

Then in July 1940, appropriately on the eve of the Fourth, Bristol-Myers turned loose a firecracker that turned into a skyrocket still blazing across radio skywaves after seven years. On that date Mr. District Attorney made its air debut on NBC.

The same producer, Edward Byron, has been with it from the start, writing, producing, directing the show that has stayed in the first 16 Hooper nighttime ratings almost since its inception. Jay Jostyn, Len Doyle, Vicki Vola were and still are the stars of the show.

Vitals, Sal Hepatica and Benex are the products it sells—and sells—and sells. The time is 9:30-10 p.m. Wednesday, unchanged since 1940.

On that same date another hit show was introduced, Abbott & Costello, in the NBC half-hour preceding Mr. D. A. This, too, regularly takes the top 15.

'Time to Smile,' with Eddie Cantor, Dinah Shore and others took its place among the parade of B-M hits on NBC the same year, 1940. The show ran for four years, with high ratings, and even higher sponsor returns for Ipana.

The Alan Young Show with the Canadian comedian, was the Canton replacement in 1944, promoting Sal Hepatica and Vitals. Replaced now with Break the Bank, the biggest money-paying show in radio, THE TALENT that Bristol-Myers has sponsored sounds like Who's Who of Radio. In this second of a series of two articles on the company's airwaves advertising history, the spotlight is on the outstanding programs that have kept the Bristol-Myers name before the public for over 22 years. The record also includes television and firm's use of radio in Latin America.

The Young show ran for three years and introduced the Canadian to U. S. audiences. Also included in the cast was one Kenny Delmar—later known as Senator Claghorn.

Summer Shows

Successful summer replacements ("We aim at a 10 or 12 rating with these low-cost summer programs," explains Mr. Allen), include: 'What's My Name?' (1939), Abbott & Costello (1940), Quizzers Baseball (1941), Thieves We Love (1942), with Francis X. Bushman; A Date With Judy (1943); Noah Webster Says (1943); Nit Wit Court (1944). Other Bristol-Myers series are Parker Family (1943-44), Gracie Fields Show (1944-45), and Dinah Shore (1941-43).

It was on a Friday night in 1944 that a tickled-opening-night audience first heard the Brooklyngrounded "Duffy's, Archie da manager speakin.'" Duffy's Tavern was open for business. Archie and the elusive Duffy are still ringing up sales for the Tavern and for Ipana, Trushay and Minit Rub, now on Wednesday night 9-9:30.

Bristol-Myers' television "investment" is one of which the company is duly proud. In June of last year, the first B-M telecast, a series of illustrated travel lectures by Mrs. Carveth Wells, went out over the NBC TV network. Televarieties was next on NBC video, replaced with Hi-Jinx featuring Jinx Falkenburg and Tex McCrary (Ipana and Minit-Rub).

In the fall of 1944 Party Line started on CBS television. When CBS began its policy of no studio TV programs, B-M switched Party Line (Vitals and Ipana) to NBC. Vitals Sports Almanac was also on CBS-TV in New York.

Tex and Jinx have a half-hour program, 8-8:30 p.m. Sunday, featuring the very popular entertainers (Mr. and Mrs.), showing home movies of well-known guests who have been with them on their week-day morning show.

Charades on TV

Party Line follows at 8:30 as a glorified charades game in which the audience participates—and in this case, audience means every viewer. The entire audience has a chance to get into the act.

A visual question is shown, such as a dancer doing a routine, then the audience is asked to identify the dance or the music. Most of the performers are outstanding in their field, and personalities are highly played up. There is a $3 prize and a box of B-M products for correct answers.

Viewers register with the stations if they want to be called on the phone for the answers in the charades guessing contest.

According to Warren Wade, NBC executive producer who has charge of the B-M television shows on the station end, "the largest response ever received for a single television program was received from one announcement on the Tex and Jinx television show preceding the first Party Line telecast on NBC.

"Over 750 postcards came in from television set owners who wanted to be called for the answers. It was a record."

Commercial are integrated into the program as much as possible, a Bristol-Myers tradition. "We prefer to dramatize them, to drift into the commercials," says Vice Presi-

(Continued on page 82)

BROADCASTING • Telecasting

Rehearsing for Mr. D. A. are three long-term stars of the cast (1 to r), Len Doyle, Vicki Vola and Jay Jostyn, who plays the D. A.
Television Coverage of 1947 World Series Planned by MBS and Gillette

1947 WORLD SERIES is likely to be a New York-Brooklyn series and if that happens the chances are good that it will also be the first World Series to be covered from beginning to end by television. Chances are also good that the video coverage will include every video station within reach of New York by coaxial cable or radio relay, with Gillette Safety Razor Co. as sponsor.

Gillette, which for nearly a decade has sponsored the series broadcasts, and Mutual, which has carried them, have been given first chance at the video rights by baseball's high commissioner, Albert B. (Happy) Chandler. Speaking at a press dinner last spring, President Edgar Kobak of MBS and J. P. Spang Jr. of Gillette jointly announced that Gillette and Mutual would broadcast the series through 1951. Mr. Chandler said that their investment in the series broadcasts through the years entitled this sponsor and network to first consideration in television.

Along the likelihood, series has increased, that city's television broadcasters have avidly sought the privilege of taking the play-by-play sight-and-sound series report to the viewing public. Mutual, having no video outlets of its own at the moment, was inclined to select WABD, station that has telecast through the season the games of the New York Yankees, virtually certain winner of the American League pennant. WABD also has the virtue, to MBS, of having dealt at least once to Mutual Labs and not by another network, as New York's other two video stations are. But both Mutual and Gillette appreciated the argument that the first World Series should be available to the widest possible audience and that adding all possible television stations would increase the sponsor's radio-video bill only a small per cent.

Before the series can be televised, however, several points have to be settled. First, the Yankees and Dodgers (or Giants, who are seven games behind but still have a fighting chance to be National League leaders) must win their pennants to keep the series in one city. If St. Louis (3½ games behind the Dodgers) or Boston (7½ games behind) cops the pennant, the whole series could not be televised directly for any one audience, although both New York and St. Louis would handle their end locally all right.

Second, and when the Yanks and Brooks do win, Commissioner Chandler must rule on television. And when he does that he must consult with the club owners, some of whom have expressed a disliking for television on the ball parks for fear of its possible adverse effect on gate receipts.

But the odds are that when early October rolls around the series will be played in New York, will be televised as well as broadcast, will be sponsored by Gillette.

Option on Thursday ABC

Period for Illinois Firm
ELGIN-AMERICAN CO., Elgin, III. (compacts, cigarette cases), has taken an option on the fall Thursdays 9:30-10 p.m. period on ABC, with a view to sponsoring a musical program. Contract negotiations, according to Marvin Mann, radio director of Weiss & Geller Inc., Chicago, were being held last week in New York, where program will originate.

Auditions featuring Buddy Clark, singer, and Ray Bloch and his orchestra have been concluded. Program would also include a female vocalist.

Advertiser also reportedly is interested in Leave It to the Girls, MBS sustainer, but it has taken no option on network time.

Joan Davis Co-op

RALPH HATCHER, of the CBS co-op sales division, said this week that the network is negotiating for the co-operative sponsorship of the Joan Davis Show "and other programs," Joan Davis Show was last heard in the fall on NBC.

14 More MBS Affiliates

Buy Fulton Lewis' Show

FULTON LEWIS JR., MBS Washington commentator, has been sold an additional MBS stations, bringing his total to 288 MBS stations, it was announced last week by E. J. Hauser, director of co-ops for the network. Addition of the new markets represents a sponsorship of Mr. Lewis by 360 local advertisers.

Among stations included in the recent local sales are: PLAY Museums Radio Network, WABD, WNYW, WNBC, WLNY, W. Va.; KRO McAllen, Tex.; KDB Santa Barbara, Calif.; KOOL Phoenix, Ariz.; WBCA Schenectady, N. Y.; KTSF Texarkana, Ark.; WLOS Asheville, N. C., and KPOW Powell, Wyo.}

Borden Seeks New Show; Drops 'Arthur's Place'

BORDEN CO., New York (dairy products), with completion of current 13-week cycle, on Sept. 12, last week CBS Arthur's Place. Sponsor reportedly has been unhappy with both show and rating, and advised Kenyon & Eckhardt, New York agency servicing the account, to submit another program, preferably musical.

Arthur Moore, starring comic, was replaced a few weeks ago by Jack Kirkwood, and since then Mr. Moore has been concentrating on production.

Swift on NBC

SWIFT & CO., Chicago, has contracted to sponsor Meet the Meeks, new family comedy-drama, to be aired Saturdays, 10-11:30 a.m. (CST), over 161 NBC stations beginning Nov. 8. Chicago-originated show, will be written and directed by Les Weinrott of L. A. Weinrott & Assoc., Chicago, with product "Allsweet" (oleomargarine). Additional series will give Swift & Co. full hour on Saturday. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

Army Sponsors

U. S. ARMY Recruiting Service will sponsor ABC's broadcast of the football game between the Eastern College All-Stars and the New York Giants to be played at New York's Polo Grounds the evening of Sept. 3. Harry Wismer will do the play-by-play description for ABC, N. W. Ayer & Son Inc., New York, is the agency.
Balloon race

That picture was shot in the Place de Concord on April 21st. It was the first post-war revival of a favorite French sport.

As you probably know ... the balloon that goes farthest before being forced down wins.

That winning requirement applies to a lot of things. Not the least of which, to us, is radio. Down here in Baltimore, there are as many stations as there are balloons in that picture—five! Look again! See?

And it is W-I-T-H, the successful independent, that goes furthest to win for you. It is W-I-T-H that delivers more listeners-per-dollar spent than any other station in town!

If you want to win in the air in Baltimore—W-I-T-H belongs on that buying list!

Tom Tinsley, President
Headley-Reed, National Representatives
Baltimore 3, Md.
Changes in Sec. 326 Among Proposals To Be Offered

FREEDOM OF SPEECH will be stressed in NAB's suggested revision of the White Communications Bill (S-1333), it was learned last week.

NAB is preparing a complete new bill to be presented at the NAB Atlantic City Convention opening Sept. 16. Heart of the proposed bill is a section similar to a section in the present act—which lays down limitations on the FCC's authority over program content.

The NAB version of Section 326 could best be called the "anti-Blue Book" section. It eliminates almost half of the wording of the present bill and much of the language substituted by Sen. Wallace White (R-Me.), chairman of the Senate Interstate Commerce Committee and co-author of the act under which broadcasters currently operate.

Herewith is the text of the NAB proposed amendment, including the original version.

It was around this section that the bitterest debate took place during hearings this summer on the new White Bill. The NAB and witnesses for the industry in general took the position that radio is not unique in the communications field as far as it is concerned with freedom of speech. In this respect, argued NAB President Justin Miller, radio should be accorded the same privileges and protections guaranteed to newspapers and periodicals.

This stand was opposed by the Senate Committee almost to a man. Senator White warned broadcasters that he was in sharp disagreement with their position and that without his support the bill he might present for the next session would continue the existing provisions which currently treat radio as a means of communication separate from the press.

Viewpoint Opposed

Other committee members went so far as to label the broadcasters' viewpoint as "silly." They said that since radio "obviously" must continue to be licensed by the government in the first place, it must of necessity be guaranteed by the government to operate in the "public interest, convenience and necessity."

The controversy threatened to create a split between the Senate and the House, where the broadcasters' viewpoint seemed assured of a more favorable reception. A powerful radio subcommittee of the House Interstate and Foreign Commerce Committee reportedly is planning to open its own hearings next session on a House bill—probably to be patterned after the NAB proposal.

The House Committee was formed during the last session with Rep. Evan Howell (R-Ill.) as chairman. However, he has accepted appointment to the Federal bench and is expected to be replaced by Rep. Leonard Hall (R-N.Y.).

Before Mr. Howell received his appointment he gave notice that he recognized the controversy and would seek a bill which would be acceptable to broadcasters, the FCC and Congress [BROADCASTING, June 30]. Mr. Howell apparently took a more liberal view of the broadcasters' repeated assertion that radio was becoming more and more an "electronic printing press" which would develop along lines bringing it closer to the press in function. It was pointed out that the White amendment would be receiving their daily papers by facsimile.

News Identification

Another sore point with broadcasters, especially those in the news field, was provision in the original White Bill for identification of sources in news broadcasts. This is contrary to established news procedures and was vigorously protested during the hearings last year. But certain there will be no such provision in the House bill when it comes up next year.

There was still hope for change in the House Bill itself, however. Senator White declared at the opening of the hearings that he did not regard his first version as a finished product but rather as a "working rod" [BROADCASTING, May 26].

'SBlue-Booked'WTOL Granted Renewal

Station Was Originally Among Seven Cited
By FCC

By RUFUS CRATER

FCC's Blue Book turned a shade paler last week.

The Commission granted WTOL Toledo's 33-month-old license renewal application, one of the original seven cited for hearing on Blue Book program issues.

The Toledo station was the fourth to get a regular renewal, out of the original seven. None has been denied. Two—KONO and KMAC San Antonio—have been heard and are awaiting a decision. One—WBAL Baltimore—is awaiting hearing along with the rival application of Drew Pearson and Robert S. Allen, who are seeking WBAL's clear-channel facilities.

The opinion reviewing the WTOL case was adopted by only two Commissioners: Paul A. Walker and Rosel H. Hyde. Chairman Charles R. Denny and Comrs. E. K. Jett and E. M. Webster concurred in the result but took no stand on the opinion, apparently favoring a simple order granting renewal without issuing any opinion. Comr. Clifford J. Durante, FCC's leading component of Blue Book principles, did not participate.

The decision, reached at the July 28 Commission meeting at Atlantic City where Messrs. Denny, Jett and Webster are attending the International Telecommunications Conference, was announced last Wednesday. It was pointed out that program and station management are subject to the Commission's will and that no one connected with the programming of the station will be compensated in an incentive pay basis.

The effort has borne fruit to date, as evidenced by the station's program record during the past year. More than ever before, the principle of ownership-management control will be adhered to; that all commercial contracts will be subject to the approval of the Commission which shall be the only power to decide whether the managing director as representative of the board of directors, or at the discretion of the commission, or any member thereof, shall have the power to grant or modify any contract, whether or not the act is for the purpose of allowing compensation, or to the extent or in the manner affecting the station's ability to operate.

It was pointed out that WTOL had revised its departmental organization, eliminating incentive pay for the manager and separating program from sales functions, and that in March—month of the Blue Book—new program policies were adopted. The average amount of commercial time dropped from 80.70% for the period from May to December 1946, the Commission noted.

WTOL is controlled (70%) by President Frazier Reams, Toledo attorney, with Morton Neipp, Thomas H. Rothenberg and Glenn H. Reams owning 10% each. FCC pointed out that for several years the general manager, Arch Shaw, was employed on a contract entitling him to 1% of the first $6,000 gross sales each month and 10% of the excess. The station's

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Text of the NAB's Proposed Amendment [326]
Legend: 1. [Language of Act eliminated by bill]
2. (Language added by bill)
3. [Language in italics suggested to be added]
4. [Language in boldface suggested to be eliminated]

326(a) Nothing in this Act shall be understood or construed to give the Commission the power [of censorship over the radio communications or signals transmitted by any radio station] or any supervisory power (to regulate the business of the licensee of any radio broadcast station, unless otherwise specifically authorized in this Act.)

326(b) [The Commission shall have no power to censor, alter, or in any manner affect or control the substance of any material to be broadcast] by any radio (broadcast) station, (licensed pursuant to this Act) and no regulation, or condition, order, opinion or report shall be promulgated or [fixed] (imposed) and no action shall be taken by the Commission which shall interfere directly or indirectly with the right [of free speech by] of radio communication, as guaranteed by the Constitution of the United States and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character and the source of the material to be broadcast: Provided, That nothing herein contained shall be construed to have the effect of limiting the Commission's attitude to be in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest. [No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.]
TERRIFIC IMPACT for TELEVISION

A recent single issue of the St. Louis Post-Dispatch carried 17,494 lines—almost eight full pages—of paid advertising from manufacturers, distributors, department stores and other retail outlets selling television receivers. The spark which ignited the fuse for this concerted promotion effort was the dedication of KSD-TV's new 20,000-watt transmitter and 546-foot antenna-tower.

Never before in St. Louis' history has a new industry been accorded such extensive support and recognition by any group of advertisers at one time, in one medium.

Here indeed is PROOF POSITIVE . . .

1. That St. Louis is definitely an ESTABLISHED television market.

2. That St. Louis retail advertisers are fully aware of television's effect on their CASH REGISTERS.

3. That television receiver manufacturers recognize the IMPORTANCE of the St. Louis market.

4. That KSD-TV has done an impressive job of television PROGRAMMING and PROMOTION during its first six months on the air.

5. That KSD-TV is ready to work with advertisers in ALL FIELDS who recognize the advantages of getting in on the ground floor of what is destined to be one of the world's greatest media for selling merchandise and services.

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, product-loyalty and high purchasing power make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offers an outstanding opportunity for advertisers to start using television effectively RIGHT NOW. For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.
**Lea Slated for NAB Meeting Agenda**

**Labor Legislator Joins Atlantic City List Of Speakers**

By J. FRANK BEATTY

REP. CLARENCE F. LEA (D-Calif.), who winds up a 32-year Congressional career when the 80th Congress ends next year, will join an all-star speaking cast on the opening day of general sessions (Tuesday) at the NAB Convention in Atlantic City Sept. 15-18.

The noted legislator, whose career is topped by the Lea Act which he piloted through Congress last year, will take part in a convention that will break all NAB records for attendance. The appearance will give the industry's Rep. Lea a chance to contribute to his legislative achievements.

High spot of the Wednesday luncheon meeting will be an address by FCC Chairman Charles R. Denny [CLOSED CIRCUIT, Aug 4]. Mr. Denny's appearance was a leading feature at the 1946 convention in Chicago, where he pronounced his famous "Blue Book won't be bleached" doctrine.

Others thus far scheduled to talk on Tuesday, the opening day of general sessions, are Rep. President, Justin Miller, who will deliver his keynote speech, and Emilio Azcarraga, owner of XEW and XEQ Mexico City and head of the Mexican delegation at the Atlantic City telecommunications conference. A representative of the Canadian Assn. of Broadcasters has been tentatively slated for the opening day, which will wind up with the annual banquet.

When NAB closed the books on advance $27.50 registrations last Friday over 1,100 had taken advantage of the special rate. This equaled the entire advance registration just prior to opening of the Chicago convention last October.

With another four weeks remaining before the convention opens, pre-convention registrations at the regular $30 fee are expected to bring the total closer to 2,000.

C. E. Arney Jr., NAB secretary-treasurer and manager of the convention, moved his headquarters last Wednesday to the Ambassador Hotel, Atlantic City. Mrs. Ellis Nelson, his secretary, was scheduled to join the convention headquarters staff too in Atlantic City.

Judge Miller is spending part of his time at Atlantic City but will be at Washington NAB headquarters frequently. A. D. Willard Jr., executive vice president, will remain in Washington until shortly before the convention.

Four Special Clinics

Agendas for the four special clinics to be held Monday, Sept. 16—sales, engineering, program and station management—were announced last week. Harold Fair, Director of Program Dept., announced a revised list of partici- pants. Each of the four panels requires a special $5 registration, which includes lunch.

Not yet selected for the program agenda is the opening speaker, who is to discuss obligations and objectives of program managers. Sydney Kaye, BMI general counsel, will discuss fundamentals of copyright, covering meaning of contract provisions, rights and liabilities under contracts, how to avoid infringement and what program managers can and cannot do.

Edgar Bill, WMBD Peoria, a member of the Program Executive Committee, will be moderator of a panel on program planning. Taking part will be Bill Bryan, formerly of KOMA Oklahoma City and since July 1 manager of WRK in Ambridge, Pa.

Judge Miller is spending part of his time at Atlantic City but will be at Washington NAB headquarters frequently. A. D. Willard Jr., executive vice president, will remain in Washington until shortly before the convention.

**FMA Convention May Feature Sponsored FM Network Show**

FIRST sponsored program on an extended FM network may be broadcast as a feature of the FM Assn. national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York City. Continental network, a hookup extending from the East Coast into the Midwest, will carry the shows. Name of the broadcast sponsor has not been divulged. FMA is planning special ceremonies in connection with the event and plans to have a speaker of outstanding industry importance take charge of the formalities.

As the first FM network, Continental has been operating with a weekly broadcast since last winter. Most programs have been keyed from WASH Washington, operated by Everett Dillard, FMA vice president. Its stations are connected by landlines, special relays and straight rebroadcast of signals taken off the air from other FM stations.

FMA had some 200 advance registrations last Thursday for the New York convention, according to Bill Bailey, executive director. Attending more than 500 delegates, FMA has arranged for accommodations at two additional hotels, Ambassador and Commodore.

Registration fee of $30 for the two days covers Friday luncheon and banquet. Saturday sessions will list a half-day, with the board scheduled to meet Saturday afternoon.

A side meeting Friday morning will be attended by FM network sponsors, with Jack Winer, president of Dynamic Stores Inc., leading the discussion. Other members of the panel have not been announced.

The list of convention speakers includes Mr. F. Balcom, Sylvia Electric Products, president of Radio Manufacturers Assn. Justin Miller, NAB president, had been invited as a special guest but will be unable to attend because of conflict with other meetings, including the Sept. 15-18 NAB convention at Atlantic City.

A feature of the FMA convention will be a demonstration of FM's capability by Edouard Hirschmann of WABF New York, and Dr. Edwin Armstrong, inventor of FM. This will include a two-plane performance on the Continental network and via FM transmission.

FMA will elect four directors who complete one-year terms along with association officers.

Proceedings will open Friday morning with address by Mr. Bailey, director Roy Hofheinz, KOPY Houston. Mr. Bailey will address the

**Universal Network Plan Turned Down**

However, Proposal Not Dead, Says State Dept. Official

INTERNATIONAL RADIO NET- WORK was turned down at a Paris conference of experts due mainly to the opposition of national radio interests of a number of countries, including the United States, last week [BROADCASTING, Aug. 11].

Lloyd Free, Special Assistant to the Secretary of State and American representative at the conference, declared, however, that he had succeeded in keeping "the door open" for consideration of such a radio network. This was accomplished, he told BROADCASTING, by getting the conference to adopt "radio program policies" involving exchange of information between member nations of the United Nations Educational, Scientific and Cultural Organization, and talks on national radio systems by international radio personalities.

Mr. Free said that one stumbling block in the path of organization of an international radio network was the fear by participating countries that such an organization might compete with domestic systems. He said the importance of international radio is not yet generally recognized in spite of the fact that a number of major countries and many smaller ones have large budgets for international broadcasting.

Although the network envisaged by the United States delegation would cost about $8,000,000 for installation and about $500,000 to $750,000 a year to operate, costs were not brought up at the Paris conference, nor was there any likelihood that the cost would become the subject of any considerable discussion in the near future.

FOR LEADING San Francisco stations in the amount of contributions sent in by listeners during the 1947 fund raising drive of the American Cancer Society, KSFO receives this year's trophy from the society. Paul Hoover (*), chairman of the 1947 drive, awards the trophy to Don Anderson, KSFO public interest director, as Mrs. Emil Brisacher, county commander, American Cancer Society and wife of Brisacher, Van Norden and Staff advertising agency president, looks on.

BROADCASTING • Telecasting
Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

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

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

WJW delivers more daytime listeners per dollar than any other Cleveland station.
Block Time Sales Incidents Evoke a Warning From FCC

BROADCASTERS were warned by FCC last week to enter into advertising contracts—or any others—which would limit their authority over the operation of their stations.

The Commission cited a 1940 decision to emphasize that they, and no one else, are responsible "for all program service and may not delegate [their] ultimate responsibility for such to others."

The warning was hinged on reported recurrences of an old FCC anathema: "block time" sales. The Commission said it had received reports that "several" stations had sold time directly to advertising agencies which resulted in the participating sponsors, arranged the programs, selected the talent and in some cases used their own studios for the broadcasts.

FCC asserted that "in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station."

Commission spokesmen said there were "about three" known cases of "block time" sales recently, mostly among new licensees or permittees, but that in each case the contracts had been terminated before they came to Commission attention.

Ironically, according to FCC officials, the first complaint came from one of the advertising agencies involved, after its contract had been canceled voluntarily by the station.

The Commission noted that under the Communications Act FCC must give written approval before the rights and responsibilities of a broadcast license may be transferred. It warned that "arrangements" which it considers questionable "will therefore be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities."

Text of FCC's warning:

The Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency, the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station.

Upon investigation, it appeared that none of the above-mentioned contracts had been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission's consent therefor.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 310(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted," or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of its station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another.

Thus, in Bellingham Broadcasting Company, 8 FCC, 159 (June 16, 1949), it was pointed out that "as the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate his ultimate responsibility for such to others." In numerous subsequent cases, the Commission has re-emphasized this principle.

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities.

ALABAMA'S BEST BUY FAR!

WSGN
THE NEWS-AGE-HERALD STATION
BIRMINGHAM & ALABAMA
Represented Nationally By Headley-Reed

*Hooper June-July Report*
The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many drove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000 — with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins — to lend encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of other unfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.
Home Hunt Show
APARTMENT and home seekers in St. Louis have begun sponsorship of 15-minute segments of WIL's Saturday night Dawn Patrol program (11 p.m.-2:30 a.m.). Included in each segment are approximately 300 words of advertising in which the sponsor's type of business, size of his family, qualifications as a tenant and housing requirements are given. He is identified only by a phone number. Sponsors selected the late Saturday night hour to get across their message, a WIL spokesman said, because they believed the weekend midnight hour listeners could be expected to be in good spirits and "perhaps a little on the sentimental side."

Story made page 1 of the St. Louis Post Dispatch.

Sporting Club Claims Video Helpful, Not Harmful to Boxing Gate Receipts

VEHEMENT denial that television was reducing gate receipts at major fights came last week from the Twentieth Century Sporting Club which books fights in New York's Madison Square Garden, heart of the U. S. boxing industry.

The denial was prompted by published reports that Twentieth Century's acting manager, Sol Strauss, was trying to cancel the club's video contract with NBC at the insistence of the Boxing Managers Guild of New York. The managers were said to be convinced that free television showings of important bouts at hundreds of bars and taverns in New York were a major factor in the shrinkage of recent Garden fight audiences.

A spokesman for Mr. Strauss declared there was no evidence that video was making inroads on fight attendance, and that in fact the opposite might be true. He said that Twentieth Century officials attributed dwindling gate receipts to a seasonal recession in fight attendance. Up to last week the Club's receipts at the Garden actually were ahead of last summer's, he disclosed, despite the fact that many more television sets are in use in the New York area this year than last.

The Twentieth Century spokesman said the attitude of the average fight fan toward video was that television was fine but that it couldn't quite replace the real thing — watching the fight itself. Those who ordinarily attended fights were still attending, he declared, along with many others who acquired their first taste for the squared circle through television.

An official of NBC Television said the network "has not been approached" by Twentieth Century about release from its video contract, and as for signing a new agreement after May, 1948, it was "still too early" to talk about that.

WRXW, New FM Outlet, Takes Air at Louisville

LAUNCHING of its new FM station, WRXW, has been announced by WAVE, Louisville NBC outlet. Operating on 95.1 mc with radiated power of 15 kw, station was scheduled to take the air Aug. 16.

Interim operation hours are 3-10 p.m. daily, and the programming includes original shows, sports and 60 to 90-minute blocks of classical music.

WRXW's present schedule includes 23 hours of classical music a week, programmed by station's musical director, Miss Esther Metz, who was associated with the U. of Louisville music department before joining WRXW.

WHOW, 1-kw Daytimer, Takes Air at Clinton, Ill.

WHOW, new daytime regional in Clinton, Ill., commenced broadcasting Aug. 2 with 1 kw on 1520 kc. H. E. Rhea, formerly sales manager for RCA television broadcast equipment, is manager of WHOW. Other staff members include Fred Harrison, formerly with WJBC Bloomington, Ill., program director; Harold Trummel, previously with WINN Chicago and WSOY Decatur, chief engineer, and Verne Boylson, formerly with WMMJ Peoria, sales manager.

WHOW is owned by the Cornwall Broadcasting Co. and represented nationally by Donald Cooke Inc.
Collins FM assures you of CONTINUED low cost operation

FEWER COMPONENTS . . . Collins FM transmitters are designed for the greatest possible economy consistent with high performance and reliability. Each stage performs its function completely and efficiently; thus the equipment requires a minimum of components. That’s why there are only 26 tubes in the three kilowatt 733A, and only 10 tube types. Excluding power supply circuits, 9 of the 16 tubes used are of the receiving type. All tubes are operated well within their power ratings. The transmitting frequency is controlled directly by a quartz crystal, and no conversion or reference mechanisms are necessary.

HIGHER QUALITY . . . The superior quality apparent in the 733A contributes to its impressive, substantial appearance. Conservatively operated heavy duty components—the principal fact in safety factor—insure continuous operation. Quiet forced-air cooling removes heat from the cabinets. Sealed metal case capacitors, chokes, and transformers, together with rugged switches, sturdy relays and other circuit components, provide added reliability.

CONTINUED ECONOMY . . . In the 733A you get continued economy—through exact engineering a low initial cost—through efficient performance and dependability free from expensive “dead air,” a profit-making low cost operation. See the Collins FM transmitters at your earliest opportunity. Let us send you an illustrated bulletin describing the 733A. We can supply your entire station requirements.

FOR THE BEST IN FM, IT’S . . .

Collins FM
assures you of
CONTINUED
low cost operation

Collins Radio Company, Cedar Rapids, Iowa

Broadcasting • Te lecasting

August 18, 1947 • Page 25
When Claude Mahoney speaks, Members of the House—and household—listen. For as a capital newsman, Mahoney is different. With a cracker-barrel voice that's easy to listen to and hard to forget, Mahoney speaks with equal insight on national news or Maryland fried chicken...and his unadorned ardor draws chuckles from top-hatted statesmen and thousands of men in the street.

Self-defined as “an ordinary guy with ordinary tastes,” Mahoney's singular delivery has built for him a capital franchise among the 262,690 radio families who listen regularly to WTOP (50-100% BMB Daytime Audience). They hear him first from 7:00 to 7:10 a.m., Monday thru Saturday when he reports the news for an army of early risers in Washington's billion-dollar* market. Then between 7:40-7:45 a.m., Mahoney meanders “Once Over Lightly” through items of interest and

*Retail Sales, Sales Management Est. (1946)
WTOP'S CLAude MAHONEY

spins a yarn about his recent adventures. WTOP's "speaker of the house" commands attention once more from 9:10 to 9:15, Monday thru Friday, when he follows Arthur Godfrey and helps deliver the highest-rated quarter-hour of news in Washington between 9:00 a.m. and 6:00 p.m. (5.0 December-April 1947 cooperating, with a 33% share of audience).

Claude Mahoney calls himself "an ordinary guy with ordinary tastes." But his unique way of covering the news gets him an extra-ordinary following. And can do the same for you. If you want to talk sales to an extra-ordinary audience in Washington call us or Radio Sales. WTOP's Claude Mahoney—or another popular WTOPPerformer—will do a capital job for you.

WTOP Columbia Owned
Washington's only 50,000 watt station

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS.
NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA
KVER Albuquerque, N. M.  
On Air As MBS Affiliate  
WHEN KVER, new Mutual affiliate in Albuquerque, N. M., took the air Aug. 3, it was welcomed not only by city's civic leaders and officials, but also by a group of radio, press and business representatives who flew down from Denver to participate in the dedication program, Salute to Albuquerque. Included in the group were Clarence Moore, KOA; Sheldon Peterson, KLZ; Mark Crandall, KFEL, and Betty Ann Langan, KMYR.

KVER, 250-w fulltime outlet on 1490 kc, is owned by the Intermountain Broadcasting Co., which also operates KSVP Artesia, N. M., and has a CP for KYLE Alamogordo, N. M. Known as the "Great West Net," the group is headed by S. V. Patrick, Albuquerque construction contractor, as president, and James C. Cole as general manager.

Bremer Plans Facsimile Broadcast Service in Fall  
BREMER Broadcasting Corp., Newark, N. J., plans to begin facsimile broadcasting this fall, according to an announcement last week by President Irving R. Rosenhaus. The corporation is the owner-operator of WAAT and FM station WAAW and has a television station under construction.

Orders have been placed with Radio Inventions Inc. for facsimile transmitting-recording equipment. Equipment on order includes several demonstration recorders which will be put on display in prominent spots throughout the area.

WFMZ Allentown, new FM outlet, advises its listeners to tune in WJZ New York or WFIL Philadelphia Sunday evening while it puts on a musical program. The AM outlets carry The Greatest Story Ever Told. WFMZ says, "WFMZ regrets that it is unable to carry this program for you on FM ... since we sincerely believe (it) is the finest broadcast on the radio today."

WFIL-TV Plans Regular Program Schedule Soon  
ANNOUNCEMENT of the inauguration of regular program service on WFIL-TV, Philadelphia Inquirer video outlet, will come shortly, according to Kenneth W. Stowman, director of the station.

WFIL-TV began transmitting a test pattern on Channel 6 intermittently on Aug. 6, and five days later put its pattern on the air daily 8-9 p.m. and at intermittent times during the day. The pattern carries the station's call letters in the center with lines radiating to the margins. A drawing of the Inquirer makes up the background.

Launching of the test pattern transmissions marked completion of the WFIL-TV transmitter installation in the record time of 62 days, according to Mr. Stowman. Transmitter is on 18th floor of Philadelphia's Widener Bldg., and the three-bay super-turnstile antenna is on a tower atop the building.

OFFICIALS who negotiated purchase got together to look over program schedules as W. P. Fuller & Co., San Francisco paint manufacturers, began sponsorship a fortnight ago of six weekly five-minute newscasts on CBS Pacific Coast Network for 52 weeks. L to r: L. H. Markwood, advertising manager, W. P. Fuller & Co.; Hugh Thomas, account executive; McCann-Erickson, San Francisco office; Burton Granicher, Pacific Coast radio director, McCann-Erickson, and Wayne Steffner, CBS Pacific Coast sales manager.

FREE & PETERS, INC., National Representatives

Page 28 • August 18, 1947
What Do People Listen To in St. Johnsbury, Vt.?

The steady drip of maple sap in springtime. The comfortable clink of coins when maple syrup goes on sale. The ever-popular programs of WBZ, all year 'round.

World capital of the maple syrup industry, St. Johnsbury is 180 miles NNW from Boston. Does this location put St. Johnsbury in the hinterland, radio-wise? No! WBZ's strong signal brings St. Johnsbury and hundreds of other New England communities "down to the coast" in radio fare.

Busy New England supplies the world with more tons of finished goods than ever before, yet depends on outside sources for 75% of its day-to-day necessities. Smart advertisers find it a sweet market, easily reached through one great medium, WBZ.

Ask NBC Spot Sales for availabilities and costs.

WBZ BOSTON
WBZA: SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA
National Representatives, NBC Spot Sales—Except for KEX.
For KEX, Free & Peters
The revolutionary new 10-KW

Sold!
...over 100 of these transmitters to FM broadcasters
FM transmitter — that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

**Reason No. 1... It Uses Smaller, Less-Expensive Tubes.** Because Grounded-Grid circuits are used throughout ... in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power — and smaller, less-expensive tubes can be used in it.

**Reason No. 2... It Uses Fewer Tubes.** Because "Direct-FM" circuits are used in the exciter ... and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

**Reason No. 3... It Takes Less Power.** Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, the power consumption of the BTF-10B is only 22.5 kilowatts.

**Reason No. 4... It Requires Fewer Spares.** Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total **number of tube types required is only 14.** This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

New York 20, New York
26 W. 49th Street,
Telephone: Columbus 3-3800
Cleveland 16, Ohio
718 Kent Building,
Telephone: Cherry 3450
Chicago 11, Illinois
606 N. Lake Shore Drive,
Telephone: Delaware 0700
Atlanta, Georgia
223 Citizens & Southern Bank Bldg.,
Telephone: Walnut 5946
Dallas 1, Texas
1007-11 McKinney Ave.,
Telephone: Riverside 1371, 73, 73

Los Angeles 14, California
831 S. Hope Street,
Telephone: Mayfair 1103
San Francisco 3, California
1335 Market Street,
Telephone: Hemlock 8-300
Baltimore, Maryland
250 Metropolitan Bldg.,
280 Frederick Street,
Telephone: Hubbard 0133
Kansas City 9, Missouri
231 W. 18th Street,
Telephone: Harrison 6933
Washington 6, D. C.
1618 K Street, NW,
Telephone: District 1260

In Canada: RCA VICTOR Company Limited, Montreal
NAB BOARD TO DISCUSS CHARGES AGAINST BMI

PERRY ALEXANDER, chairman of the BMI Small Publishers Committee, last week made public the reply of President Justin Miller of the NAB to Mr. Alexander’s letter alleging abuses and discrimination within BMI [BROADCASTING, Aug. 11].

The text of Mr. Miller’s reply: “This will acknowledge receipt of your letter of Aug. 4, 1947. Needless to say, I am very much distressed by its contents. I have asked Mr. Haverlin to give me a full report on the matter and have placed it upon the agenda for the next meeting of the board of directors of the National Assn. of Broadcasters. Obviously, this is not a matter which can be allowed to go without full investigation.”

Mr. Alexander also made public his reply to Mr. Miller, in which he reiterated his earlier charges against BMI.

(center), president of the Richmond chapter, Air Reserve Assn., received both of the medals.

Writers Guild Is to Inaugurate Annual Awards for Various Phases of Radio

ANNUAL AWARDS for excellence in radio production, acting and showmanship will be inaugurated by the Radio Writers Guild at a ball in New York’s Waldorf-Astoria Hotel late in February, the RWG announced last week.

They will be known as “Golden Mike Awards,” according to Howard Teichmann, chairman of the RWG’s Ball and Awards Committee. Miniature, gold-plated replicas of a microphone will go to the best shows in such categories as comedy, variety, documentary and children’s programs. Actors, directors and sound-effect men also will be honored.

According to Mr. Teichmann, nominations for the RWG awards will be made by representatives of the networks, advertising agencies and radio guilds. In addition to the classifications named, they will be asked to indicate their choices for best master of ceremonies, male singer, female singer, commentator, actor, actress, supporting actor and actress, comedian and comedienne, conductor-composer, producer-director and engineer.

Nominations also are to be made for “the individual who has made the greatest contribution to radio during 1947,” the “best new idea” in radio during the year, and the “best sponsor” and “best agency.”

These nominations will be reviewed by a board of representatives of the industry, and finally voted on by members of the RWG in a registered mail ballot. Mr. Teichmann’s co-chairmen on the Golden Mike Committee are Kenneth Webb, of BBDQ, first president of the RWG and now a member of its council, and Max Wylie, author of “Radio Writing.” The RWG Ball and Awards Committee includes, in addition, Phil Higley, Lillian Schoen, James Hart, Welbourn Kelley, Margot Gayle and Michael Davidson.

Movies Ease Ban

MINOR players, at discretion of studios concerned, are no longer forbidden to participate in disc m.c. programs as result of decision growing out of Assn. of Motion Picture Producers’ radio subcommittee meeting recently. Stars are still forbidden to participate in disc programs, or to appear at no cost on programs of all kinds. Transcribed interviews are still out for star or feature players.

ALL FOR DEANNA

Movie Firm Promotes Her Film

With Offer to Disc M.C.’s

AS AN EXPLOITATION stunt for Deanna Durbin’s forthcoming film, “Something in the Wind,” in which Miss Durbin plays a disc m.c., Universal-International Pictures, Hollywood, underwrote the expenses of a number of record spinners attending convention of recently formed National Assn. of Disc Jockeys in Chicago on Aug. 15. [BROADCASTING, Aug. 4].

Among Hollywood disc m.c.’s invited were Bill Leyden, KMPC; Martin Block, KFWB; Al Jarvis, KLAC; and Peter Potter, KFWB-KMPC.

Hugh Douglas, chairman of disc jockey association and staff man of WCFL Chicago, stated that about 200 performers were expected to attend conclave. U-I planned to have Miss Durbin greet delegations via telephone from Hollywood as opener of convention.

VETERANS of Foreign Wars presented WPAS Westchester, N. Y., with a commendation for public service and efforts in behalf of veterans of both world wars.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN

MUTUAL

5,000 WATTS • 980 KC

The Voice of Tennessee's Capital City

NASHVILLE

TENNESSEE

Represented Nationally by THE KATZ AGENCY, Inc.
THE average minute of news program on WGN has 142,500 radio homes listening... the number of homes delivered per dollar on WGN news broadcasts is one of Chicago's best radio buys!

A Clear Channel Station... Serving the Middle West

MBS
NAB, RMA Launch Set Sale Campaign

Miller and Balcom Complete Promotion Arrangements

A joint promotion drive designed to stimulate sale of radio sets was formally opened last week by NAB and Radio Manufacturers Assn. The campaign consists of two phases — joint observance of National Radio Week Oct. 26-Nov. 1 and cooperation in the RMA year-round Radio-in-Every-Room campaign.

In an exchange of letters Justin Miller, NAB president, and Max F. Balcom, RMA president, completed arrangements for the joint undertaking. Already groups representing the two organizations have developed extensive plans for the set promotion and Radio Week aspects of the drive.

Judge Miller wrote Mr. Balcom that the set campaign — A Radio in Every Room, a Radio for Every Purpose — "means more listening hours by more individuals to our programs and, of course, these are goals toward which the members of our industry constantly strive.

Willard Assigned

"Evidence of my very real interest in the campaign is the fact that I have especially assigned Jess Willard, executive vice president of the NAB, to coordinate and supervise our part of the job and, working with him, members of our staff are actively promoting a greater participation by our membership than ever before in the history of the event."

Mr. Balcom pointed out that the set drive will benefit broadcasters as well as radio manufacturers. "The campaign stresses the need for more radios so that every member of the family may enjoy the fully the wide variety of programs presented by the broadcasters," he said. "We believe that if we can think in terms of selling radios as a medium of entertainment and enlightenment for all members of the family, we will not only further our own objectives, but increase the service rendered by radio broadcasters."

Radio Outlets in Sioux City Will Be Launched Today

KSCJ-FM, new outlet of the Perkins Bros. Co. in Sioux City, Iowa, was scheduled to go on the air today (Aug. 18) with its regular broadcast schedule. Operating on 94.9 mc (channel 229), the station will be on the air a minimum of six hours daily at the outset and will broadcast with a radiated power of 4.4 kw, covering a 45-mile radius day and night.

Eventually, with the final installation, KSCJ-FM will have a radiated power of 250 kw, covering a radius of over 100 miles, and antenna height will be 515 ft. above average terrain, station management states.

LATEST FROM WEAW

FM Station Sends Its Friends Informal Newsletters

A COMPREHENSIVE service to "those who are interested in WEAW" is offered by the Evanston-Chicago FM station in the form of a newsletter giving latest Radio News, station news and programming.

Leading off Aug. 1 issue is an item highly recommending the Pilot Radio Co. FM "Pilotuner." Letter explains that they are units which transform AM radios into FM sets. Also included in the WEAW newsletter is a list of eight new sponsors, a report on the station's current publicity, the appointment of William G. Rambeau Co. as station representative, and new program notes, along with the weekly program schedule. Attached is a "Pilotuner" ad, tied in with WEAW promotion, pointing out the station's recommendation of the unit.

Radio Retailers Offered Promotion Film by RMA

NEW SOUND slide film showing radio retailers how to conduct the Radio-In-Every-Room campaign of the Radio Manufacturers Assn. is now available for local showing, the RMA announced last week. The film, a 35 mm kodachrome titled Let's Get Personal explains that 98% of American homes now have at least one radio set and that increased future sales depend on selling radios of their own to individual family members. Ideas are given for window and interior displays and for special promotions throughout the year.

Print and record combinations of the film cost $15 and can be obtained through the Fred Eldean Organization, 670 Fifth Ave., New York City. Film and pressing may also be borrowed for a limited time from the same source.

BIG HIT of the Minneapolis Aquatennial celebration was KSTP television. The telemobile unit here telecasts street scenes to two luncheons, one for Minnesota mayors, the other for their wives. Luncheons were simultaneous, but were brought together through the KSTP television cameras. Minneapolis Mayor Robert H. Humphrey said he achieved a lifelong ambition of "being two places at once" when he addressed both luncheons simultaneously via television. KSTP used its new Image Orthicon cameras.
more power FOR YOU!

FROM

WGAR
THE FRIENDLY STATION...CLEVELAND

NOW 50,000 WATTS

EDWARD PETRY AND COMPANY...NATIONAL REPRESENTATIVES
nation's richest Missus...

On the Pacific Coast the Missus holds the purse strings to the biggest pocketbook in the nation.* And Columbia Pacific's Ed East knows how to open it. Ed East is a ladies' man without equal. During the past twelve months 300,000 women packed Earl Carroll's theatre-restaurant to watch him emcee Meet the Missus and to participate in the merry mixture of quips and prizes. And this month, 40,000 more housewives will interrupt their family shopping to stand in the block-long lines that lead to Meet The Missus.** Many more thousands will take time out from their household chores to listen in at home.

Meet The Missus is just as popular with sponsors. Over 82% of the advertisers who bought one or more quarter-hour segments have renewed their contracts. Here's eloquent testimony that The Missus can move merchandise on the Pacific Coast.

If you want to meet — and sell — the Missus with the most spending money, just give us, or Radio Sales, a call. We'll make a date to have Ed East introduce you and your product.

* According to Sales Management's "Survey Of Buying Power," May, 1947, Pacific Coast per capita effective buying income is greater than any geographical group in the nation. An important 27.2% above the national average.

** Based on doubly-checked ticket counts.

COLUMBIA PACIFIC NETWORK

Represented by Radio Sales, the SPOT Broadcasting Division of CBS; New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco
WJPG-FM Opening Gets Coverage in Local Press
OPENING of WJPG-FM Green Bay, Wis., on Aug. 13 received much attention in the Aug. 8 issue of the Green Bay Press-Gazette. The newspaper, which owns the FM station and WJPG, its AM affiliate due to begin in the fall, described the opening of the station and the service it would offer to the area in a front-page story. In addition, a full page in the back section was devoted to pictures of the staff and information about each member, plus a summary of program offerings.

Advertisers, too, joined in the campaign with approximately 14 pages of space featuring the WJPG-FM opening. Station is currently broadcasting from a small studio at 423 Cherry St., but new studios are under construction nearby [Broadcasting, Aug. 4].

**POLL ON COMEDIANS PLANNED**

**Catholic Colleges’ Student Group to Survey**

**Acceptance of Radio’s Funny Men**

FORMATION of Radio Acceptance Poll, designed to survey more than 50,000 college students this fall on the “acceptability” of leading radio comedians, has been announced by the Press Commission of the National Federation of Catholic College Students.

Poll was organized for the 180 member colleges of the NFCCS by the Rev. Joseph F. Scheurer, head of the commission and a faculty member of St. Joseph’s of Indiana. State universities and colleges of all religious denominations were urged in a resolution adopted by NFCCS to join in the poll.

Tabulation headquarters will be at St. Joseph’s of Indiana, and the Press Commission will make weekly reports on the acceptability of programs of leading comedians on the four major networks. The networks, along with NAB, have been invited to suggest name of a radio representative on advisory board.

James W. Lynch Jr., chairman of the NFCCS student steering committee, stated that purpose of the poll is to give credit to wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste.

Programs and personalities to be judged will fall into one of five classifications: (1) Highly acceptable, (2) acceptable, (3) barely acceptable, (4) unacceptable, and (5) objectionable.

**NBC RENEWS CONTRACT WITH SCHWERIN CORP.**

RENEWAL of NBC’s contract with the Schwerin Research Corp., which has been qualitatively testing NBC programs and commercials this past year, was announced last week. The new contract is effective to Dec. 31, 1948 and it embraces a clause permitting the research organization to accept other clients in the radio field, including other networks.

At a press conference, Horace Schwerin, president of the research corporation, said that his study of NBC in the past year had turned up several important findings.

(1) There is a strong relationship between liking and listening. Research has shown, Mr. Schwerin said, that people who like programs best when tested in large numbers to the shows when on the air. Although this seemed "pathetically elementary," he said, it had never before been proven by research.

(2) Pre-testing of shows before they are put on the air, said Mr. Schwerin, had resulted in "getting shows off to a strong start." Application of his system of measuring audience response to a program in its pre-broadcast stages made it possible to reduce the margin of chance inherent in putting a show on the air, without testing, and awaiting public reaction.

(3) He said that his research could affect talent savings and by examining audience response to a given performer in various situations could indicate which sort of role he fit best and in what kind of program he was most effective.

He also said that his testing of audience reaction to commercials had disclosed that commercials which were well liked were longest remembered, those to which listeners were indifferent were not remembered, and those which were so disliked that they approached the put down area were remembered almost as long as those which were very well liked.

**WCTW, New Castle, Ind. FM Outlet Gets Underway**

WCTW, new FM station at New Castle, Ind., began operations Aug. 4 on 103.1 mc (channel 276) with a power of 340 w. Licensed to the New Castle Courier-Times, the station is broadcasting daily from 3 to 9 p.m. with plans to expand later. Studios are located in the Colonial Bldg. All programs until Sept. 1 will be sustaining, after which commercial contracts will become effective.

Ed Ogborne, of the Courier-Times staff, is station manager. Other staff members include Bill Turner, program director; Ralph Atkinson, chief engineer; Dorothy Weddell, programs and traffic; Stanley Beck and James Cunningham, announcers and Edwin Craig, engineer-operator.

Engineering work for WCTW was handled by Jansky & Bailey, Washington firm, and Martin Risser Williams, engineering consultant.

**Smoking hot proof that...**

North Carolina Is The South's No. 1 State
And WPTF Is North Carolina's No. 1 Salesman!

Tobacco auction markets are now opening their 1947 selling season in North Carolina. That means millions and millions of plus dollars are now going into Tar Heel pockets.

Up your WPTF schedules now to tie-in with this lush selling season.

**NBC's Total is for 1945 Crop Year**

**Smoking hot proof that...**

North Carolina Is The South's No. 1 State
And WPTF Is North Carolina's No. 1 Salesman!

Tobacco auction markets are now opening their 1947 selling season in North Carolina. That means millions and millions of plus dollars are now going into Tar Heel pockets.

Up your WPTF schedules now to tie-in with this lush selling season.
FIRST YOU PICK KPRC
AND THIS IS THE MARKET YOU REACH

HOUSTON PORT
NOW THIRD
IN U. S.

Over 31 Million
Tons Moved Here,
All-Time Record

Houston in 1946 regained its rank
as third port of the United States
and handles the largest volume
of business in its history.
This was revealed Wednesday. Houston's
total tonnage last year was 31,637,458
tons, considerably greater than the pre-
vious high of 28,174,710 tons handled
in 1939.

FIRST
IN HOOPER
IN B. M. B.
IN THE SOUTH’S
FIRST MARKET

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

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

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

KPRC
HOUSTON
950 Kilocycles—5,000 Watts
Affiliated with NBC and TQN
National Representatives: Edward Petry and Company
Affiliated with NBC and TQN
Jack Harris, General Manager
Open Mike

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

NAB Contract Forms Provide 30 Seconds
EDITOR, BROADCASTING:

With reference to your editorial, "Tailor's Time," in your August 4 issue, I think your readers would be glad to know that in the standard contract form, negotiated by the NAB and the AAAA, specific provision is made for deducting thirty seconds from any program for station-break purposes.

The language of the "Standard Conditions" printed in the contract is as follows (paragraph 7):

"The agency agrees that the station may deduct from any period of five minutes or longer, not more than thirty seconds for station-break purposes."

In the contract form used for business placed direct by advertisers, the language is identical except for the substitution of the word "advertiser" instead of "agency."

Thus, this standard contract form, which has been officially approved by the AAAA and the NAB, and is in wide-spread use throughout the country, gives added proof of your statement that it has always been an established industry practice, and well understood by agencies and advertisers, that a "quarter-hour program" actually means a program of about fourteen minutes thirty seconds.


Bedford Says Ignore "The Hucksters"
EDITOR, BROADCASTING:

I wouldn't take issue with Morgan Sexton of KROS ("Open Mike," Aug. 4) for publicizing The Hucksters to take the sting out of its presentation. Special conditions in Clinton, Iowa, might indicate that as a wise policy.

In general though I think it ought to receive the same treatment as crank letters which file in the waste-basket. Ignore it, and deny it the prominence of our attention.

If M. G. M. and Clark Gable are on the radio industry's "unfair" list, fair enough; let's not bLeft their bookings and box-office if we can avoid it.

Along the same line, has anyone noticed the Saturday Evening Post's numerous thinly veiled dirty cracks at the broadcasting business?

B. H. Bedford, Owner CHVC Niagara Falls, Ont.

GETTING A DOSE of his own medicine, Lloyd Thomas, owner and operator of KGFW Kearney, Neb., is presented with a trophy, a figure giving a mighty heave with a bull. It reads: "To Lloyd Thomas, The Master of All Throwers of Taurus. Perfect Elimination on Every Occasion. From the Benevolent Brothers of Kearney Rotary." Past Rotarian President Herbert L. Cushing presents the trophy. Mr. Thomas for once was speechless.

NATIONAL BROADCASTING

MINNESOTA's

INTERNATIONAL
Market

KROC

IN ROCHESTER, MINN.

"The triple market"

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

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

RURAL 87,200 Rural consumers reside in the KROC primary coverage area... listen and respond to NBC's top stars and local interest programs.

KOPP Acts As Result Of Editorial
EDITOR, BROADCASTING:

When drafting our contracts for this new AM-FM station (due to hit the air about Aug. 18) I included the "protection" which you mention in your "Tailor's Time" editorial in the Aug. 4 issue.

This was done as a direct result of the BROADCASTING story on the Tailor Hise-KTOK suit in the July 14 issue. Thanks for the tip.


KXOK Contracts Also Provide for 30 Seconds
EDITOR, BROADCASTING:

Your editorial in the August 4th BROADCASTING, entitled, "Tailor's Time" is the real reason for this letter.

In our rate card we have taken cognizance of the precise situation mentioned in your editorial. Under "General Regulations" we publish this statement: "In accordance with broadcast practice, 30 seconds prior to the end of each program period is reserved to the station for its own use." In my opinion, this will keep us free of any law suits, as KTOK is now experiencing.

I just thought that you might be interested in how one station has handled this problem.

C. L. Thomas, KXOK St. Louis.

Aug. 6, 1947.

Everyone Dials To KROC

Established 1935

NATIONAL BROADCASTING

MINNESOTA Network

Northwest Network

IN ROCHESTER, MINN.

You get coverage in Minnesota's International Market with KROC IN ROCHESTER, MINN.

"The triple market"* 

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

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RURAL 87,200 Rural consumers reside in the KROC primary coverage area... listen and respond to NBC's top stars and local interest programs.

Population Families Radio Homes % Radio
Primary Coverage Area 256,455 65,273 99,030 90.0
Secondary Coverage Area 252,537 66,075 98,529 88.6
Total Primary & Secondary 509,032 131,347 197,559 89.4

Plus 350,000 annual International Visitors...

RESULT: $550,532,000 annual Retail Sales in the KROC Triple Market Area.
TESTED BY THE Vox Pop OF THE Box Top

We know how responsive our audience is because when a call is made for action of any kind, we get it — whether it be for charity donors or box tops.

And we know why —

For twenty-one years, WSM has proven its integrity to one critical audience.

So we can offer WSM as the solo medium — the only single medium that can deliver this market of five million radio listeners.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE
WBAL's "New World
Open September 1st

THE VERY BEST IN BROADCASTING
SERVICE IS BALTIMORE'S RIGHT!

In January of this year we published "A Preview of WBAL's Plans for 1947."

Part of that program is now complete. WBAL's new home at 2610 North Charles Street will go into full operation on Monday, September 1.

WBAL is proud and grateful for the new home we occupy. We are grateful to the people of the Baltimore area who have been generous in their acceptance and support of our past operation. That support has made this new home possible.

Our new home is designed to match the importance of this great and growing market. Baltimore is now America's 6th city and has been, for more than 25 years, the fastest growing big city in the east.

Our new home, with its "new world of tomorrow" features, is designed for the new era in broadcasting. No radio station in America has finer facilities.

These new facilities enable us to make every local program bigger and better. With the NBC program schedule stronger than ever, we are broadcasting the greatest enlightening and entertaining programs in our history.

Television demonstrations are a part of our studio tours. We are rushing construction of our Television Station, and hope to be on the air in a few months.

WBAL -50,000 WATTS—NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
ATTENTION: NAB MEMBERS
You are cordially invited to visit WBAL before or after the NAB Convention at Atlantic City.

of Tomorrow Studios

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Radio Services Outlined
In New 'Primer' of FCC
A 28-PAGE SUMMARY of the various radio services, designed to answer basic questions for the public, has been prepared by the FCC Office of Information under the title, "Radio—A Public Primer."

Bringing up to date an earlier "Primer" issued about 1939, it discusses in non-technical language such topics as the development of radio, radio regulation, allocations, the principles of radio; AM, FM, television and facsimile; the uses of radio in other services; radio operators; call letters, and methods of "policing the ether" for illegal operations.

The "Primer" will be printed later by Government Printing Office for public sale. Officials said it is not possible to comply with requests for copies from FCC itself.

Mr. Williams

Radio Station WWOD
Lynchburg, Virginia

Dear Mr. Weldon:

We find it necessary to cancel our 35 word spot announcements offering a free photograph to anyone phoning or coming to our studios within an hour. One spot a day for the past 6 days has resulted in our giving away 159 photographs, so you can readily see that we cannot afford to continue. However we do want to continue with institutional spots, and if we get results anything like the above, we are certain to have the greatest return per advertising dollar that we have ever enjoyed.

Congratulations to WWOD for the outstanding job you have done in Lynchburg, and may you enjoy even greater success in the future.

Sincerely yours,

Jack Weldon, Mgr.

WGAT COASTER DERBY A SUCCESS
Six-Month-Old Station Gets Merchants'
Cooperation for Event

COASTING into local fame with a highly successful "Coaster Derby," WGAT Utica is pretty proud of the results, especially since the station has been on the air only six months.

A few weeks ago WGAT Owner J. Eric Williams, station salesman, program director and publicity man got together with the merchants of Columbia Street, Utica (main business district) and got their help in putting across the plan for a locally sponsored "Coaster Derby."

Publicity was started with 50-word announcements 10-15 times per day telling boys and girls how they could participate. Then the station sold a Monday-Friday program 8:15-8:45 p.m., mentioning a list of 14 sponsors for the Derby. There were eventually 29 sponsors, each of which was charged $4.50 per participation. Although the greater part of the program promoted the Derby, each store was allowed selling copy also.

The Cornelia Street (just off Columbia) course was decorated with a banner and flags for distance of 1,000 feet. Several of the participants were interviewed on the air. Then July 24 the race was run, in five heats, the winner of each heat represented in the finals and the entire race was broadcast over WGAT. Mr. Williams and Announcer Roland Fowler handled the description, with the show lasting about 40 minutes. Four of the Columbia Street merchants were chosen as judges, and gave out the spoils, coaster wagon, catcher and fielder's mitt, tennis racket and about ten prizes in all. First prize went to Donald Everly, 12, who outdistanced the others with a 30-mile per hour speed.

Approximately 10,000 witnessed the event, and the only publicity used was radio.

KASH to Start Sept. 1

As Eugene, Ore., Outlet

KASH, 1-kw fulltime outlet at Eugene, Ore., will go on the air Sept. 1, E. L. Kincaid, president of the licensee, Radio Airways Inc., and general manager of the station, announced. KASH will operate on 1600 kc, and will use AP news service and Standard and Thesaurus libraries.

New studios and transmitter have been constructed on the Willamette River bank north of Eugene.

Staff members, in addition to General Manager Kincaid, are: Bruce Nidever, production and program director, formerly with KOKE Eugene; Lionel S. Lennox, commercial manager; William Riley, chief engineer, formerly with RUGN Eugene; Clare Mattingly, news editor; Laura Nidever, women's advertising, also formerly with KOKE.

Notables Help to Launch KTOP in Kansas Capital

AMONG notables who welcomed KTOP Topeka, Kan., to the air on its dedicated program last month were Kansas Governor Frank Carlson and two of the state's former chief executives, Alf M. Land, 1936 presidential nominee, and Harry Woodring, former Secretary of War.

Operating on 1490 kc with 250 w, KTOP is affiliated with MBS and owned by T. Hall Collinson and Norville G. Wingate, both World War II veterans. Mr. Collinson, former manager of Stauffer Publications radio division, is station manager. Mr. Wingate, previously sales manager for Hinkson-Crawford Adv. Agency, is commercial manager.

Other staff members include Wendell Elliott, national advertising sales manager, sports director; John W. McGee, news editor; Chet Wallack, chief engineer; Maxine Burke, program director, and Alice Finney, continuity director.

WCNI-FM on 93.7 mc

WCNI-FM, new Columbus, Ind., outlet, is on channel 229 (93.7 mc) instead of channel 227 (93.5 mc), as stated in the Aug. 11 issue of Broadcasting.
34,000 ways to say “amazing”

HOW RACE FOR NEW DEVELOPMENTS IN THE PETROLEUM INDUSTRY WORKS WONDERS FOR MR. & MRS. AMERICA

When more than 34,000 individual companies and 1,250,000 people are engaged in a highly competitive business such as “oil,” dreams turn into realities.

Travel at speeds near that of sound? The newest jet planes streak at more than 600 miles an hour... thanks to super-fuels developed by competing oil refineries in cooperation with aviation engineers.

Man-made weather? Artificial fog contrived from petroleum promises to save millions of dollars annually by preventing the freezing of crops.

Suits that shed water? Oil that stays fluid and stable far below freezing? A way to weed 20 acres of cotton in 1 day? Actualities... because of advancements in the highly competitive petroleum industry. And the unending rivalry in research, in oil production, refining, transportation, and marketing promises more are on the way for tomorrow.

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

Lights burn 24 hours a day in the 400 oil refineries. Competition in this branch of the industry has resulted in such notable developments as the superior fuels that make possible the high compression engine which gives modern cars more power, better performance, smoother operation.

Contrast the 19th century horse and wagon transportation of oil with methods employed today by 650 transportation companies using pipeline, tanker, truck, rail or barge. And competition in the field where some 20,000 distributors vie with rivals has created modern marketing methods, too. Today, streamlined tank trucks feed oil directly into the home storage tank in carefully metered quantities.

Constant research has made petroleum a treasure chest from which are obtained well over a 1000 needed substances. The search for new ways to make oil more useful... for new methods of maintaining high standards and adequate supplies... goes on unendingly, from the scientist in the laboratory to the technicians in the field who check and prove the practical application of over 1000 different oil products.

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to your listeners.

RADIO STATIONS ATTENTION!

Public Relations Operating Committee, Dept. 3D
AMERICAN PETROLEUM INSTITUTE
670 Fifth Avenue, New York 19, New York
Please forward at once FREE COPY of “Tie-in” Plan Book.

Name ________________________________

Title or Dept. __________________________

Radio Station __________________________

Address _______________________________

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.
Tenth Year On the Air
With "Mutual"

One significant day in 1937, ten years ago this fall, Fulton Lewis, jr. took his nose for news out of WOL’s Washington transmitter and extended his field of operations to Mutual, U. S. A. Since that time he has dug out a lot of news beats—and adhered faithfully to reporting the news as he sees it.

His policy pays off in devoted listeners. The proof? He’s currently sponsored on 262 stations!

If you need a program with a loyal following, get in touch with us immediately. Maybe F. L. jr. is available in your community.

Sau menig Is WIS Managing Director
Furr Will Manage WIST (FM) In Surety Shift

APPOINTMENT of J. Dudley Sau menig as managing director of WIS Columbia, S. C., and Ray Albert Furr as managing director of WIST (FM) Charlotte, N. C., was announced last week by G. Richard Shafto, manager of the Surety radio interests. Mr. Sau menig’s radio experience dates back to 1927 when he was named manager of W SUN St. Petersburg, Fla. He joined WIS in 1932 and shortly afterward was named manager of the Surety-controlled WNOX Knoxville, Tenn. He remained there until 1937 when the company sold the station, and he was then appointed promotions manager of WSCC Charleston, S. C., also owned by Surety at that time. When WSCC was sold in 1938 he returned to WIS as sales manager and remained in that capacity until his current promotion.

Mr. Furr received his B.A. from Missouri U., his M.A. at George Peabody College and passed his qualifying examinations for a Ph.D. from New York U. His first radio experience came at Winthrop College, Rock Hill, S. C. where he was in charge of journalism and public relations for seven years and supervised school programs over WBT Charlotte. In 1943 he was named program director of WIS and served in that capacity until his current appointment, which takes effect Sept. 1. WIST is now under construction.

Concurrently, Mr. Shafto announced the promotion of Frank Harden, current sports director of WIS, to program director replacing Mr. Furr, and the addition of William Martin to the WIS sales staff on Sept. 1.

Mr. Harden is a graduate of the University of Pennsylvania, has 12 years in radio, starting as an announcer at WPTC Kinston, N. C. Later he served as program director of WBIG Greensboro, N. C. until the war. After four years in the Navy, he was discharged in 1945 and became program director of WGMT Wilson, N. C. In March 1946 he joined WIS as sports director, his present position.

Mr. Martin, new to radio, is a well-known native Columbian. He was manager of the Carolina and Five Points theatres prior to his 3½ years in the Navy, from which he was discharged as a lieutenant. Since then he has been associated with the Reamer Ice and Fuel Co. Mr. Shafto indicated that these changes in executive and sales personnel are being made "in connection with the expansion program of Surety Life radio interests," which includes the acquisition of WSFA and WSFA-FM Spartanburg, the current construction of FM stations WIST Charlotte and WISP Columbia. "With these men in their new capacities," said Mr. Shafto, "we expect to continue our service to the listener which, in the past, has distinguished WIS and WSFA."
YOU MAY PADDLE
A MILE IN EIGHT MINUTES* —

No matter how hard you pull and sweat and strive — no matter how much you wish to do a good radio job in Grand Rapids, Kalamazoo and Western Michigan, from the "outside" — well, it just can't be done. Not that the mere distance is too great, but simply because Western Michigan has a "fading" condition which thwarts even the largest outside stations. . . .

Western Michigan, however, has two great CBS stations — WKZO at Kalamazoo and WJEF at Grand Rapids — which can give you TOP coverage (morning, afternoon or night) in this big and important area. A glance at the latest Hooper Report will convince you that these two stations offer you the greatest possibilities available. Write for a copy now, or ask Avery-Knodel, Inc.

* Ernest Riedel of the Pendleton Canoe Club paddled a canoe one mile in 7:55.2, in 1938.
Dear Time Buyer:

You are making plans for the coming fall and winter. Please remember last fall and winter WCKY was the Number Two station in the Cincinnati market (8AM-8 PM C E Hooper Fall-Winter Ratings Oct. '46-Feb. '47) and the Hooper monthly index study this summer confirms WCKY will again give you this coming fall and winter far greater share than its regional or local competitors. For example, here is the July 1947 Hooper Index Report (and I do not need to remind you that baseball is over after September).

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
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<tr>
<td>Weekday Morning</td>
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<td>Mon. thru Fri.</td>
<td>14.9</td>
<td>24.0</td>
<td>12.5</td>
<td>17.3</td>
<td>28.2</td>
<td>17.6</td>
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<td>8:00 AM-12:00 Noon</td>
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<td>Mon. thru Fri.</td>
<td>19.3</td>
<td>19.2</td>
<td>(24.5 x)</td>
<td>14.1</td>
<td>32.2</td>
<td>10.0</td>
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<tr>
<td>12:00 Noon-6:00 PM</td>
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<td>Sun. thru Sat.</td>
<td>22.8</td>
<td>16.9</td>
<td>(28.4 x)</td>
<td>17.5</td>
<td>25.6</td>
<td>11.2</td>
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<td>6:00 PM-10:30 PM</td>
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<td>Sunday Afternoon</td>
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<tr>
<td>12:00 Noon-6:00 PM</td>
<td>27.0</td>
<td>8.0</td>
<td>(55.5 x)</td>
<td>9.6</td>
<td>14.8</td>
<td>11.3</td>
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<td>Saturday Daytime</td>
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<tr>
<td>8:00 AM-6:00 PM</td>
<td>14.2</td>
<td>25.3</td>
<td>(35.3 x)</td>
<td>12.8</td>
<td>21.3</td>
<td>5.3</td>
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<tr>
<td>Total Rated Time Periods</td>
<td>19.5</td>
<td>18.5</td>
<td>27.7</td>
<td>15.4</td>
<td>26.7</td>
<td>11.4</td>
</tr>
</tbody>
</table>

(Note—(x) includes baseball)

Let Mac give you the full story.

Sincerely,

L. B. Wilson

PS—WCKY gives you 50,000 watt coverage at no extra cost.

Mail received in July 1947 exceeds 90,000 letters.

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY announces the opening of a New York office at 480 Lexington Avenue, Suite 925. Ralph E. McKinnie, formerly with the Paul H. Raymer Company, Bell & Howell, and the Pure Oil Company, will be in charge as National Sales Manager for WCKY. Miss Kathryn T. Callahan, formerly office manager and Assistant to Mr. Humphrey, of the H. B. Humphrey Company, will be Assistant to Mr. McKinnie.

Mr. McKinnie served in the U. S. Navy for five years and was a lieutenant commander in charge of the USS Portunis, a patrol boat "mother ship."

Miss Callahan has had a career of radio time buying and spot campaign schedules for network programs.

Phone—Plaza 9-8153
TWX—NY 1-153

Facilities for Chicago office will be announced shortly.

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Niggardly Pay

THREE MEMBERS of the FCC, this journal reported last week, may resign before their terms expire—probably by the end of the year. They are Chairman Charles R. Denny and Commissioners E. K. Jett and Clifford J. Durr.

We do not delve into personnel or policy factors which may motivate the individual thinking of these officials.

In at least two of these cases—Denny and Jett—the impelling influence is economics. It probably also plays a part in the thinking of the left-wing Commissioner Durr.

FCC members draw a pitifully small $10,000 per year, gross. That stipend was fixed for commissioners when the original Federal Radio Commission was created 20 years ago. That was the salary stipulated when the present Commission was created in 1934. There is no provision for raising commissioners’ pay in the pending White Bill (S-1383).

The FCC pay scale is outmoded. Other Government employees below the Commission level were given healthy pay increases during the war—increases that have not been followed in recognition of living costs. The FCC’s general counsel and chief accountant, for instance, draw the same salaries as the Commissioners because of the well-deserved temporary increases. Assistant chiefs draw almost as much.

Congress took good care of itself under a reorganization act two years ago by increasing the scale from $10,000 to $15,000, plus $2,500 in expenses, tax-free. Many of our legislators also find it expedient to place members of their families on their own office pay-rolls—nepotism, that’s called.

It isn’t hard to understand, therefore, why certain members of the FCC feel they cannot afford to remain in Federal service. The truth is they cannot adequately provide for their families if dependent upon their salaries. Older men wonder about ultimate retirement, unless they are civil service.

President Truman has deplored the difficulty in attracting good men to Federal service. Such a call is a high honor but a thankless one for the man who hasn’t been able to save enough to pay the deficits that inevitably accrue for young men with family responsibilities and who must also keep up with the official Joneses.

One of the first acts of the new session of Congress in January should be to raise the salaries of Commissioners at least to $15,000 and perhaps to $30,000. That obviously would result in fewer resignations of good Federal officials, and would attract a larger number of better men who now shun Federal office because they can’t afford it.

Scarcé Stuff

LAST WEEK there emanated from the New York headquarters of the pugilistic industry the report that telecasting of fights from Madison Square Garden would be discontinued because of dwindling attendance attributed to stay-at-homes and tavern viewers.

The report was promptly disclaimed. But it nevertheless indicates the kind of phony thinking going on about the effect of television, and it’s a sign that it’s time to open the prize fight, baseball, motion picture or the legitimate theatre. It is a throw-back to the early days of play-by-play baseball broadcasting, and even of news broadcasting.

Abolition of Blue

NAB’s first study of its member stations’ sustaining-programs this year, forms a commendable service. The results should go far toward removing the stigma of commercialism which FCC’s Blue Book, conceived in bureaucratic sin and dedicated to the proposition that a few cases are typical of the whole, has attempted to cast over all radio.

NAB’s findings do not jibe with FCC’s. Paradoxically, NAB’s show less average sustaining time than the industry-wide figures which were reported, however obscurely, in the Blue Book. Where the Blue Book in a secluded and unpublishable section showed 45.1% of radio time sustaining, NAB reports 54%. This is not a minor difference but serves to emphasize the high statistical standards of NAB’s project.

The Blue Book admitted that its statistics were based on loose methods of reporting. Actually FCC did not admit the point, but proclaimed it, because its figures refuted rather than substantiated the Blue Book theme. NAB’s survey, on the other hand, follows a careful scientific formula.

The result of NAB’s survey clearly points up the weakness of two main Blue Book contentions: (1) that larger stations carry fewer sustainers than small stations, and (2) that fewer sustainers carry during prime evening hours than at other times. The cardinal weakness, of course, is in FCC’s assumption of the right to intrude in such matters.

That FCC itself might be moving toward a more proper respect for the prescribed limits of its authority was indicated last week, when another of the so-called “Blue Book cases” dropped into limbo. The Commission handed down a decision which, though redundant with Blue Book implications, nevertheless granted renewal to WTOL Toledo and thus kept an important line of clearances open.

In any event, the NAB survey comes as a refreshing answer to the line of reasoning which holds that 80% commercial is the limit beyond which stations must not go. It is to be a continuing line of inquiry and we shall not be surprised if it reveals a gradual increase in the percentage of sustaining time. This will be a natural result as more stations go on the air, all hungry for new talent and meeting increasingly stiff competition. That is the way it should be accomplished, if at all—not by the threat of retribution by an agency plainly forbidden to meddle in such affairs. And if by continuing to maintain that the FCC’s position is not well considered, NAB can offset the false notions implanted by the Blue Book in the public mind, then it will itself have presented a public service program of the first magnitude.

In the case of baseball, attendances each year break the preceding year’s records. Play-by-play broadcasting long since has permeated the Three-Eye League and the Class D circuits.

Broadcasting of news has whetted the public’s appetite to the point where newspaper circulations are at all-time highs, and the only limitation against further increases is the scarcity of newsprint.

There doesn’t appear to be any imminent danger of the sporting events people going off the deep end over television. Officials of the Twentieth Century Sporting Club, which runs the Garden, attest that, if anything, television has helped gate receipts. With more and more video receivers in use additional hundreds of thousands of dollars in professional prize fights will become fans. They will pay to see occasional fights. The promoters will prosper.

The NAB has happened to professional baseball, football and other events through play-by-play aural broadcasting.

Our Respects To—

ADRIAN JAMES FLANTER

BUYING time for a time company is Adrian Flanter’s chief occupation. When you hear your local announcer say, “It is now 3 p.m., Benrus Watch time,” chances are, it was Mr. Flanter, as Benrus Watch Co. advertising director, who placed the spot.

Throughout his youth the slogan, “It Pays to Advertise” haunted him. In fact it intrigued him so much that while in college he transferred from dentistry to an advertising major. He was graduated from New York U. in 1932.

He started his business career in sales promotion for Hahn Department Stores, New York. After six months there he wrote a letter to the president of Ward Baking Co. regarding their new and novel radio program, which greatly interested the young Mr. Flanter.

Impressed with Mr. Flanter’s analyses of the program, the bakery company president referred him to Kastor Advertising Agency, handling the account.

Kastor hired him immediately.

After a year with the agency, he moved to World Broadcasting System, as sales promotion manager, exploiting World Library Service, then being introduced to radio stations.

Mr. Flanter did such a good job that Associated Music Publishers sought his services. Also retaining him at the same time as promotion counsel was WOV New York. His job was to build up national advertisers’ acceptance of the station’s “Italo-American Way.”

Another successful promotion job followed when Muzak decided to go to New York after many years of experimentation in Cleveland. The company turned to Adrian Flanter to organize its sales promotion campaign. By this time Mr. Flanter was among the top names in the advertising-promotion field.

So when he joined Benrus as advertising director in April 1945, he was well equipped for the position.

The large-scale nationwide advertising that Benrus does, particularly in spot radio, offers excellent opportunity for Mr. Flanter’s talent and experience. Considered by stations and representatives as one of the smartest time-buyers in the business, Mr. Flanter’s pet trick is to get the representative at his office and together with him call the station on the phone and put through the deal. He probably holds some sort of record for buying radio on the telephone.
Yes, three new antennae, twice as tall as the old ones they replace! That's KVOO's most recent contribution to the advancement of better radio reception in the 'Magic Circle'!*  
But what doesn't show in the picture is the fact that KVOO towers many times twice as tall in the minds of “Magic Circle” radio listeners as does any other station!  

Established in 1925, KVOO has long been the favorite, the dependable source of finest programs, of latest, most accurate news to hundreds of thousands of faithful listeners in this great area. A genuinely friendly "home-folks" attitude has built and will continue to build even greater and more loyal listenership for the Voice of Oklahoma in the years ahead.  

So today, as always, only the best in equipment, programming, and the most conscientious personal attention to our broadcast responsibilities are good enough for KVOO listeners!  

**Outstanding today ... even more outstanding tomorrow!**

*"Magic Circle," the name given a midwestern area by Roger Babson as having greatest future development possibilities.

KVOO TULSA
OKLAHOMA'S GREATEST STATION

Edward Petry & Co. Inc. ... National Representatives
LOUIS N. PERSIO, 39, chief engineer of WRAK Williamsport, Pa., died suddenly at his home Aug. 6. Mr. Persio started working as a WRAK engineer 17 years ago when the station first began operations. In 1934, he was appointed chief engineer and held that position until his death. He was a member of the International Radio Engineers and president of its Williamsport chapter. Survivors include his mother, a sister, and a sister-in-law, all of Erie, Pa.

Joseph Vessey
JOSEPH VESSEY, 69, secretary of Kenyon & Eckhardt, New York, died on Aug. 11 at his home, 14 Stanford Place, Montclair, N. J. He had suffered a cerebral hemorrhage on July 16. Mr. Vessey joined Kenyon & Eckhardt in 1929 and prior to that was associated with the firm's parent company, R. D. Lilbridge Inc. Surviving are his wife, Agnes Joyce Vessey, and a daughter, Mrs. L. E. Span- gler.

New NAB Station Aid
FORMULA for successful development of broadcast stations as community entities is offered by the NAB Small Market Stations Division. Titled "The Broadcaster's Community Challenge," the booklet was written by Robert T. Mason, WMAN Marion, Ohio, member of the NAB Small Market Stations Executive Committee. Mr. Mason has been a leading advocate of enterprising community service by stations.

5000 REWARD!
DULUTH, MINN.—Have you seen this man? He is Otto Mattick, who left Duluth recently to find why KDAL's new power increase to 5000 watts gives it such terrific coverage.

Otto may be recognized by the reciprocating single-arm he uses to measure water trunks. Anyone seeing him urged to contact KDAL as Otto will be a long way from home and is undoubtedly lost trying to reach the extent of KDAL's new 5000 watt signal.

If you can't find Otto, claim your 5000 reward by contacting Avery-Knodel. Learn why KDAL is a better buy than ever!

CHECK FOR $7,500 is presented to Dr. Frank F. Warren (I), president of Whitworth College, Spokane, Wash., on behalf of Spokane Press Club by R. W. Braseal, vice president in charge of programs, KHQ. Presentation marked completion of a gift of $10,000 voted by club a year ago for the purpose of establishing a department of journalism at Whitworth. Dr. Warren reported 38 students had taken journalism courses during new department's first year.

1-kw Daytimer Launched At Michigan City, Ind.
MICHIGAN CITY, Ind., had its first station as WIMS began day-time operation Aug. 8 with 1 kw on 1420 kc. Equipment is Raytheon throughout, with a 200-ft. Wincharger antenna.

Licensee of WIMS is Northern Indiana Broadcasters Inc., headed by President O. E. Richardson. S. R. Herkner is secretary and manager, Bill Blank is treasurer and Al Hals, who until recently headed Homer Griffith Co.'s Chicago office, is sales director.

HAROLD GAISFORD, salesman at television, Calif., has been appointed sales manager.

ROBERT BRECKNER, assistant director of CBS Hollywood, has been named to post of network sales service representing under FRANK OXARAR, department head. He replaces NELSON FLYNN, who has shifted to Radio Sales representative for network in Hollywood. Mr. Breckner joined network in January 1946 after more than three years of Navy intelligence service. After six months in transcription department, he joined production department as an assistant director. He is the son of the late GARY BRECKNER, Hollywood announcer-m.c.

ALLEN EMBURY, AAF veteran with seven years of radio and advertising experience, has been named sales manager of WOSH Oakland, Calif.

LARRY KRAUSER, Pacific Coast manager of Porjo & Co., station representatives, has announced a move to larger quarters in San Francisco, at 601 Market St.

KOFN, new 250-w Granite Valley, Calif., station on 1400 kc, has appointed TRACY Moore & Assoc., Hollywood, as national sales representative.

BILL LARMER, formerly with the CBS Los Angeles Radio Sales office, has joined radio sales department of WBBM Chicago.

AVONY-KNODEL Inc. has been appointed sales representative for WIBA Madison, Wis.

CLARE BAKER, traffic manager and executive secretary of KOJPJ Hollywood, has resigned for government service, with SUE WOODS, of N. W. Ayer & Son Hollywood radio department, taking over her former assignment.

HENRY FLYNN, CBS Hollywood Radio Sales representative, arrives in New York Aug. 25 for network conferences and will proceed to Richmond, Washington and Chicago before returning to the West Coast in late September.

ADVERTISING FEDERATION OF AMERICA has elected WBUP Gainesville, Fla., and WEXL Royal Oak, Mich., to moderate federation.

CHRISTINA ERMAN, traffic manager of WJZ, Detroit, has been awarded a citation for meritorious service for her volume, promptness, and dispatch, achievement within the 5th Army area in behalf of the U. S. Army Recruiting Service.

BYRON NELSON, ABC Chicago account executive, is the father of a boy. JOE GINNEY, former traffic manager of KLIX Twin Falls, Idaho, has been transferred to sales staff but will continue as record m.c. on his afternoon show, "Joe's Clicks Club."

William H. Leitz, former Counter Intelligence Corp. officer, radio writer and producer for State Dept. in the Pacific and European theatre of war, has joined sales staff of WILM Kentucky and ABC Central Division London, as salesman.

WALTER TOLLESON Jr., assistant sales manager of NBC Western division, was honored during the International Lions Club convention at San Francisco by a delegation from Tolleston, Ariz. City was named after Mr. Tolleston's father who was one of its founders.

BILL MILLER, former sales manager of Alliance Rubber Co., has been appointed marketing research director of WLB Cincinnati.

CARL JEWETT, former commercial manager of WJW in Baltimore, has joined Chicago office of J. F. McKinney & Sons, station representatives, as sales manager.

FRANK J. MILLER graduate of U. of Minnesota, and AL JENNINGS formerly with WJHP Jacksonville, Fla., have joined sales staff of WJBK Detroit, Fla. HILLARD AYRUTIS, formerly with KTUC Tucson, Ariz., has joined WIBX as account executive.

KAREL PEARSON, assistant manager of NBC Hollywood Traffic department, is the father of a boy born Aug. 5.

100 PERCENT HOME CITY COUNTY
Daytime BMB is part of the story you should know about
Serving a "Peach" of a market
GRAND JUNCTION, COLORADO
in Western Colorado's Rich Fruit Belt

Page 52 • August 18, 1947

BROADCASTING • Telecasting
Some twenty years ago WCAO became one of the sixteen stations which formed the original CBS network.

Through all these years WCAO has performed a fuller service to its listeners through the broad sweep and tremendous scope of the outstanding programs of CBS. Because of its network affiliation "The Voice of Baltimore" has been able to bring its listeners programs of an educational and informative value, as well as a wealth of entertainment, that have helped to make it a more productive medium for its advertisers.

Today, looking forward to many more years of cordial relationship with CBS and anticipating the greater opportunities for supplying outstanding network programs of information, education and entertainment, WCAO says with a respect based on the years and with deep pride in its partnership—

"Hail, Columbia"
KITTIE KIRKBRIDGE, former free- lance television producer, and BERNOW, former radio and stage actor and director, and STANGÉ, actor, have joined Marlowe Television Assoc., New York.

STEPHEN J. FEINBURG, formerly in designing and engineering of industrial electronic controls at Ripley Co., Torrington, Conn., has been named head of sales engineering for Industrial Control Div. of Langerin Mfg. Co., New York, manufacturers of broadcast audio facilities and custom-designed sound installations. RALPH J. HUG, former sales manager of Ripley Co., has joined Langvin as sales director of that division.

JOHN H. ALLEN, former director of radio and television for Marschalk & Pratt, New York, has opened own office located at 15 E. 58th St., New York, as television consultant specializing in production of visual commercials. Before his association with Marschalk & Pratt, Mr. Allen was with NBC television department.

BRY W. RYAN has been appointed superintend of surplus electronic equipment designed for the scrap pile will be offered to schools by War Assets Administration at five cents on the dollar. While most usable items have been screened from surplus stocks, WAA believes schools will be able to adapt surplus equipment for instruction, research and development purposes. Engineering college are already searching for ways of using this surplus. Priority schedule has been created.

SURPLUS electricians have been appointed to the electrician will be offered to schools by War Assets Administration at five cents on the dollar. While most usable items have been screened from surplus stocks, WAA believes schools will be able to adapt surplus equipment for instruction, research and development purposes. Engineering college are already searching for ways of using this surplus. Priority schedule has been created.

GENE AUTRY radio productions, Hollywood, under direction of LESLIE CLUCAS, has cut an audition record of new live half-hour Western show, "State Fair Jamboree," for sponsor consideration. Cast includes Hooster Hot Shots, Curt Massey, Martha Mears and Frank Worthington and male quartette. Audition was recorded at CBS Hollywood.

WESTINGHOUSE electric supply Co., Baltimore branch, last week held premier showing of new line of Westinghouse radios at Lord Baltimore Hotel for more than 300 dealers from Baltimore, western Maryland, Virginia and West Virginia.

RCA tube Dept., Harrison, N. J., has prepared a new sales aid folder, illustrating and describing complete line of promotional pieces and displays prepared for radio dealers and service men. Folder is available free from RCA distributors.

KFH gives you TWIN coverage
You can double your sales impact right in the heart of a 750 million dollar farm and city market—a rich, spending TWIN market covered by KFH. That's why KFH is known as the "Selling Station for the Southwest." Now with bumper crops and busy city folks, that goes DOUBLE.

WICHITA IS A HOOPERATED CITY
WICHITA, KANSAS
CALL ANY PETRY OFFICE
CBS...5000 WATTS DAY AND NIGHT

BROADCASTING - Telecasting
WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

Film equipment for WBEN-TV—pictures are projected directly on the pick-up tube in the film camera (right) to obtain a video signal. A mirror-switching system makes it possible for one camera to serve two projectors . . . assures uninterrupted film programming.

- The Buffalo Evening News was quick to recognize the tremendous audience impact promised by television. Present plans call for full-scale television operation by the end of the year.

As with most of today's television stations, RCA will furnish all the equipment necessary to put WBEN-TV on the air. RCA's 5000-watt television transmitter, choice of most newspaper telecasters from coast to coast, will feed a Super Turnstile antenna . . . which will boost the radiated power to more than 14,000 watts.

A two-camera field pickup chain will provide on-the-scene telecasts of spot news and special events. Two RCA television-type film projectors and a film camera will permit convenient, versatile sound-film programming . . . simplify the insertion of station breaks, commercials, and special effects. New RCA image-orthicon studio cameras will be used to assure high-definition pictures of live studio programs without the need for elaborate lighting. RCA control, test, monitoring, and auxiliary equipment make up the balance of this station's order.

Television for the Buffalo Evening News (WBEN) will add another history making chapter to its enviable record of pioneering . . . a record that includes ultra-high-frequency broadcasting as early as 1932 . . . daily facsimile broadcasts in 1938.

What are your television plans? Everything needed to start a station is in quantity production at RCA. An indication of your requirements now will assure early delivery of equipment. Write Dept. 18-11-2.

BEN BEZOFF, former assistant manager of KMYR Denver, has established Ben Bezoff & Co., advertising and public relations counsel, in that city. Mr. Bezoff, who is a member of Colorado State Legislature, formerly was news editor and announcer with KLZ Denver, WKY Oklahoma City, and stations in New York and Niagara Falls. During war he served as OWI director for Rocky Mountain region and for a time a war correspondent in ETO.

JOSEPH W. MADDEN, secretary of National Broadcast Adv. Service Inc., has left New York for a three-week trip to Puerto Rico to study the local advertising situation.

ROBERT F. HOLMAN, former director of research for H. W. Kastor & Sons, Chicago, has joined New York office of Dancer-Fitzgerald-Sample Inc., as coordinator of research and market analysis.

HAROLD GINGRICH, associated with W. E. Long Co., Chicago, since 1943, has been appointed radio director of the agency, replacing L. J. STRAYER, who resigned last month to go into business for himself [Broadcasting, July 31].

H. K. L. Adv., new Los Angeles agency, has opened offices at 335 S. Broadway. Heading agency are JOEL HARVEY, former New York production manager; HARRY L. LEICHTMAN, former national public relations director of Los Angeles Sanitarium; ROSE N. KNOX, of Belnick Studios; MOSES & COTINS Inc., Ucla, N. Y., has been elected to American Assn. of Adv. Agencies.


GIRALD B. VANDERWARKER, who recently retired from California, has rejoined Benton & Bowles, New York, as a production assistant with the Procter & Gamble group.

HARRY PESIN, former director of creative services at Lester L. Wolff Inc., New York, has joined Rockmore Co., New York, as a copywriter.

SHIRLEY WEINSTEIN, of J. Walter Thompson Co. International Dept., New York, left last week for six week's trip to Mexico, Central and South America, to sell the agency's international clients.

TED SMITH, former Hollywood television director of J. Walter Thompson Co., following six months vacation in Tahiti, has returned to Southern California to re-establish himself in video production.

GENE UMLAND, former advertising manager of Granat Bros., San Francisco (wholesale, retail jewelry), has opened own local advertising agency.


ARNOLD TUTELMAN, formerly of "Yank" has joined Julius J. Howe Jr. Co., New York, replacing MAURICE MANDEL as production manager. Mr. Mandel has resigned to accept teaching assistance at Syracuse U.

DAVID GRANT has replaced RUDY DEWERT as Raymond R. Morgan Co., Hollywood, producer of MBS "Heart's Desire." 

JOHN CONNER, formerly in advertising departments of Bank of America, and Shell Oil Co., San Francisco, has joined Young & Rubicam Inc., that city, as copywriter.

DON DEVLIN has been named assistant production manager, with VERNON LEIBRANDT becoming assistant to DON STERNLOFF, art director.

JAMES H. WRIGHT, who has been associated for past five years with Kastor, Parrell, Chelsey & Griffin, New York, and who has been active on Durex Shampoo account, has joined Harry B. Cohen Adv., New York, as executive in creative and merchandising departments. Mr. Wright's addition is part of expansion move at the agency.

MARION SIMPSON has joined Hollywood radio station at Freedom, Louis & Broby, replacing MARGUERITE ASHWORTH, who resigned to become an airline stewardess.

WILLIAM H. LEWIS Jr., formerly with Kastor, Parrell, Chelsey & Griffin, and prior to that with Dancer-Fitzgerald-Sample, has joined executive group of Compton Adv., New York. He will work on the Procter & Gamble Cincinnati, Drenk account.

CHARLES ALSUP, former advertising manager of Packard-Bell Co., Los Angeles radio manufacturer, has joined Buchanan, Co., that city, as account executive.

RUTH JOHNSON, former timebuyer and production manager of Raymond R. Morgan Co., Hollywood, has joined Western Adv. Agency, Los Angeles, as timebuyer and assistant to MILTON CARLSON, vice president and radio director of agency. Hollywood, as account executive and producer.


PAUL LANGFORD, former radio director of Rogers & Smith Adv., Los Angeles, has joined Irwin-McHugh Adv., Hollywood, as account executive and producer.

CARL M. STANTON, supervisor of nighttime shows for Shows Productions Inc., subsidiary of Dancer-Fitzgerald-Sample, New York, is in Hollywood for three weeks for start of five weekly CBS "Jack Smith Show," resuming Aug. 25 and to originate from West Coast for five weeks.

ABDEN PACKARD, co-owner of Packard & Packard Adv., Los Angeles, is in Long Beach (Calif.) Naval Hospital, recuperating from a major abdominal operation.

ROBERT VAN BUSKIRK, recently discharged from Army, has joined Ad group, staff of Comstock Adv., Los Angeles.

MILTON CARLSON, radio director of Comstock Adv., Los Angeles, is the father of a boy born Aug. 6.

R. L. HARKINS, former sales promotion and editorial writer of Lockheed Aircraft Corp., Burbank, Calif., has joined Packard & Packard Adv., as copywriter. BOB WILLIAMS, former CBS radio announcer, has joined agency as public relations counselor.

JOHN W. WEBER, vice president in charge of radio for J. Walter Thompson Co., New York, is in Seattle for two weeks to handle production department which is located there.

DALE DOBBINS, HAROLD FLINT and MILDRED GREGGSON, have become account executive in Barry Laboratories Inc., Fargo, N. D., Mr. Dobbin and Mr. Flint were elected vice presidents, and Miss Greggson executive secretary-treasurer.

JOHN U. WEIDEN, vice president in charge of radio for J. Walter Thompson Co., New York, is in West Coast for conferences with A1 Jolson on format and cart of new NBC "Kraft Music Hall." 

LEE-MURRAY Adv., New York, formerly located at 15 East 46th St., has moved to larger quarters at 71 West 43rd St.

GERALD LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, is in Hollywood conferring with agency executives relative to new business.

Radio Station WBBQ
Augusta's Leading Station
and
One of America's Most Progressive 250 watt stations
Announces the Appointment of
THE WALKER COMPANY
As Its Exclusive National Representative
First, last and all the time, a successful radio station must remember its public. KGW has entrusted its important Public Relations assignment to Frank Coffin—a man who knows the ins and outs of radio station operation like you know the back of your hand. Salesman, announcer, manager of small-market stations, program director, chief announcer, director of special events—Frank has been through the broadcasting mill—and a good thing, too, because Frank’s duties are as varied as broadcasting itself. What this all adds up to is that capable Frank Coffin is another one of the KGW people bending every effort to make your investment in KGW time pay big dividends.

It pays to put KGW—the PLUS VALUE station—on your schedules.

Next Week—EVELYN SIBLEY LAMPMAN, Educational Director
WMAL, American U. Offer Four-Year Radio Course

FOUR-YEAR course in radio and television, leading to a B.S. degree with a major in radio, has been created by American U., Washington, D. C., in cooperation with WMAL that city. The new schedule will become effective this fall. American U. and WMAL began the radio school last September [BROADCASTING, Aug. 19, 1946], but until this time had not offered a degree in this field.

All courses are taught by professional radio people under the direction of Gordon Hubbell, director of program operations for WMAL. New additions to the teaching staff include Hazel Marxel, director of community service and education, WTOP Washington; Maurice B. Mitchell, WTOP sales manager, and Erich Saxl, FCC. All other instructors are WMAL staff members.

T. L. KIDD, formerly with KTSU San Antonio, has joined KBFA Nacogdoches, Texas, as chief engineer.

WILLIAM P. GREYTHORNE, broadcasting consultant formerly with Grether Radio Electronics Corp., Norfork, Va., has opened offices in Raleigh, N. C., under firm name of William P. Grether Inc. Associated with Mr. Grether, president, are E. N. DETWIT, secretary-treasurer, and FRANCIS C. GREYTHORNE, vice president. Firm is located at 5 E. Davis St., and will specialize in broadcast and communications engineering, installation, maintenance and field engineering. Telephone: 3-1921.

SHELM HILDRETH, member of NBC Washington engineering department, is the father of a boy, Sherman Curtis Jr., born Aug. 8. Mrs. Hildreth is the former PRISCILLA HALL, of promotion department of WINX Washington.

Ice Caps for Camera TELEVISION for the pioneer days played a return engagement at WBBR, Chicago television station, for the last time Conv. H. H. Cooper picked Chicago's hottest day to break down. Performers grumbled bravely about the heat and dropped brows when out of range. Less tolerant than humans, the orchids balked. Engineer Jim Leinley quietly built caps of dry ice for the cameras and the show went on.

JOHN K. HILLIARD, chief engineer of Allen Laboratories, New York, is on tour of Alaska as consultant on motion picture theatre and military electronic problems.

JOHN STEVENS, chief engineer of KKBK San Jose, Calif., recovered from injuries received in recent auto accident, has returned to station duties.

ALLEN B. Du MONT LABORATORIES has introduced instrument which company states "bridges the gap necessary to make your oscillograph a quantitative as well as qualitative measuring tool." The type 204-A voltage calibrator, priced at $16.50, is independent of line voltage variation and can be used with any make of oscillograph.

SOUND APPARATUS Co., New York, has announced a brochure prepared on a "Portable Reverberation Analyzer," as now available. Literature contains detailed data on reverberation-time measure- ments made with firm's graph high speed level recorder model PL, in conjunction with whirly tone oscillator Model WO. Brochure may be obtained from Sound Apparatus Co., 220 Broadway, New York 7, N. Y.

RECORD PLAYERS specifically designed for discophiles have been developed by both Zenith Radio Corp. and RCA Victor. Zenith unit was designed for use as record demonstrator for record stores, but has now been made available to educational institutions after many requests. RCA table model Victor has been developed to meet needs of classroom and offers console-instrument performance by means of 12" speaker and large amplifier. Deliveries to dealers of RCA unit are expected to begin shortly.

HAROLD R. RANDOL, chief engineer of WBAP Springfield, Mass., has received 35-year service button from Westinghouse Radio Stations Inc.

BARBARA VOLKEMAN, of engineering headquarters of Westinghouse Radio Stations Inc., and William J. Kagerer were married Aug. 2.

SURVEY conducted in the metropolitan area by Industrial Television, Inc., Nutley, N. J., showed that 37% receivers, first put on market four months ago, are now being viewed by 100,000 persons weekly.

WHEN YOU BUY TIME--BUY A BUYING AUDIENCE!

When you buy time you buy a buying audience. With a big audience comes a big market and a big chance to sell something. So don't try to squeeze every cent of your advertising budget. Let the people know you and you'll pay for it in sales.

WTAG--Worcester's Leading Station

A DAYTIME TUNER

WHEN YOU SEE IT

WHEN YOU HEAR IT

WHEN YOU BELIEVE IT

WHEN YOU BUY IT

WTAG--Worcester's Leading Station

A DAYTIME TUNER

WHEN YOU SEE IT

WHEN YOU HEAR IT

WHEN YOU BELIEVE IT

WHEN YOU BUY IT

When you buy time--buy a buying audience!

WTAG WORCESTER
580 KC 5000 Watts

Paul H. Raymer Co. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

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TWO POPULAR RECTIFIER TUBES
for broadcast, communications, and other work

... better built for more hours of topgrade performance!

RATINGS

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Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotron tubes the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed ... this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant ... these qualities stem from the modern structural design of the GL-8008 and GL-673—their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today!

ELECTRONICS DEPARTMENT, GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y.
New Business

PROCTOR & GAMBLE Co., Cincinnati, Aug. 25 starts for 52 weeks "Mystery of the West" on 43 Los Angeles Pacific stations, plus KALL and KFEL, Mon. thru Fri. 9:15-9:30 p.m. (PST). Agency: Dancer-Fitzgerald-Sample, New York.


S.O.S. Co., Chicago (S.O.S. Cleaner), begins for 13 weeks "Redlights In the News" on Yankee Network, Mon.-Fri. 8:30-8:45 p.m. (PST). Agency: Ruthrauff & Ryan, San Francisco.


WHEN SWIFT & CO. completed negotiations to sponsor NBC's Archie Andrews program, previously carried on a sustaining basis, network, agency and sponsor executives were on hand. L. to r.: Vernon D. Beatty, advertising director, Swift & Co.; Anderson Hewitt, account executive, J. Walter Thompson Co. (Swift agency); Howard L. Martin, advertising manager of Franks Division of Swift; J. E. Shoverman, this month named vice president of NBC Central Division, and Paul McCluer, sales manager of Central Division. Sponsorship started on Aug. 9.

Renewal Accounts

COLEGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Colgate dental cream), following multi-week summer hiatus, Aug. 27 resumes "Dennis Day Show" on 101 NBC stations, Wed. 4-4:30 p.m. (EDST) with West Coast repeat 8-8:30 p.m. (PST). Agency: Ted Bates Co., New York.

CANADIAN BREWERIES Ltd., Toronto (beer), Sept. 17 resumes to June 9, 1948, "Radio Caribin" on 11 French network stations, Mon. 8-8:15 p.m. Agency: Spitzer & Mills Ltd., Toronto.

MOLSON'S BREWERY, Montreal (beer), Nov. 9 resumes "Radio Concerts Canonienne" on 12 French network programs, Mon. 9-9:45 p.m. Agency: Cockfield Brown & Co., Montreal.

ROBIN HOOD FLOUR MILLS, Toronto (flour and cereals), Aug. 21 resumes to Feb. 12, 1949, "Les Talents de Chou Nous" on 11 French network stations, Tues. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

HUDSON BAY Co., Winnipeg (fur buying division), Oct. 4 resuming to March 27, 1948, "Red River Barn Dance" on 11 Western Trans-Canada network stations, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

Net Changes

EVERSHARP (CANADA) Ltd., Toronto (pens, pencils), Aug. 3 changed from CBS to NBC and renewed for one year "Take It or Leave It" on 30 Dominion network stations, changing outlets at Toronto from CFRB to CFCF, at Montreal from CKAC to CFCF, Sun. 10-10:30 p.m. Agency: Newell & Co., New York.


COLEGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream, Hair shampoo, Cut deodorant), Sept. 20 changes time of "Share The Wealth" on Pacific Coast repeat on 4 British Columbia Trans-Canada network stations from 11:30-12 midnight to 12 midnight-12:30 a.m. Agency: Spitzer & Mills Ltd., Toronto.

...WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK...

...BECAUSE THEY KNOW THAT:

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

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

WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK...
COMMUNITY project designed to provide Bethlehem, Pa., with a continuous program of worthy local enterprises has been launched by WGPA Bethlehem and the affiliated Globe-Times, according to Arthur McCracken, WGPA manager. The project will be incorporated as The Bethlehem Globe-Times-WGPA Charities.

First venture will be professional football game Sept. 10 between the Bethlehem Bulldogs and the Newark-Bloomfield Cardinals. Proceeds will be used toward a community World War II memorial.

Back of the entire project is the belief of the station and newspaper that with the rights and privileges of individual or corporate citizenship go important obligations and responsibilities.

The enterprise recently financed a bus trip to the Philadelphia Zoo for Bethlehem children. Community comment about the joint civic enterprise has been “most inspiring,” according to Mr. McCracken.

RCA TV Caravan Scores Heavily in Lake Charles

WHEN the RCA Victor-Allied Stores Television Caravan visited Muller’s Department Store, Lake Charles, La., A. S. Marx, managing director of the store, reported that “store traffic for all three days was reminiscent of the holiday season, resulting in substantial increases in sales over the trend to date.”

The Caravan was in Lake Charles Aug. 7-9, and those days were proclaimed Television Days by Mayor T. C. Price. The three local radio stations, one daily newspaper and weekly papers in nearby small towns conducted campaigns to inform people of the event.

The Caravan reported that the audience was composed of many persons who had never seen television in any form. All wanted to know, “When will television come to Lake Charles to stay?” and “How much will a receiver cost?”

BBC Yearbook

BBC YEARBOOK for 1947 is being distributed by the BBC’s New York office. The annual covers every aspect of the Corporation’s work in its Home and Overseas Services and contains such articles as: “The Next Five Years in Broadcasting” by Sir William Haley, director-general of the BBC; “The British Radio Industry” by G. Darnley-Smith, chairman, The Radio Industry Council; “The European Service” by Major-General Sir E. I. C. Jacob, controller, European Services, BBC; “If I Were Head of the Third Programme” by Rose Macaulay; and “Scripts Wanted” by Louis MacNeice.

CODE BEACON FOR RADIO TOWERS

A 300 MM code beacon designed and built by ANDREW for lighting radio towers as aviation hazards. Required by the CAA on radio towers of 150 feet or greater in height. Two 500-watt prefocus lamps provide an intense light which passes through red pyrex glass filters and is radiated in a circular, horizontal beam by cylindrical fresnel lenses. Metal parts are made of light-weight cast aluminum, with hardware of corrosion-resistant bronze.

OBSTRUCTION LIGHT. Type 661 is a 100-watt unit fitted with a red fresnel lens to concentrate the light in a nearly horizontal direction. Used in pairs at ½ and ⅔ levels on radio towers for aircraft warning.

BURNOUT INDICATORS. Highly damped meter with special wattmeter scale indicates when code beacons or obstruction lights need re-lamping.

FLASHERS. Designed to flash 300 MM code beacons at rate of 40 cycles per minute, as prescribed by government regulations. Flashers have 25-ampere contacts and condensers for radio interference elimination. Use K-10347 for one or two beacons; use K-10548 to maintain constant 2000-watt load with three beacons.

TIME SWITCHES. Switch tower lights on at sunset and off at sunrise. Special astronomical dial follows seasonal variations in sunset and sunrise time. Photo-electric models also available.

LAMPS. A complete stock of lamps for code beacons and obstruction lights is carried for the convenience of users. Available in a wide variety of filament voltages.
Ralph S. Silver Jr., former continuity chief of WPAT, Paterson, N. J., has been appointed program manager of WMDT Atlantic City, N. J., replacing Ed Sweet, resigned.

Margaret Cox, director of public service at WTAQ Wooster, Ohio, has been appointed as WTAQ Radio Club advisor.

Sanford Marshall, announcer at WMJ Marion, Ohio, has been appointed program director of that station.

June Gibson, formerly with WGN Chicago, has rejoined that station to work in program department. She has been on West Coast for two years.

Lorraine Griffin, script supervisor in continuity department of NBC Central Division, and John Rose Jr., of Chicago, were married Aug. 9.

Jane Blithe, former student at NBC Northwestern U. Summer Radio Institute and writer of Institute’s prize-winning script this year, has joined continuity department of NBC Central Division. She replaced William Swee-ney, who resigned to do freelance writing, acting and directing in the stage companies in San Francisco.

Bob Erbman, head of news department at KOMA Oklahoma City, has been named program director of that station succeeding Allan Page, re- signed (see Management).

Lucien Dumbot, production manager of WBRC Pittsburgh, Mass., and Phyl- lis Carmin, formerly in continuity department of WOOF Boston, have an- nounced their engagements.

Gordon Crane, OSS worker during war, has been serving as vacation staff announcer at WBEC.

Isabel Hoyt, formerly of McCann- Erickson Inc., Philadelphia, has been named KAL in that city, as assistant to Willis Ross, program director.

Harry Von Zell, Hollywood announcer, has been released by Columbia Pictures to star in series of eight two-reelers to be produced during August, in film, “First in Series” “Radio Romance” now in production.

Henry Morgan, comedian, will start ABC “Henry Morgan Show” series from Hollywood, to commence Sept. 24. This will enable him to combine radio with the start of “So This Is New York!” for Screen Plays Inc. Whether program returns to New York after movie has been completed is not yet decided.

Patrick Michael Cuning, West Coast television producer, is the father of a girl born Aug. 7.

Charles Calvert, production manager of KLAC Hollywood, has resigned with post remaining open temporarily while replacement is considered.

Harold ISSell, freelance in Chicago since 1950, has returned to Holly- wood where he started in radio, and has been assigned m. of weekly “You’re Only Young Once” on CBS Pacific stations.

Kay Ervine, former copywriter of JCOE Lethbridge, has joined CKWV Vancouver. She is succeeded at JCOE by Leslie Richards.

Douglas Field, formerly of NBC Hollywood, and announcer at stations in Arizona, Chicago, and Los Angeles, is now with WXON Honolulu, and the four-station Aloha Broadcasting System of Hawaiian Islands, as record man.

Tony Stephen Fanelli, former announcer at KECK, Lubbock, Texas, has joined KEPT Lamesa, Texas, as announce-er-engineer.

George Bowe, production manager of WTC Hartford, Conn., and Mary Elizabeth Harmon of WTN’s technical staff, have announced their marriage.

Denney Kelley is replacing Dave Brown, script writer, at WLW Cincinnati, for one month while the latter is on vacation. Mr. Kelley is a former assistant to John E. Pearson Co., WCFL Chicago.

Jan Elliot, former chief engineer of KRJF Miles City, Mont., has joined KDUP Twin Falls, Idaho, as announcer-engineer and administrative assistant to General Manager J. H. Heizer, formerly with WRWA Rich- mond, Va., has joined announcing staff of WQAT Utica, N. Y.

Haden Huddleston, formerly with WRAS Atlanta, Ga., and Fred Heizer, formerly with WRVA Richmond, Va., have joined announcing staff of WROK Roanoke, Va.

Vincent ESBig, former chief an- nouncer and director of sports of WCAP Portsmouth, Va., has joined announcing staff of WHFC Greenville, Ill.

Mary P. Foley, former continuity director of WSB Superior, Wis., has joined staff of WPLH Huntington, W. Va.

Lloyd James, formerly with KRJP Miles City, Mont., and KCID Spencer, Iowa, has been appointed program di- rector of KLXX Twin Falls, Idaho.

Monte Magee, veteran radio and stage entertainer, has joined EWHK Shreveport, La., to do a series of six 15-minute programs weekly.

Fred J. Runde Jr., newscaster at WTMM Augusta, Ga., has been appointed program director. Mr. Runde succeeds George Parsons, also has been ap- pointed WTNT promotion director.

John B. Roberts, program director of KLXX has been appointed general manager of KLXX.

Arnold C. Hart, formerly with WPTL Fort Lauderdale, Fla., has joined announcing staff of WING Hollywood, Fla.

Frank Campbell, author, has joined WRSM San Mateo, Calif., as writer-pro- producer.

Jerry Askam, star of screen, stage and radio, has joined KSNO San Ma- teo, Calif., as staff announcer.

Bob Arnold, former announcer with WPTL Fort Lauderdale, Fla., has joined announcing staff of WING Hollywood, Fla.

Lou Harton, writer-producer of WSGM San Francisco, and Blanche Gellers have announced their marriage.

Mannie Manheim and Charlie Illinois have been the writers of the NBC “Kraft Music Hall.” Lou Hrutin has been named musical director.

Clyde Dean, staff writer-producer with WBBM Chicago, will conduct religious radio seminar and Conference on Music, Art and Religious Drama to be held at Green Lake, Wis., Aug. 18 through Sept. 1.

Clayton Brace, producer at KLZ Denver, and Jeanne Haney, KLZ as- sistant bookkeeper, are to be married Sept. 10.

Webb County, Texas...

is the largest Beef Cattle Parenting County in the U. S. 106,436 head in 1950. Since 1950, the county has increased 85,000. It is also the heart of Texas’s Great Winter Garden District, home of pro- viding most of the vegetables for most of the nation the year-round!

THE MUTUAL STATION

SERVING 2 NATIONS

Laredo’s Only Radio Station

Mutual and TSN

Laredo Broadcasting Co.
Howard W. Davis, President
Laredo, Texas

KPAB

on top of the OPERA BUILDING
in CHICAGO

BROADCASTING • TELECASTING
Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
CHARLES W. KAUFMAN, assistant manager of research and development of General Foods Corp., New York, has been appointed director of research and development of the organization. Mr. Kaufman joined General Foods in 1939.

ARTHUR R. MERTENS, sales promotion manager of Household Products Div. of S. C. Johnson & Son Inc., Racine, Wis., has been appointed sales manager of the division.

STANDARD OIL Co. (of Indiana), will sponsor exclusive broadcasts of U. of Colorado football games this fall over KOA Denver. Company previously announced it also will sponsor broadcasts of all football games of Universities of Iowa, Michigan, and Nebraska; away-from-home games of the U. of Minnesota, and all regular season games and any pre-season or championship games of Chicago Bears of National Professional Football League.

CHARM-KURL HOME PERMANENT WAVES, Inc., which recently appointed Harry B. Cohen, Adv. New York, to handle its advertising in the U. S. [BROADCASTING, Aug. 11], also appointed the agency to handle its Canadian advertising effective Aug. 10.

GENERAL FOODS Corp., New York, Aug. 21 starts "Leave It to the Girls" on WNBT New York, NBC video station, for six weeks. Thu.-Sat., 9:45 p.m., as part of company's experimental video series. New program, television adaptation of the MBS radio show, will advertise Folgers. Show replaces "Author Meets the Critics," also adapted from network series, which has advertised Maxwell House Coffee on WNBT. Booking of "Home's New York" is agency for both programs.

KREMEL HAIR SHAMPOO, Na- naan, Conn., aside from sponsoring "Rothrock Holmes" on MBS, is consider- ing two additional programs, "Martin Block Show" and five-a-day-week comm. for Roche, New York.

PROCTOR & GAMBLE Co., Cincinnati, has appointed Weis & Co., New York, to handle advertising campaign for "Chatsworth" in the U. S. Immediately and in Canada effective Oct. 1. WARD PUBLISHING STANDARDS COMMISSION, Seattle, with initial appropri- ate of $5,000, has appointed Pacific National Adv., that agency direct and place advertising. Radio will be used along with newsmen in mid- west, California and Northwest. Commission was organized recently under new grant of authority from Washing- ton State Legislature.

CHICAGO WESTERN Corp.'s campaign for its new product, Pinfaro Brand Whole Chicken, is currently in full swing with approximately 22 live spot announcements per week being aired in 18 markets. Spots are on WIBA Madison, New England Network; WLS Chicago, Kodiak Pittsburgh and WOF Schenectady. Individual contracts, for 12 weeks, are handled by Phil Gordon agency, Chicago.


THE BORDEN Co., New York, has ap- pointed Young & Rubicam Inc., San Francisco, to handle advertising for newly organized Cheese Division. Radio will be used along with other media in Western campaigns now being formulated.

WILLIS AIR SERVICE Inc. Teterboro, N. J., and its subsidiary, TETERBORO SCHOOL OF AERONAUTICS, have ap- pointed Raymond E. Nelson Inc., New York, to handle advertising. Firms will sponsor fare of "Chad Sendan" show on a weekly basis on WINS New York and "Auto News" five times weekly on WPAT Paterson, N. J.

MOLDED BRICK PRODUCTS Co., Los Angeles (custom & ready-built bar- bies), has appointed Kliten & Thomas, that city, to service account, with local representation.

RONALD K. DUKE Co., Los Angeles (novelty mfg.), has appointed Ather- ton & Co. Hollywood, to handle na- tional advertising. Spot radio will be used.


RADIO EQUIPMENT Co., Indiana distri- butor representing 440 Rooster re- tailers of Philco radio, has signed for 10 broadcast of top Midwestern football events on WBIC Indianapolis.

GOEBEL BREWING Co., Detroit and Muskegon, will sponsor for third con- secutive season all home and away games broadcasts of Detroit Lions pro- fessional football team over WXYZ De- troit, and Chicago Football Network of nine up-state Michigan stations.

NEW ENGLAND ORDER OF PROTEC- TION (fraternal insurance organiza- tion) has signed with Yankee Network for new series of on-location participa- tions in Tues. and Thurs. editions of 11-11-10 p.m. Yankee Network News Service programs. Contract is for 13 weeks.

KOSHER FOOD PRODUCTS Co., New York, has appointed Adar & Director, N. Y. weekly in New York, to handle its advertising. Radio weekly probably will be used.


UNITED STATES BREWING Co., Chi- cago, has appointed R. L. Durstine Inc., Chicago, to handle advertising.

PROGRAMMING study folder has been distributed to advertising agencies in Canada and eastern United States by CHVC Niagara Falls, Ont. Study de- tails various types of programs avail- able on the station, from live talent to recorded programs, programming group schedule into drama, variety, audience participation, record shows, gardening, music, sport, women's, commentaries, news and children's groups.

RESPONSE-RATED
LOCAL PROGRAMS
BUILT AROUND
BASIC CBS
ASSURE A
CONSISTENT
HIGHLY-RESPONSIVE
AUDIENCE
FOR YOUR
SALES MESSAGE
IN IOWA'S
TOP MARKET

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
 Kingsley H. Murphy George J. Higgins
 PRESIDENT GENERAL MANAGER
Headley-Read Co.
 NATIONAL REPRESENTATIVES

IN THE DETROIT AREA
when Eddie Chase spins the platters!

ADAM J. YOUNG, JR., INC.
J. E. Campeau, Managing Director

GUARDIAN Bldg., Detroit 76 • Mutual Broadcasting System

Sponsors

The Best Buy in
Central Iowa

Music Sells

EDDIE CHASE
and his
MAKE
BELIEVE
BALLROOM

Pstll! Your best bet
in Idaho

Page 64 • August 18, 1947

BROADCASTING • Telecasting
When and where
Split-Second Action
spells successful telecasts...

DU MONT Type 5098A
IMAGE ORTHICON PICKUP HEAD

Vital functions at very finger-tips... electronic viewfinder showing precisely what is being telecast... every component and circuit instantly accessible—yes indeed, the cameraman with the new Du Mont Image Orthicon Pickup Head is ready for anything and everything that comes along. And that means still better television programs.

Operated as part of the Du Mont Type TA-124-B Image Orthicon Chain, this latest television camera is truly ideal for reporting news, sports and other field operations. It is also suitable for small-scale studio operations because of its inherent sensitivity and flexibility.

Now in regular production, the Du Mont Image Orthicon Pickup Chain, equipped with this new Type 5098A Head or improved camera, is available for prompt delivery.

Call, phone or write for detailed information on Du Mont television equipment fitted to your plan—and budget.

© ALLEN B. DU MONT LABORATORIES, INC.

FEATURING...

Essential controls concentrated at rear of camera.
Hinged chassis and removable "Snap-on" panels permit immediate adjustments and replacements.
Super-sensitive Image Orthicon tube.
Lens turret takes up to four lenses of various focal lengths.
Rotatable handle at rear positions, locks and indicates any lens. Iris control setting adjustable from rear. Focusing by rotatable pan handle.
Electronic viewfinder removable.
Mounts and plugs in on camera frame.
Video pre-amplifier essentially non-microphonic.
Plug-in headset and microphone harness for intercommunications.
Du Mont "one-operation" connecting plugs make all connections with orthicon chain units, saving minutes of precious time.

DU MONT First with the Finest in Television
Satisfaction is the Key to Lingo Progress

"...I find your Radiator very efficient..."

"...I put in a very fine ground system and this together with your antenna gives us considerable more coverage than engineering indicated - we would receive..."

"...thank you for the many months of patient cooperation..."

—Chas. P. Blackley
General Manager
Staion WTON
Staunton, Va.

LAUNCHING its first campaign of the fall season, WINK Fort Myers, Fla., Aug. 7 released 100 fancy bottle decanters off the coast of Ft. Myers Beach. In a variation of the "treasure hunt" promotion, the "treasure bottles" were notes about WINK's CBS "Give and Take" show. Station reports by Toni Co., on which a treasure hunt is being featured, stated that several of the bottles have already been found along the Florida coast line.

Promoted Program Change
ANNOUNCEMENT of Sept. 3 shift of ABC "America's Town Meeting" program from Friday nights to Tuesday nights is being made in extensive promotion campaign. Activities include plugs on Town Hall's weekly mailing of 4,000 program announcement cards, letters to key contacts, direct mail to 3,500 college and high school instructors, insert on cover of weekly Town Meeting Bulletin, stickers on outgoing mail and announcements to over 50,000 individuals on Town Hall's mailing lists. These activities supplement special exploitation kit produced for stations by ABC.

MBS Coverage Brochure
DISCUSSION of network coverage and meaning of MBS figures is presented in latest promotional brochure issued to the ABC affiliates. The brochure is printed on dust-covered paper background and cover features letter by Edgar Kobak, president of MBS, with summary of content. Large page discusses definition of term "listenable" and how it applies to stations. Letter from Kobak to Niles Trammell, president of NBC, also is included, on subject of interpretation of MBS figures. Insert pasted to rear of booklet MBS programs and their "listenable" and reply card is included for more information on programs. Back cover to brochures is devoted to information on MBS Martin Block show.

Mass Parties
KYW and WIP are holding large out-of-doors parties at Philadelphia amusement parks for their listeners. On Aug. 20 KYW presents a crowd to surpase last year's 30,000 attendance at Willow Grove Park. Local and national sponsors have contributed thousands of prizes and offers. Philadelphia Radio Service Men's Club is distributing tickets. WIP outing was scheduled Aug. 26 at Woodside Park. Merchandise prizes were on schedule as were two-hour-long shows featuring some 50 WIP entertainers.

Junior Edition
TITLED "Young Notes Jr.," promotion card was mailed last week to the trade by WKRK Cincinnati, to relate in concise manner to "pro-ad-schooling" activities of that CBS affiliate. Number one in a weekly series, card is the first edition of "Key Notes," monthly WKRK publication distributed in that area.

Kansas City Market Data
MARKET DATA on Greater Kansas City is presented in brightly colored brochure prepared by KCKX Kansas City. Renowned "Where Buying Power Meets Selling Power," brochure includes data on population, buying habits, retail sales and number of homes with radios, in area covered by KCKX. Coverage map for station, including both day and night areas, supplements information. Printed on bright yellow background with shading of green and black, covers growth of Kansas City skyline with dollar marks filling the air. Brochure concludes with statement that "Thanks to KCKX's specific coverage, you may see all of Greater Kansas City's 500,000, 000 buying power without the rate penalty of one-state coverage."

FM Poster
USING distinct point of sale tie-in, KDKA and WIP have mailed to every radio dealer and repair shop in Denver an attractive red and white silk-screened poster reading "Missing something? Enjoy FM Radio Reception Now. 6 hours daily--KEL-FM-3 to 9 p.m.--92.1 m.c. channel 321—FM Radio ONLY--FREE DEMONSTRATION HERE." Poster follows letter advising radio dealers and repair shops that KEL-FM now specializes on interim music, commercial, and programs six hours daily seven days weekly.

Tea Kettles
TO REMIND radio editors that "Arthur Godfrey's Talent Scouts" is sponsored by Lipton Tea & Lipton Soups, agency, Young & Rubicam, New York, sent them a tea kettle with a large package of Lipton's ten bags.

New FM Features Bandleaders
HELPING to promote new FM outlet, WCRF-FM, Columbus, Ind. has made arrangements with Triquola Gardens in Louisville, Ky., to send to station a name bandleader each week for interviews and stage appearances. Station in turn acknowledged that bandleaders are featured at Triquola Gardens.

Promotion Personnel
JEAN BROWN, new to radio and recent graduate of Winthrop College, Rock Hill, S. C., has been appointed assistant promotion director of WYLN Charlotte, N. C. She will succeed MRS. JAMES P. LAPPIN, WBT promotion director.

ALAN T. ZACHARY, publicity director of WNYC New York and Municipal Broadcasting System, New York, recently joined Russell Bird & Assocs., New York, as an account executive. Prior to his association with WNYC, Mr. Zachary was with Dixon Gayer Publicity organization and before serving in war with the AAF, he was with New York Daily News.

ANDREW C. FULLER, member of script department of WTAQ Worcester, Mass., has been appointed publicity promotion director of that station. He succeeds PHILIP W. RUBICAM, (see News). Mr. Fuller joined WTAQ last year after discharge from Army.

JAMES P. LAPPIN Jr. has resigned as director of station relations of Key- stones Broadcasting System, New York. He will announce his future plans from the West Coast.

HENRI J. LESIBUR, general manager of French International Airlines in New York, reports that Air France is now occupying its building at 405 Fifth Ave., New York. The executive offices occupy it at this time. Other offices will move later.

It will soon be 630 in Savannah
Three-Day FM Symposium Will Be Held in October

THIRD FM SYMPOSIUM, a three-day training course in FM management and operating problems, will be conducted at Washington’s Hotel Statler Oct. 23-25 by Radio Consultants Inc.

This symposium, like those held in April and June, will cover in detail problems the new FM station operator is likely to encounter and will point the way to savings in construction and operating costs and to increases in revenue from effective promotion and sales methods, according to Leonard L. Asch, president of Radio Consultants, who is chairman of NAB’s FM Executive Committee and a director of FMA.

Courses will be taught by experienced FM station operators, supplemented by specialists in some of the subjects to be covered, Mr. Asch said. A limited number of registrations will be accepted for the symposium and should be made at the Radio Consultants offices, 1010 Vermont Ave., N. W., Washington, D. C.

Trinidad Commercial

THE TRINIDAD Broadcasting Co. Ltd. has recently been granted a commercial franchise and by September will begin regular commercial broadcasting. Known as Radio Trinidad, with studios located in Port-of-Spain, station will broadcast daily on standard and shortwave bands, according to its exclusive U. S. representative, Pan American Broadcasting Co., New York. William A. Maclurg, formerly of the BBC, has been appointed general manager of Radio Trinidad, replacing Frank Lamping, former acting general manager, who has gone to South Africa to take up new duties.

Radio Inspires

PROOF that radio can be inspiring as well as entertaining was evidenced on a recent ABC Welcome Travelers program when a blind man from Lexington, Ky., was selected to appear on the air. The interviewee, Frederick Balling, told in detail how he had overcome his fear of blindness and had become self-reliant. Inspired by his story, Mrs. Jannie Centers, of Chicago, who has a blind son and daughter, telephoned the network, asking that Mr. Ballinger come to her home to encourage her children. He readily agreed and his visit prompted Mrs. Centers to comment, “Thank God, I listened to that radio program.”

Replica of victor’s awards...

TWELFTH annual NAB golf tournament for the Broadcasting Magazine trophies will be held Sunday, Sept. 14, at the Atlantic City Country Club in Northfield, N. J. Silver cups will be presented to the low gross and low net score.

Entries for the tournament which opens a five-day official NAB program should be sent immediately to Maury Long, Broadcasting, 570 National Press Bldg., Washington, D. C. Notice of intent to participate is all that is required.

Blind boogy handicap system will be used as in the past, with six holes being chosen by the Club professional. The handicapping (maximum is 35) is handled as follows: Assuming par for the six blind holes is 24 and the player scores an aggregate of 30 for those select holes, the difference between par and the actual score (6) is multiplied by 3. The player’s handicap then is 18.

Past winners were:
1932, Dr. Leon Levy, WCAU Philadelphia.
1933, Jerry King, Standard Radio.
1934, Lewis A. Weiss, Don Lee.
1935, Carl Harmon, KMO Tacoma.
1936, Ross Wallace, WHO Des Moines.
1937, E. C. Pulliam Jr., KJBS Indianapolis and Harry Butcher, CMA, tie.
1938, No tournament.
1939, V. E. Carmichael, KWK St. Louis and K. W. Pyle, KFBB Wichita, tie.
1940, Sherwood Brunton, KJBS San Francisco.
1941, Paul Raymer and Pierce Romaine, Paul H. Raymer Co., tie.
1942, L. Waters Milbourne, WCAO Hamilton and Don Slocum, WYAM Cleveland, tie.
1943-44-45 No tournaments.
1946, Sli Aston, Howard Wilson Co.
CONTEST titled "What's Your Mitty?" is the latest feature of a fifteen minute program conducted by Bill Berns on WOR New York. Mr. Berns explains that a mitty is an ambition or day-dream, as described in James Thurber's story "The Secret Life of Walter Mitty," which has been made into a new Dean Jary Kaye movie. Youngsters are asked to write letters revealing their secret ambitions. Letters with most original ambition wins a chance to be seen, Walter Mitty for a day when merits will be made to be the winner's day-dreams come true. Other prizes of the Government Savings Bonds and 250 pairs of tickets to special showing of the Dean Kaye film also will be awarded. "Fifteen Minutes" now has an early morning slot aired on WOS-Mon. 4-45 p.m.

Interviews Competitors BETTER TENNIS commercial voice of competing stations in Durham, N. C. were featured in series of interviews recently completed over WDUK that city. Series was done in 15-minute shows titled "Meet the People in Radio," and Johnny Dean, of WDUK, handled the interviews. Questions ranged from experience in radio to family life, likes and dislikes and price fluffe made while on the air. Series was originated and aired over WDUK but all Durham stations cooperated in allowing their personnel to participate. Interviewees were allowed to plug their stations and individual programs. Participating Durham stations were WDNK, WTKK and WHRT.

Program Exchange THROUGH PROGRAM exchange arrangement, television staff of WOW Omaha presented a program titled "Game of Chess" on KBD-TV St. Louis as the feature of a month-long dedication program Aug. 7 (BROADCAST, Aug. 11). WOW has been conducting television experimental work for some time but television stations are just yet on the air. Later when WOW begins their television operations, KBD-TV will send a program there to salute Omaha area "Game of Chess" while WOW's first attempt at a dramatic game show by using the great protagonist, Professor Keogh, WOC's former Creighton University Announcer, and the guest, former Creighton University Chessmaster, Mr. Lyle was presented early in August and interviewed on "Fifteen Minutes." Local aircraft operator is sponsor of the five-weeks nightly -afternoon half-hour show. During broadcast a CHEX announcer tells listeners, from a vantage point on station's roof, where airplane is and what it is doing.

Request in Rhyme LISTENERS requesting records to be played on "Polka Time" program on WMWM Meriden, Conn., must make the request in rhyme for it to be recognized. Jim Dunihan, m.c. of show, slants the requests in rhyme, and when a request is mailed, a poem, rhyming requeste, he, or she, becomes the permanent member of Club and receives a button attesting to this fact. "Polka Time" is originated at 12:45 p.m. local time, but station is planning to increase it to a half-hour variety show.

Camp Shows ACTIVITIES at camp are featured on "Let's Go To Camp Show" on WJTN Jamestown, N. Y., broadcast via tape recorder, shows present songs, the interviews and on-the-spot descriptions of camp activities. Aired Sat. at 10:15 a.m. on both WJTN and WSCP, the show is produced to a different public camp locale on Lake Chautauqua, private camp owned by "One World" Series SERIE of programs titled "One World" were originated on WKBE St. Louis, 839, Sept. 13, on WNYC New York, Sun. 6-6:30 p.m. Series was produced by Jacques J. Ferrand, Secretary of one World Awards Committee, under the Committee's direction. Dramatizations of One World theme will be heard and each broadcast will be preceded by opening remarks of prominent pioneers of the One World movement. Ferrand will be assisted by Hilton Smier, who will direct, and Pierre R. Ferrand.

STATE FLOW Terrace Contest held near Wayzata, Minn., was covered by KBNC-Dakota station and station also participated in awards. Bill McCord, KBNA's farming service director, handled the coverage and interviewed Lyle Winterburn, state champion who won with a score of 119 out of a possible 150. A golf club and bronze plaque by KFAI, KFAI's director of special events, and an official of the KBNA-Dakota Co. jumped from sixth floor of local hotel. With Mike in hand, Mr. Provence described his sensations of hanging in the air, problems of climbing away, planes attached tolistener sign and relatively slow speed at which he and the company official hit the skies.

Morning Show for Children CHILDREN of the Washington, D. C. area now have an early morning daily show devoted exclusively to juvenile recordings. Mike Runnclutt, morning announcer at WOL, Washington, devoted a half-hour (9:30-9:45) each Saturday to new recordings of favorites to youngsters, such as Dickie Riding Bugs Bunny, Daffy Duck and Porky Pig. Commentary between records is handled by Mr. Runnclutt and his nine-year-old son, Michael Jr.

CHEX Bombing HIGHLIGHT of new show on CHEX Peterborough, Ont., is bombing from airplane with cards having cash value upon presentation by the finder. Local Newsmagazine of WOC, Rochester, Minn., was designed to popularize complicated problems of world government for listeners. Series will extend into October, dealing separately with world governments, U. S. Commissions and Interpretations of actual U. N. programs. The program, which is broadcast every morning, is presented largely in dramatic form.

Saturday night. Other prizes awarded winners are flowers for two, dinner and theater tickets, plus week's diaper and laundry service.

Vets Theatre of the Air FORMER SERVICEMEN of World War II at San Mateo, Calif., have organized Veterans Theatre of the Air and are presenting weekly programs on KVSM that originated broadcast of the series was presented Aug. 9. All participants are veterans anxious to acquire radio technique. Drama series will continue for 26 weeks. Studio facilities and air time have been donated by KVSM, and Frank M. Campbell is producer-director.

Archery Tournament Aired BROADCAST of a portion of the 6th Annual National Archery Assn. Tournament at U. of Massachusetts, Amherst, was presented early in August. All participants are veterans anxious to acquire radio technique.

CONTEST issue . . .

TIME IS SHORT

YOU'LL sell your sales story to every national and regional buyer of consequence in the September 15 Broadcasting Convention Issue.

Radio buyers who spend 87% of the national radio dollar selected this book's main feature—a comprehensive breakdown of national radio billings by product groups. There'll be articles by outstanding agency-adviser executives, station listings and spot radio news. Write, wire or phone today.

CONTEST issue . . .

TIME IS SHORT

YOU'LL sell your sales story to every national and regional buyer of consequence in the September 15 Broadcasting Convention Issue.

Radio buyers who spend 87% of the national radio dollar selected this book's main feature—a comprehensive breakdown of national radio billings by product groups. There'll be articles by outstanding agency-adviser executives, station listings and spot radio news. Write, wire or phone today.

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CONTEST issue . . .
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Granted petition to and in amended and supplemental meeting requirements specifying trans., Community (COmr. August synch. amp.-synchronous amplifier ERP- effective 1)A- CP- Steel KOCY Tri-City message re 5000 grant, w D, construction permit tors ers Y.- Frigidaire WHIO, -Granted (By DOCKET in City Bcstg. Oklahoma (By AMENDMENT in application to Hearing Corp. hearing for leave to DAYTON, Co., Commission's BOARD kc of AM of G.M.C. 1490 Beeville, Tex. petition requesting AFC AM visits.) amendment accepted and application removed from hearing docket. THE Gate City Co., Keokuk, Iowa- Granted petition for leave to file amended and supplemental reply to petition of Morris Broadcasting, Inc. requesting reconsideration of Commission's action in application to change frequency of KMSY, Morris Broadcasting, Inc. KOKY Oklahoma City-Granted leave to intervene in hearing on application of Bowdy Folke Broadcasting et al. Steel City Bcstg., Co., Gary, Ind.- Granted petition for leave to amend application to change trans. and type trans. and change location. The Gate City Co., Keokuk, Iowa- Granted petition for leave to amend application to specify 1580 kc 1 kw D instead of 1100 kc 250 w D. Amendment accepted and application removed from hearing docket. KOKY Oklahoma City-Granted petition to change from AMENDED to CP. KPSD San Diego, Calif.-MOD. CP. as new standard station, for extension of completion date. KUSN San Diego, Calif.-MOD. CP. as new standard station, for extension of completion date. KOKY Tulsa, Okla.-CP application from 1540 kc to 1270 kc. Increase 250 w to 1 kw. Install new trans. and DA-N. AMENDED to change trans. location. WOLM Wilmington, Del.-Authority to determine opening of station by direct measurement of ant. power. AM-920 Springtime City Bcstg., Co., Clearwater, Fla.-CP new standard station 920 kc 250 w D. AMENDED to change 250 w to 500 w. Modification of CP WHOO Orlando, Fla.-MOD. CP. as mod., which authorized installation of new trans. and DA. AMENDED to change trans. location and make changes in DA. AM-1540 Sulphur Springs, Tex.-Sulphur Springs, Fla.-CP new standard broadcast station to be operated on 1050 kc 1 kw power of 250 w and D. AM-1500 DeKaib Radio Studios, DeKaib, Ill.-CP new standard station 1360 kc 250 w D. AMENDED to change from 250 to 500 w, changed in ant. and type trans. and change trans. location. Modification of CP WASK Lafayette, Ind.-MOD. CP. as mod., which authorized installation of new trans. and DA-N. AMENDED to change trans. location, for extension of completion date. (Continued on page 78)
FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER

WE RECEIVE IT
(VERY GRATEFULLY)

A BLONDE
NOT A BLONDE

WE WASH IT
(VERY TENDERLY)

A BRUNETTE
NOT A BRUNETTE

WE SILVER IT
(VERY BEAUTIFULLY)

THE TREASURER
THE PRODIGAL

WE PUT IT IN THE BATH
(VERY GENTLY)

A REDHEAD
NOT A REDHEAD

WE PRODUCE A MASTER
(VERY REVERENTLY)

ADORATION PLUS

AND NOW THE PRESSING
(VERY FIRMLY)

WE TEST IT
(VERY CAREFULLY)

THE MUSCLEMAN
FOUR EARS

NOW WE SHIP IT
(VERY PROUDLY)

THE BOSS

PROCESSED and PRESSED by ALLIED, the MUSIC of the composer cannot be squandered by POSTERITY!
FCC Actions

Applications Cont.:

(Continued from page 79)

AM—1150 kc
South Central Kentucky Best Co., Inc., Campbellsville, Ky.—CP. new standard station 1040 kc 1 kW D. AMENDED to change frequency from 1060 to 1150 kc.

AM—1450 kc
Western Maryland Bestco. Corp., Hagerstown, Md.—CP. new standard station 1450 kc 250 w. AMENDED to change name of applicant to Western Maryland Bestco. Corp. to Cavalier Bestco. Corp.

Modification of CP
WBGR Salisbury, Md.—Mod. CP as mod., which authorized change in frequency, increase power, change in trans. equipment and install DA-N and change trans. location, for extension of completion date.

Modification of License
WBHC Pittsfield, Mass.—Mod. License to increase power from 100 to 250 w.

AM—1450 kc
WJKJ Detroit—CP change from 1450 to 1550 kc, increase 250 w to 10 kw, install new trans. and DA-DN and change trans. location from Detroit to Brownstown Township, Mich. (Contingent upon WJNE filing for application for change in frequency and grant of said application).

AM—1450 kc
WMIQ Iron Mountain, Mich.—Authority to determine operating power by direct measurement of unit, power.

AM—1450 kc
Floral City Bestco., Monroe, Mich.—CP new standard station 1520 kc 250 w. AMENDED to change frequency from 1520 to 1460 kc.

Modification of CP
WREX Dolton, Ill.—CP which authorized new standard station, for extension of completion date.

KOPR Butte, Mont.—Mod. CP, as mod., which authorized new standard station, for extension of commencement and completion dates.

Extension of SAA
WNYC New York—Extension of SAA to operate additional time between hours of 6 a.m. (EST) and 8 p.m. (EST) on Sunday, and between hours of 6 p.m. (EST) and 6 a.m. (EST) on Sunday.

AM—1450 kc
Robert F. Wilson, Fremont, Ohio—CP new standard station 1450 kc 1 kw D.

Modification of CP
WBBC Canton, Ohio—CP, as mod., which authorized increase power, install new trans. and change trans. location, for extension of completion date.

WHAM Attleboro, Pa.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N, for extension of completion date.

AM—1350 kc
Penn Lincoln Bestco. Inc., Carlisle, Pa.—CP new standard station 1200 kc 250 w. AMENDED to change frequency from 1200 to 1500 kc, power from 250 w to 1 kw and change type trans.

Modification of CP
WMPS Memphis, Tenn.—Mod. CP, as mod., which authorized increase frequency, increase power, install new trans. and DA-N and change location, for extension of completion date.

AM—1030 kc
Baylor U., Houston, Tex.—CP new standard station 1030 kc 25 w D (LSK Boston to LHS Houston) Request facilities of KWBQ.

AM—1330 kc
Jack Henry Kidd, Jr., Kingsville, Tex.—CP new standard station 1170 kc 250 w. AMENDED to change frequency from 1170 to 1370 kc, power from 250 w to 1 kw and change type trans.

Modification of License
KPEK Lamesa, Tex.—Mod. License to change hours from 7 to 10 a.m.

AM—1230 kc
Herald Bestco. Co., Loveland, Colo.—CP new standard station 1230 kc 250 w. AMENDED to change frequency from 1230 to 1250 kc.

Modification of CP
KCRS Midland, Tex.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—950 kc
WINS Winchester, Va.—CP change from 1400 to 1500 kc, increase from 250 w to 500 w, and change type trans. and install DA-N.

AM—1280 kc
KIT Yakima, Wash.—CP, as mod., which authorized increase in frequency, install new trans. and change DA-N.

APPLICATION DISMISSED
Fountain of Youth Bestco. Co., St.

Augustine, Fla.—CP new FM station in 92 to 106 mc band and coverage of 2,500 sq. mi. Request of attorney 6-1-47.

APPLICATION RETURNED

AM—1480 kc
KYAL Brownsville, Tex.—CP change in frequency from 1480 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location. Application returned 6-6-47.

TENDER OF FILING

AM—1460 kc
Bay County Bestco., Panama City, Fla.—CP new standard station 1460 kc 250 w unil. Assignment of CP.

AMENDED

WHAM Rochester, N. Y.—CP change in frequency from 1480 kc to DA-DN using 5 kw unil. on 1280 kc.

August 11 Decisions

BY THE SECRETARY
WALJ Alhambra, Calif.—Granted license for new standard station 1500 kc 250 w, Cond.

WHOD-FM Lynchburg, Va.—Granted CP to extend completion date to 5-11-47.

KRUL Corvallis, Ore.—Granted mod. CP to change type trans.

KXLD El Centro, Calif.—Granted mod. CP to change type trans.

WASK Lafayette, Ind.—Requested CP to install new main trans. at present location of main trans., for use for auxiliary purposes.

KSFJ Nacogdoches, Tex.—Granted license for new standard station 860 kc 1 kW, Cond.

KTVT Fort Worth, Tex.—Granted license for new standard station 600 kc 500 w, Cond.

KMAT Thomasville, Ga.—Granted CP to change station location.

KATL Atlanta, Ga.—Granted mod. CP for extension of completion date to 2-8-47.

KFQM Kansas City—Same to 11-18-47.

WSWI Preston, Md.—Granted CP for extension of commencement and completion dates to 10-17-47 and 1-17-48 respectively.

KGHL Little Rock, Ark.—Granted mod. CP for extension of present location.

KVRC Arkansas, Ark.—Granted mod. CP for extension approval of ant and trans. and change location.

WKAG San Juan, P. R.—Granted mod. CP to make change in DA.

WTMV East St. Louis, Ill.—Granted license to change name of licensees to On The Air Inc.

WTFS Cleveland, Fla.—Granted CP for extension of completion date to 12-1-47.

WREG New York—Granted CP for extension of completion date to 12-25-47.

WLMC New York—Granted mod. CP for change in frequency to 21-31 mc (subject to change in Fascinating of hearing) for present assignment of 27.2 mc, for use with 50 w for orders only.

Cressey Bestco. Corp., area of North of Columbus, Ohio—Granted CP for extension of completion date to 12-21-48 for WLW.

WLWC Cincinnati—Granted CP for installation of new trans. and new ant. system.

Onondaga Radio Bestco. Corp., Portable-Mobile, city of Syracuse, N. Y.—Granted license for remote pickup station WVCJ.

(Continued on page 74)
Happy Anniversary, WKNB...

...and More Power TO YOU!

Every day for twelve consecutive months New Britain's WKNB has been operating on the Raytheon equipment shown. Owner and engineers now know from experience that Raytheon is truly "the finest in broadcast equipment." Result: When WKNB is ready to use "more power, they will buy their equipment from Raytheon!

Users the country over are enthusiastic about the high fidelity, servicing accessibility and low-cost maintenance of Raytheon AM and FM broadcast equipment. They find it greatly facilitates setting up programs, with operation so simple and logical that errors are cut to a minimum.

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Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad.

A few excerpts from typical letters recently received follow:

"AUDIODISCS have proven their worth at our station. We are for them one hundred percent." ... A 5,000 WATTER

"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory." ... A 1,000 WATTER

"It will interest you to know that we use only AUDIODISCS." ... A 10,000 WATTER

"We use AUDIODISCS exclusively and find them everything your research engineers have claimed." ... A RECORDING STUDIO

"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time." ... A 3,000 WATTER

"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory." ... A 50,000 WATTER

"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands." ... A 5,000 WATTER

"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We've found them to be uniformly satisfactory." ... A 1,000 WATTER

"Of all discs we have tried, AUDIODISCS are our standard and whenever supreme quality of reproduction of instantaneous recording is desired, it's AUDIODISCS for us." ... A RECORDING STUDIO

"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time." ... A 5,000 WATTER

"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality." ... A 50,000 WATTER

"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available." ... A 250 WATTER

Audio Devices are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

FCC Actions
(Continued from page 74)

Applications Cont.: standard station for change of studio location and authority to determine operating power by direct measurement of ant. power.

WXY Havana, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WYCA Brookline, Mass.—Mod. CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WYCM Flat River, Mo.—Voluntary assignment of CP to Lead Belt Boats, Co.

Modification of CP
KC5H Kansas City—Mod. CP, as mod., which authorized new FM station to specify studio location, change trans. site and authority to determine operating power by direct measurement of ant. power.

KDBD Flat Rock, Minn.—CP inst. new vertical ant. and increase ERP from 250 w to 250 w.

AM.—1320 kc

KDGJ Fresh Falls, Minn.—CP inst. new vertical ant. and increase ERP from 250 w to 250 w.

AM.—1400 kc

WROM Renne, Ga.—CP to change frequency from 90 to 90 kc, change studio location.

As mod., CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP
KFMO Flat River, Mo.—Voluntary assignment of CP to Lead Belt Boats, Co.

Modification of CP
KCFM Kansas City—Mod. CP, as mod., which authorized new FM station to specify studio location, change trans. site, frequency to Channel 251, 98.1 mc, ERP to 94 kw, ant. height above average terrain to 350 ft, make changes in ant. system and change commence- ment and completion dates, AMENDED to change frequency from 251, 98.1 mc to 255, 94.9 mc.

FM—Unassigned
Fayetteville, Ark.—CP which authorized new FM station.

Assignment of CP
WALD Walterboro, S. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM.—1450 kc

Mountain Empire Bctg. Corp., near Marion, Va.—CP new standard station 1450 kc 250 w un.

APPLICATIONS DISMISSED
Art.—N.—Bctg. Corp., Lordsburg, N. M.—CP new standard station 1260 kc 250 w un. DISMISSED 9-4-47 re- quest of attorney.

Reclassification of Control
KUSB San Diego, Calif.—Voluntary reclassification of control of permitted corporation from C. Arnholt, J. Frank Burke and John A. Smith to C. Arnholt, J. Frank Burke, Frank Burke and Paul L. Jones. DISMISSED 9-4-47 re- quest of attorney.

TENDER FOR FILING
AM.—1490 kc

WMBR Jacksonville, Fla.—Mod. CP to make changes in transmission and complete construction date, using 5 kw unl. DA-N on 460 kc.

AM.—1230 kc
Lebanon Bctg. Co., Lebanon, Mo.—CP new standard station 1230 kc 250 w un.

AM.—1010 kc
Carr P. Collins Jr., Corpus Christi, Tex.—CP new standard station 1010 kc 10 kw, Granted in grant of Bay- ior U. and EZBWP applications.

AM.—1230 kc

KGDJ Fresh Falls, Minn.—CP inst. new vertical ant. and increase ERP from 250 w to 250 w.

AM.—1400 kc

WROM Renne, Ga.—CP to change frequency from 90 to 90 kc, change studio location.

August 13 Decisions...

DOCKET CASE ACTIONS

August 13 Applications...

ACCEPTED FOR FILING

Assignment of CP
KRFM Fresno, Calif.—Voluntary assignment of CP to California Inland Bctg. Co.

License for CP
WHOW Clinton, III.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WPGF Lawrence, Mass.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WOBW Norristown, Pa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KMDK Duluth, Minn.—License to cover CP which authorized increase power and establish new trans. and make changes in DA-N, make changes in ground system.

KNOJ Independence, Mo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WWNC Asheville, N. C.—License to use old trans. for aux. purposes.

Modification of CP
KWEW Lautenberg, N. C.—Mod. CP, as mod., which authorized new standard station, to make changes in vertical ant. power.

WMBL Morehead City, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM.—700 kc

WLW Cincinnati.—Authority to determine operating power by direct measurement of ant. power.

Assignment of License
KTCM McAlester, Okla.—Voluntary assignment of license to Stanley O'Neill.

Modification of CP
WLIV Providence, R. I.—Mod. CP which authorized new FM station to change ERP to 20 kw, ant. height above average terrain to 502 ft; specify trans. site and make changes in ant. system.

License for CP
KRUN Ballinger, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KBBY Tyler, Tex.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

APPLICATIONS DISMISSED


Agricultural and Mechanical College of Texas, College Station, Tex.—CP new non-commercial educational station on frequency to be assigned by FCC 1 kw emission special for FM and un. Dismissed 7-10-47 per request attorney.

TENDERED FOR FILING

Modification of CP
WWXL Peoria, Ill.—Mod. CP to change frequency from 1590 to 1590 kc to 5 kw unl. DA-DA, standard station, change trans. site and change location. (Re- quest facilities of WIHL.

(Continued on page 78)

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August 18, 1947 • Page 77

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FCC Actions (Continued from page 77)

Applications Cont.

AM—1550 kc
Inland Broadcasting Corp., Charles City, Iowa—CP new standard station 1550 kc 250 w D.
Assignment of License
KCBK Des Moines—Consent to assignment of license of AM station and conditional grant of FM-CP to Capital City Bcast, Co.

Modification of CP
WIPR Rte Plied, R., Mod. CP to change proposed trans. location and approval of ant. system using 10 kw uni. DA-0N on 960 kc.

August 14 Decisions . . .
BY A BOARD

FM Conditional Grants

Authorized cond. grant one new Class A and one new Class B FM station subject to further review and approval of engineering details. CPs authorized for 4 Class A and 11 Class B FM stations. CPs for one Class A and six Class B FM outlets granted in lieu of previous cond. See story page 80.

Designated for Hearing

WBBK Knoxville, Tn.—Designated for hearing for Class B FM station and application for license to cover CP for new AM station.

Modification of CP

WBBK Clinton—Granted mod. CP to change trans. site.

Assignment of CP

WKOP Birmingham, N., —Granted consent to assignment of permit of WKOP from partnership interests to WBC Radio Bcstg. Corp. for $4,500 cash.

Application Dismissed

Albert J. Felmia, Jollett, Ill.—Adopted order dismissing without prejudice to refile or hear after final decision has been rendered with respect to application of WJOL, for renewal of license or after said application has otherwise disposed of, application for new station requesting facilities now used by WJOL.

Hearing Designated

WBRM Cleveland Heights, Ohio—Designated for hearing application for mod. CP specifying trans. location.

Radio Anthracite Inc., Pottsburg, Pa.—Granted CP new station 1370 kc 1 kw eng. cond.

Hearing Designated

Johnstown County Bcast, Corp., Iowa city, Iowa—Designated for hearing application for new station 800 kc 1 kw DA D; made KCMO Kansas City and WBBM Chicago parties to proceeding.

Modification of CP

WKLP Clanton, Ala.—Granted mod. CP to change assignment from 760 kc 6 kw to 880 kc 1 kw D; eng. cond. pending.

Petition Granted

Eugene Beers, Inc., Eugene, Ore.—Adopted memorandum opinion and order denying petition insofar as it requests leave to amend application for new station at system and denial of petition insofar as it requests removal from hearing docket.

Petition Denied

Southern Bcast, Corp., New Orleans—Adopted order directing petition requesting Commission to reconsider action of 2-6-47 in dismissing application which requested facilities of WGBW, and for reinstatement of application.

KEYS Corpus Christi, Tex.—Adopted order granting petition to remove from hearing docket, and granted, in part, application to operate on 1460 kc 5 kw S-W-N using DA now specified, subject to CAA approval of proposed trans. site and ant. system and to cond. that applicant satisfies all legitimate complaints of neighbors hearing occurring within 250 m/m contour.

Petition Denied

Community Bcast, Co., Erie, Pa.—Adopted memorandum opinion and order denying petition for reconsideration directed against action of Commission granting without hearing application of Community Service Bcast. Co. for new station, Erie, Pa.

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition directed against action of Commission granting without hearing application of Community Service Bcast. Co. for new station, Erie, Pa.

Petition Granted

WARM Scranton, Pa.—Adopted order grantinpetition insofar as it requests continuance in further hearing in Docket 6894, 7115, 7851, 7852, now scheduled Aug. 19, and continued same to Sept. 11: denied petition insofar as it requests reconsideration of action of

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,320 licensed, 525 construction permits, 685 applications pending (of which 382 are in hearing); FM—52 licensed, 869 conditional grants, 649 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (83 in hearing); television—six licensed, 59 CPs, 11 applications pending (8 in hearing); and noncommercial educational FM—six licensed, 35 CPs, 7 applications pending.

August 15 Actions

Solders

(Continued from page 10)

weeks, the Author Meets the Critics program sponsored by General Foods (Maxwell House coffee) soon to be followed by Leisure It to The Girls, as well as the baseball games (home games of the Dodgers) which are co-sponsored by General Foods and the Ford Motor Co. on WOR-TV, CBS video station. In addition to his television duties Mr. Leder continues to direct the Jack Berch radio show for the agency. His radio activities include directing the House of Mystery program as well as many day-time shows.

He also has collaborated on a movie script which is currently being considered by Paramount Pictures and is writing a legitimate play.

The talented producer, with radio, stage and movie experience, still advocates television and advises advertisers to get into it soon to pre-empt time as well as to experiment with shows.

Herb, a bachelor, lives in Brooklyn.

Accepting Officer: 

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Post Cereals Move

GENERAL MANAGEMENT of the Post Cereals Division of General Foods Corp., New York, under management of Clarence R. Eldridge and his executive staff, has been transferred from New York to Battle Creek, Mich. Post Cereals was founded in Battle Creek in 1895 and the advertising department was moved to New York in 1919. Since 1922 the sales and general management have been centered in New York. Members of the executive staff who accompanied Mr. Eldridge to Battle Creek include: Henry W. Sandberg, general sales manager; Mr. Eldridge’s brother Willard Paul, sales manager; Mr. Archie Sugg, advertising manager; Louis B. Chace, controller of the division; Linwood Brown, assistant sales manager; Harry Danner, administrative assistant, and Elmer Downard, sales assistant.

FMA

(Continued from page 20)

convention as well as Mr. Balcom. Convention arrangements are in charge of William L. Barlow, FMA publicity director.

A new FM converter retailing at $19.95 will be shown at the FMA convention by John Meck Industries, Plymouth, Ind. It is said to operate on any existing AM set. Production in large volume is scheduled by September. The company also will show a $79 AM-FM tabletop receiver now in wide distribution.

Hazeltine Corp. has called a meeting of its FM circuit licensees at the Roosevelt Hotel, New York, Sept. 3 to coordinate activities of these manufacturers at the convention. Some 50 manufacturers are understood to use Hazeltine circuits.

Well over a score of exhibitors have arranged to participate in the equipment show to be staged during the convention, with many others understood to be anxious to show their wares.

The Fountainhead of Modern Tube Development is RCA

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000 you need

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT

Retail Market

RCA Tubes for AM

THE STANDARD OF COMPARISON IN BROADCASTING

RCA
FREE from any perceptible flutter, wow, rumble or vibration!

Western Electric 1304 TYPE REPRODUCER SET

These new Cabinet Type Reproducer Sets are compact, convenient and will enable you to enjoy the full quality of today's finest lateral or vertical recordings. The 1304A has the famous Western Electric 9A Reproducer—the 1304B has the 9B.

1. Exceptionally accurate speed regulation at both 33 1/3 and 78 rpm, rapid acceleration and a new electrical speed change are just a few of the many outstanding operating features you'll like.

The 1304 Sets—and the 304A and B Reproducer Panels—will be in production this year.

For full details, call your local Graybar Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

C. E. MICHEL (seated, center), vice president, Union Electric Co. of Missouri, inaugurates weekly sponsorship by his company of Telezodiacs. Program, which began last week over KSD-TV St. Louis, is a quiz show in which audiences are called on by phone and asked the solution to charades dramatized in the studio. Looking on (to r.): Guy Yedell, KSD-TV sales manager; William G. Moore, Gardner Adv. Co.; A. B. Rodner, president, Television Advertising Productions Inc., Chicago; Al Chance, manager, St. Louis branch, Television Advertising Productions and producer of Telezodiacs, and Walter G. Heren, advertising manager, Union Electric.

24 Authorizations by FCC for FM Include 22 CPs and 2 Conditions

CONDITIONAL grants for two new FM stations, one Class A and the other Class B, were authorized last week by FCC. Construction permits for four Class A and 11 Class B FM outlets were granted as well as CPs for a Class A and six Class B stations in lieu of previous conditions.

The Class A conditional grant was awarded Village Broadcasting Co., Oak Park, Ill., which last month was denied AM facilities there in the complex Elgin-Oak Park-Beloit case. The proposed assignment is Channel 272, 102.3 mc to Village, composed of Joseph Triner, Charles M. Hickman, George Herman Jr., Edward J. Faltysek and William L. Klein. Latter had been original applicant.

The conditional Class B authorization went to the Puerto Rico Communications Authority, Rio Piedras, P. R., an agency of the Puerto Rican Government and grantee of a new standard station in that city.

At the same action the Commission granted a construction permit for a noncommercial educational FM station to The Chicago Theological Seminary, Chicago. Facilities covered are Channel 210, 89.9 mc, 75 kw, effective radiated power and antenna height above average terrain 380 ft.

The following conditionally were granted CPs (power given is effective radiated power, antenna height is height above average terrain, AM affiliation listed in parentheses):

- Channel 210, 89.9 mc, 75 kw, 380 ft, AM affiliation in parentheses:

- Channel 210, 89.9 mc, 75 kw, 380 ft, AM affiliation in parentheses:

- Channel 210, 89.9 mc, 75 kw, 380 ft, AM affiliation in parentheses:

Pottstown Daytime Outlet Is Granted

WKLF and KEYS Also Are Given Changes in Frequencies

A NEW DAYTIME station on 1370 kc with 1 kw at Pottstown, Pa., was authorized last week by FCC. Permittee is Radio Anthracite Inc., Class B FM grantee at Scranton and owner of WWHL Nanticoke, Pa. At the same time FCC approved assignment improvements for WKLF Clinton Ala., and KEYS Corpus Christi, Tex.

WKLF was granted modification of its construction permit to change assignment from 500 w daytime on 760 kc to 1 kw daytime on 980 kc.

The Commission adopted an order granting a petition of KYW to remove from hearing in the station, granted in part its application to operate on 1440 kc with 1 kw day and 500 w night, directional. Condition of grant is that applicant satisfies all legitimate complaints of blanket interference occurring within 250 mv/m contour. KYW has been on 1490 kc with 250 w.

At the same action the Commission dismissed the application of Albert J. Felman for a new station at Joliet, Ill., on facilities of WJOL that city. Mr. Felman had ownership of WJOL [broadcast March 3]. Dismissal was without prejudice to his refiled after a final decision has been made on the WJOL request for license renewal or after the application has been disposed of otherwise, according to FCC.

Class A Channel 244, 967 mc, 500 w 345 ft.
WBZ-FM Westinghouse Radio Station, Inc., Class B, Channel 225, 92.3 mc, 20 kw, 485 ft.
WXRH-FM WHEH Inc., Jackson Mich.—Class B, Channel 222, 92.3 mc, 20 kw, 385 ft.
WNYC-FM City of New York, Mu—Class A, Channel 239, 93 mc, 18 kw, 535 ft, Class C, Channel 239, 93 mc, 18 kw, 535 ft, Class B, Channel 239, 93 mc, 18 kw, 535 ft.
WXTF The Wooster Printing Co., AM—Class B, Channel 225, 97.7 mc, 60 kw, 330 ft.
WSBC-AM WBC-AM Daytime Broadcasting Co., Inc., DuBois, Pa.—Class B, Channel 222, 97.7 mc, 60 kw, 330 ft.
WHE-FM William F. Huffman, Westminster, Pa.,—Class B, Channel 244, 97 mc, 500 w 345 ft.

WLBR HAS MORE LISTENERS IN THE LEBAON AREA THAN ALL OTHER STATIONS COMBINED

ROBERT S. CONLAN SURVEY

WLBR 56.0% 46.2% 56.6% 50.5%
A 11.5 10.0 9.8 9.0
B 9.5 8.7 8.6 7.9
C 7.0 6.4 6.3 5.5
D 7.0 6.4 6.3 5.5
E 7.0 6.4 6.3 5.5
F 7.0 6.4 6.3 5.5
Others 7.2 6.4 6.3 5.5

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL Operations Manager

Radio Advertising Co., National Representatives

BROADCASTING • TELECAST
WKOP, KGRI CHANGES ARE APPROVED by FCC APPROVAL was granted last week by FCC for incorporation of WKOP Binghamton, N.Y., and KGRI Henderson, N.Y., both of which involve enlargement of ownership with consideration of $4,500. WKOP was granted assignment of permit from The Binghamton Broadcasters, Inc. KGRI was assigned a weekly evening cooperative, to The Binghamton Broadcasters Inc. There is no change of ownership and no monetary gain. WKOP is assigned 1 kw day on 750 kc. Consent was granted for KGRI for assignment of permit from Goggan Radio Sales, partnership composed of Howard E. Dennis and Ben F. Goggan, to Henderson Broadcasting Corp. New firm, which includes Messrs Goggan and Dennis as each 4% owner, is composed of 14 other local individuals [broadcasting, May 12]. KGRI is assigned 250 w day on 1000 kc.

WPIK-FM to Be Launched Today in Alexandria, Va. WPIK Alexandria, Va., daytime outlet, will launch its FM affiliate, WPIK-FM, on an interim basis today (Aug. 18). Operating on 98.3 mhz (channel 252), WPIK-FM will duplicate all sunrise-to-sunset programs of WPIK and also will be on the air from the time WPIK signs off until 10 p.m. daily, the station announces. The new FM outlet will be staffed entirely by the staff of WPIK.

Potomac Broadcasting Corp., licensee of WPIK, has a conditional grant for Class A facilities for the station and proposes to amend for a Class B grant.

Launching of WPIK-FM takes place on the anniversary of WPIK's increase of power from its original 250 w to 1 kw.

New MBS Co-op THE Meet Me at Parky's program, last heard on NBC under sponsorship of P. F. Tannard Co. for Old Gold cigarettes, will be heard on MBS beginning in early October as a weekly evening cooperative show. Time and starting date has not been announced. Program will originate from Hollywood.

WBTM-FM DANVILLE, VIRGINIA The Voice of the Rich Historical Region (SOON 500 WATTS) PHONE SANDY over DANVILLE 2250

* In a postcard survey just completed 79.7% of the replies in Danville, Schoolfield and Pittsylvania County show WBTM the standout favorite, as it has been for 17 years.
American Broadcasting Company GEORGE P. HOLLINGSBERY CO. National Representatives

Sale of KCBC Des Moines Is Sought For a Consideration of $225,000

SALE OF KCBC Des Moines, new 1-kw fulltime outlet on 1380 kc, for a total consideration of $225,000 is being proposed to a company interested in operating radio stations. The sale is being handled by WOSS, Des Moines. The sale is being handled by WOSS, Des Moines.

WHOW... Burlington WHOW Clinton, Ill., had melting melodies on its hands a few days ago. With the temperature at 115 degrees in the studios, several wax recordings melted. Program Director Fred Harrison said it was feared during remodeling of the building in which the studios are located, which prevented use of the air conditioning system.

RMA Announces Intent Of Further Fight on Tax FIGHT of Radio Manufacturers Assn. for repeal or reduction of the 10% radio excise tax will be renewed, according to RMA President Max F. Balcom, Sylvania Electric Products, who Thursday announced the reappointment of Joseph Geri, Sonora Radio & Television Corp., as chairman of a special committee in charge of the drive. The committee has been enlarged. George M. Gardner, Wells-Gardner & Co., was named vice chairman.


RMA Program Set INTENSIFIED program of industrial relations to acquaint members with labor facts is planned by Radio Manufacturers Assn. with enlargement of its committee handling that activity. C. V. Thompson, Noblett-Sparks Industries, has been named chairman and R. T. Borth, General Electric Co., vice chairman.

George O'Dea, to continue that responsibility because of a serious operation. His associates, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, cannot continue the operation separately. It was stated. The three have held equal interest in Kapital City Broadcasting Co., KCBC licensees.

The consideration is two part: $13,797.02 for the interest in the station held by the present owners, and liquidation of a $91,202.08 debt due Mr. O'Dea who had advanced money to support the construction of KCBC.

Kapital City, who also owns and operates Regional Radio Sales Co., is composed of Mr. John, chairman of the board and executive vice president, 12½%; his wife, June, Smith, 12½%; George P. C. Casier Jr., former general manager of the Ben Hur Co., Milwaukee business administrative firm, president 25%; his wife, Claudia U. Casier, secretary 25%; W. R. Haynes, assistant secretary-treasurer. Mr. and Mrs. John together as trustees hold 25% interests each for Lloyd Elynn Johns and June Elynn Johns.

Mr. Gallagher of the assignor is a director of Kapital City. Other directors are Victor M. Harding and G. B. Hextell.

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

Spartanburg, South Carolina

WSPA Sought may any night, 5th fl. Rep. by Hollingsby CBS Studios for the SPARTANBURG-GREENVILLE Market

THey ALWAYS Listen... So We Keep Telling Em!

... We never stop telling our listeners that radio's finest shows are on NBC... and, about Miami's top local shows on WIOD... and do they listen? Just look at Hooper -- B.M.B... or better still -- check your own Results.

DANVILLE, VA.

August 18, 1947 e Page 81
49.5% of all Iowa radio families “LISTEN MOST” to WHO (during daytime) 11.4% to Station B!  

50,000 Watts DES MOINES Free & Peters, Inc. Representatives

Bristol-Myers
(Continued from page 15)
dent Allen. “The first thing we have learned in television,” he adds, “is that live action registers better than a still picture. The still picture commercial in television is the same as picking up a magazine and reading an ad. There is nothing unusual about that.”

Commercial use of B-M television feature action, such as Jinx’s little girl cleaning her teeth with Ipana, and Jinx explaining the benefits to her, or Tex rubbing his chest with Minit-Bub and noticing results in one minute by the clock.

Mr. Allen looks upon the $1,500-and-up sets manufacturers are putting out as the greatest drawback to the future of the medium, “What the business needs,” he holds, “is more $250 television sets and less of the $2,000 variety.”

He also looks forward to the time when FM can send out a program simultaneously with a telecast, thus reaching homes with and without television sets. “As FM and television grow,” he says, “we can capture both audiences. Then the industry will really have something a sponsor can buy.”

Bristol-Myers International Division’s advertising is under the direction of Harold Elterich. Of the export advertising, 25% goes into radio, a small investment for the tremendous returns, especially from Mexico.

Highest Rating
Bristol-Myers’ “La Hora del Afecamado” over XEX Mexico City and a 12-station television network has had the highest rating in Mexico for over 10 years. While firmly establishing Ipana and Sal Hepatica in Mexico, La Hora has cost B-M amazingly little.

It is an amateur program, handled through the B-M distributor in Mexico City, Don Luis Aguilar. Approximately 50% of the established artists in the area got their start on the show.

There has been a marked change in Bristol-Myers’ advertising in Latin America since Mr. Elterich was appointed in October. After making a survey of the field, he has revamped the advertising, taking off programs that were “lost” in the dearth of stations flooding some of the South American airwaves, and now planning expansion in Argentina, Brazil, Cuba and Mexico.

Radio Effective
“There is good talent in those countries, and capable direction,” he says. He is also planning expansion of the jingles and spot campaigns throughout Latin America. “If the right station, time and talent are selected,” he adds, “radio is a most effective means of reaching the Latin American audience.”

Throughout the organization, from executives through to the laboratories, there is a noticeable cohesion, a sort of family pride in the bedrock solidarity of the company. Because “proof of performance” is always expected—and received—from Bristol-Myers executives, products, programs, there is a refreshing lack of the nervous apprehension often found in such operations.

Personification of the results of Bristol-Myers’ confidence is Eddie Byron, brilliant Mr. D. A. producer. He was rehearsing the Mr. D. A. cast when he was asked—off the record—just how much Bristol-Myers advised or interfered with his program.

“Interference?” he said, with emphasis. “There’s no interference. There never has been in the seven years I’ve worked with them. That accounts for the vitality of this show and for all their shows. We’re on our own. Sponsors don’t come any better than Bristol-Myers. They know their way around this business.”

IN ENDEAVOR to get around Petriello ban on music by military bands, Canadian Navy has authorized military bands to perform at discretion of commander provided no expense to public is incurred. They may now pay for charities, memorial services and other occasions sponsored by the services.

U. OF TENNESSEE football games will be heard over WNOX Knoxville this fall under sponsorship of Aluminum Corp. of America. Shown completing arrangements for ten play-by-play broadcasts are (1 to r): A. D. Huddleston, ALCOA regional manager of public relations; R. B. Wester gaard, WNOX general manager; Robert R. (Bob) Neyland, university’s athletic director-coach. WNOX will feed broadcasts to other stations.

TECHNICIANS’ WALKOUT MARS KOWL’S OPENING
SIGN-ON and sign-off were only six and a half hours apart for KOWL Santa Monica, Calif., on its dedication day, Aug. 10. Silence extended two and a half hours after four technicians walked off the job when station allegedly would not employ union technicians at the studio.

Station resumed, however, with non-union technician personnel and has continued to operate in that fashion, KOWL management reports.

Although Arthur Crogan, station owner, could not be reached, Clay Osborne, general manager, advised BROADCASTING that talks with IBEW had taken place as late as the night before the walkout but no agreement had been reached. Since the union had never indicated any intention to break off negotiations, he said, the walkout could only be construed as the action of individuals seeking to force the issue.

Television
(Continued from page 18)
10, and 12 instead of Nos. 3, 6, 8, and 10. Trenton—Wilkes-Barre—Would have Nos. 11 and 3 (metropolitan) instead of Nos. 11 (metropolitan) and 1 (community).
Springfield-Bristol—Would have No. 12 (metropolitan) instead of No. 1 (community).
Trenton—Would have No. 11 (community) being eliminated.
York—Would have No. 8 (community) instead of No. 1 (community).

The table also showed that Channel 9 had been deleted at Detroit at the request of the Canadian government for use in Windsor, Ont., leaving Detroit with Nos. 2, 4, 5, and 7. Other previous changes not related to the proposed reallocation of Channel 1 included: No. 4 shifted from Des Moines to Ames and replaced by No. 12 at Des Moines, which now has Nos. 2, 5, 9, and 12; No. 10 shifted from Indianapolis to Bloomington, cutting Indianapolis channels to Nos. 3, 6, and 8, and 12.

Page 82 • August 18, 1947
Mail Referendum Draws Vote Of Approval on NAB By-Laws

OVERWHELMING vote in favor of all provisions in the revised NAB By-Laws, with one exception, was voted by the membership in a mail referendum completed last week. Results were submitted to NAB by Ernst & Ernst, New York accountants which conducted the referendum.

To the almost unanimous voting occurred on the critical question involving election of directors at-large. The ballot included two plans—members voting in all classes of directors-at-large, or all members voting only in the class to which each belongs.

The last-named plan prevailed by a narrow vote. It drew a 226 affirmative vote, with 2 opposed. The all-members-voting-in-all-classes plan, which prevailed in the past, was favored by 211, with no opposing votes. Thus the plan of specialized board representation prevailed.

FM, television and facsimile stations are now eligible for direct representation on the NAB Board of Directors. The new By-Laws provide for four new directors-at-large—one from Class A FM stations, one from Class B FM stations; one from television and one from facsimile stations. Each class must have a membership of at least 28 stations to be eligible for a director-at-large.

Director Plan

As in the past there will be two directors-at-large for each of three classes of stations—small, medium and large. In all there will be 17 district directors and a maximum of 10 directors-at-large. Network directors-at-large are eliminated, with networks having been transferred to associate membership in a special referendum early in the summer [BROADCASTING, July 17].

Directors-at-large will now be nominated by referendum, by members in the category each represents. In the past all active members had been entitled to nominate and vote in all elections to fill these positions. The 1947 elections will be held, as customary, at the annual convention but future elections will take place by mail.

District directors now may be nominated by mail in advance of district meetings, whereas in the past they could be made only at the meetings. Elections, however, will be held only at the district meetings. The board has discretion to change geographical boundaries of districts under the new By-Laws.

A revising dues bracket to remove inequities the By-Laws provided that an operator of an AM and FM station in the same community must pay dues based on total income of the two stations. The new dues classification ranges in jumps of $25,000 up to $5,000,000, with the board fixing dues of each class.

Definition of Powers

Powers of the board, president and secretary-treasurer are clarified in the new By-Laws, the two positions being board-appointive.

The president is authorized to appoint other association personnel. Included in the referendum was a charter revised to conform to the new By-Laws. It was adopted 489-4.

Actual voting on By-Laws provision was as follows:

- Article I, name, 490-0;
- Article II, officers, 485-2;
- Article III, membership (except Section 1 on network-station membership previously adopted), 485-4;
- Article IV, convention and meetings, 476-6;
- Article V, dues, 476-6;
- Article VI, directors, 415-7 (Proposal No. 1, 226-2, Proposal No. 2, 211-0);
- Article VII, officers, 479-7;
- Article VIII, district and state divisions, 479-10;
- Article IX, miscellaneous, 484-5;
- Article X, offices, 489-0;
- Article XI, seal, 487-1;
- Article XII, amendments, 485-0.

The By-Laws superseded as a result of the referendum had been adopted in 1938 and amended several times. Revision removes cumbersome terminology and streamlines provisions.

Lea-NAB

(Continued from page 20)

sion Charles Crutchfield, WBT Charlotte, will head a panel on disc jockey programs. Among speakers will be William Adams, WHEC Rochester.

John M. Outler Jr., WSB Atlanta, member of the commercial standards subcommittee of the NAB Special Standards Practice Committee, and Ralph Hardy, KSL Salt Lake City, chairman of the NAB Educational Standards Committee, will lead a discussion based on selection of time and scheduling local origination and spot announcements.

The sales clinic will include a five-year review of the NAB Retail Promotion Plan by Eugene Carr, general manager of the Brush-Moore stations. Mr. Carr suggested the plan at the Cleveland convention five years ago. The plan culminated in the famed Joak clinic which provided a scientific formula for use of broadcast advertising by retail stores.

The Wednesday general session on broadcast advertising will be addressed by Donald D. Davis, general manager of WHB Kansas City. Mr. Davis will be a member of an "All America Radio Team" which will feature the meeting. Playing the position of "Program Director" on the team, he will discuss "The Sale Foundation of the American System of Broadcasting."

Exhibit Planning

Plans for the exhibition of broadcast equipment and services moved forward last week. Several new exhibitors, in addition to those listed in the Aug. 11 Broadcasting, are planning last-minute arrangements to take part, provided NAB is able to make necessary arrangements.

Proposed luncheon to be staged Thursday by the Assn. of Women Broadcasters has been tentatively sidetracked. Originally the proposed agenda called for session to be in charge of Frances P. Wilder, CBS, president of the AWB, and Dorothy Lewis, NAB Coordinator of Listener Activities. President Wilder will be unable to participate, having resigned from CBS, and Mrs. Lewis has been recuperating from an illness.

The convention agenda is still in a nebulous state but should take form within a fortnight. Among plans under consideration is a special feature to replace the Thursday AWB luncheon program, with well-known figures slated to take part.

While no arrangements had been made last week, serious thought has been given to floor consideration of the proposed new Standards of Practice recommended Aug. 8 by the NAB Program Executive Committee. Such a discussion would give industry a chance to air divergent views on the proposed code.
Community Programming Is Emphasized At Indiana FM Meeting in Columbus

COMMUNITY programming as well as better all-around broadcasts by FM stations was advocated Thursday at a meeting of the Indiana FM Assn. by Fred A. Palmer, head of the radio consulting firm bearing his name, and J. Bailey, FMA executive director.

At an organization session in Columbus, Ind., Paul A. Wagner, WCSI Columbus, temporary president, and Merrill Lindsey, of William H. Block Co., Indianapolis, acting secretary, reported on activities to date.

WCSI will take the air Oct. 16 with 31 kw power, one of the first FM outlets to use full authorized power, Mr. Wagner said.

Speakers at the meeting included Bill Irwin, chief engineer, and C. V. Sparks Industries, Columbus; Ray Spellman, assistant sales manager of the same firm; E. H. Maynard and D. Johnson, Davenport, C. M. C. Indig Industries; Dr. Harry Skoronski and George C. Johnson, Indiana U.

Mr. Palmer said more competition and less imitation is needed in radio engineering with more talent. He suggested the fact that listeners tune regularly to news and good music on FM indicates a preference for such programming. He attacked repetitive spot announcements and said they should be informative. "If you are going to make radio the equivalent of a billboard you're asking for trouble," he added, "and you'll get it."

Mr. Bailey attacked "footdraggers and pessimists" who block the progress of FM and reminded that FM will have 966 stations on the air in a three-year period compared to the 945 AM stations on the air after a quarter-century. He also referred to the 138 pending applications for FM stations.

Registered at the meeting, held at the Columbus Chamber of Commerce, were:

Paul W. Castner, Central Radio Serv., Columbus; Mr. Lindsey; E. E. Alden, D. C. Park, WIRE Indianapolis; Mr. Skoronski and Mr. Johnson; F. X. McMenamin, R. P. O'Bannon, Corydon; George S. Tatman, Emmett Jackson, Connersville; W. Addington Vance, Crawfordville; Ed Brand, EV; Carl W. Spies, William H. Block Co.; Norman J. Peterson, S. W. Fossay, General Electric Co., Columbus; E. Ayres, Shelbyville; Gardner Thomas, Marion; Norma Conners, M. K. Imman, Harry Gourley, Shelbyville; Mr. and Mrs. Marshall Lewis, WBI in July; Haute; George C. Biggar, KECO Cedar Rapids; R. S. DSC, WIBU Indianapolis; W. A. Merly, Mr. Maynard, Mr. Davenport, John S. C. Indig Industries; Raymond J. Kearns, G. F. Lee, WHIT Terre Haute; Mr. Palmer, Truman Rembischub, Indianapolis; Mr. Irwin and Mr. Spellman; Mr. Wagner, K. C. McConnaughy, Ray Dougherty, Urethane Zimmer, Harold M. Arthur, Russell Newman, WCSI.

TOP ABC OFFICIALS GOING TO NAB MEET

EDWARD J. NOBLE, chairman of the board of ABC, Mark Woods, president, and Robert E. Kintner, executive vice president, will head the network's delegation at the NAB convention in Atlantic City in September, ABC announced last week.

All ABC officials to attend the conclave include Robert H. Hinckley, vice president in charge of the network's Washington office; C. Nicholas Prieaux, vice president and secretary, E. R. Borroto, vice president in charge of the Central Division; Don Searle, vice president in charge of ABC's Western Division; John H. Norton Jr., vice president in charge of sales; Ernest L. Jahncke, Eastern Division station relations manager; Robert Jones, Central Division manager; Francis Conrad, Western Division manager; Otto Brandt, James Connolly and Alfred Beckman of the New York station relations department; Frank Marx, director of general engineering; George O. Milne, technical engineering operations director; Ivor Kenway, advertising and promotion director; Ted Oberfelder, assistant advertising and promotion director; Edward F. Evans, research director; Robert Saudek, public affairs director; Earl Mullin, publicity manager; Paul Moser, television director; Murray Grabhorn, manager of ABC-owned and operated stations and of WJZ; Roy McLaughlin, WENR Chicago manager; James Riddell, WXYZ Detroit manager.

KTLA Soon Will Expand Hollywood TV Facilities

TWO-STORY ADDITION to its current facilities will be undertaken shortly by KTLA, Hollywood video station operated by Television Productions Inc.

Additional offices, control room and client facilities will be included, Klaus Kandsberg, West Coast director of the firm, said. New personnel will be added in the near future, with building operations to be completed by start of 1948, according to Mr. Kandsberg.

Evaluating current Los Angeles and video audience, he reported that new sets are being installed in homes and taverns at rate of approximately 1,000 a month.

Duck Back

FCC Comm. Clifford J. Durr returned to his office last Thursday after a vacation, appearances at two radio conferences, and four days' treatment at the U. of Chicago Hospital for a back condition which has troubled him intermittently for several months. He spent about three weeks at his home in Alabama, then participated in the Conference on Public Service Programming, sponsored by the U. of Wisconsin and its WIA Madison, and in early sessions of Chicago's Religious Radio Workshop.

INTERNATIONAL SILVER Co.'s "Adventures of Ossie and Harold" returns to the air Sunday, Aug. 31, 6-5:30 p.m. on WIBW after a summer hiatus. Young & Rubicam, New York, is the agency.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And that's why they buy WIBW-advertised goods.
DISCUSSING Seattle Community Chest campaign plans: Standing (1 to r)—Jerry Hines, salesman, KOL; Archie Taft Jr., program director, KOL; Oliver Runchev, commercial manager, KOL; Ben Harkins, program director, KXA; William W. Warren, program manager, KOMO; Floyd Sparks, producer, KING; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Earl T. Irwin, commercial manager, KVI Tacoma; Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; seated (1 to r)—George F. Hamilton, executive director, Community Chest; Nat S. Rogers, president of Chest; W. H. Sandiford, of Mac Wilkins, Cole & Weber; Richard E. Green, manager of national sales and sales service, KOMO.

Radio Does Outstanding Job in Seattle In Preparing Public for Chest Campaign

COMMUNITY CHEST campaign is still two months away, but Seattle's eight radio stations have given the drive a tremendous send-off. Using the announcement of a higher goal for 1946 as the springboard, the stations in a sustained campaign over the Aug. 9-10 weekend pounded home the basic theme, "There's a job to do—and we will do it," and the goal, $1,087,744.

Newscasts, commentator programs and virtually every station break for 36 hours starting Saturday noon were used. Early reports on the response indicated that the effort would benefit not only the Seattle-King County Community Chest but other Chests throughout the Puget Sound area and as far away as Portland, Ore., and Vancouver, B. C.

Nat S. Rogers, president of the Seattle Chest, was so pleased with the results that he remarked: "From past experience we knew we could count on Seattle radio to do a job for the Community Chest. The magnificent work our stations did in promoting public understanding of our campaign goal, however, was the best demonstration I have ever seen of how radio can tackle a community service project."

Seattle's top radio executives were told by Mr. Rogers at a luncheon Aug. 5 that the goal this year would be 12% higher than in 1946 and were asked for advice on how best to get the story to the public. It was decided that a concentrated spot campaign, built around station breaks, would be most effective.

Participating in the luncheon discussion were: Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; Richard E. Green, manager of national sales and sales service, KOMO; Jerry Hines, salesman, KOL; Ben Harkins, program director, KXA; Earl T. Irwin, commercial manager, KVI Tacoma; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Jerry Taft Jr., program director, KOL; Floyd Sparks, producer, KING; William W. Warren, program manager, KOMO; Archie Taft Jr., program director, KOL; W. H. Sandiford, of Mac Wilkins, Cole & Weber; George F. Hamilton, Community Chest executive director; Leopold Lippman, director of public information for the Chest, and Mr. Rogers.

Mr. Green and Mr. Sandiford are members of the Chest's public relations advisory committee. O. W. Fisher, president and general manager of KOMO, will head the public services division in the Chest campaign in Seattle.

KRNT PLANS HIGHEST FM TOWER IN WORLD

WORLD'S TALLEST TOWER will be constructed by KRNT for FM transmission it was learned last week. The Des Moines Register and Tribune station has purchased a 160-acre tract where the 1930-foot construction will be raised—a height equivalent to 150 floors higher than the Empire State Building. KRNT-FM will broadcast over it with a power of 157,000 w.

A year will probably be required to erect the tower after construction is begun. Meanwhile, plans are being completed for the earlier building of a modern structure to house transmitter facilities at the FM tower site.

KOGT Will Get Underway In Sept. As 1-kw Outlet

KOGT Orange, Tex., will begin operations next month with 1-kw fulltime on 1600 kc. Studios and offices will be housed in a new air-conditioned building with a modernistic front.

A. P. Kay Jr. is general manager of the Sabine Area Broadcasting Corp., licensee of KOGT, and Sam Leavitt is station manager.
Help Wanted

Where are all the good radio men? Salesmen, announcer and engineer—announcer—needs. Must be able to warrant good salary we pay. New station needs top personnel. Reply Box 808, BROADCASTING.

Commercial manager for update New York thousand watt station. Experienced in progressive, hard-hitting, familiar with selling in national field and basically familiar with the sale of local programs and support on large scale. Please state in first reply complete radio sales experience, both local and national, former employers, age, marital status—separate document. Box 85, BROADCASTING.

Salesmen for major network station in New England. Must be experienced. Send history, photograph, and sales experience expected. Box 192, BROADCASTING.

Wanted: Salesman with several years' experience. Must have worked over 100,000, Box 115, BROADCASTING.

Wanted: Wanted: Top and Young lady BROADCASTING. Be afraid to introduce our report.


G. L. A. M. F. M. F. Installation experience. Box 202, BROADCASTING, OHIO. Position as commercial manager open on NBC station in southern city. Candidates must have extensive handling experience and southern accent. Salary plus expenses sufficiently to become second in line. Box 286, BROADCASTING.

Chief Engineer, 5 kw southeastern station. Experience, qualified, and capable. Same station. Top experience. Availability with BROADCASTING.

Situations Wanted

Experienced announcer available immediately for job anywhere. Married, sober, hard-working. Thoroughly schooled disc jockey, necktie, good voice, all phases sport. Recommendation letter. Box 286, BROADCASTING.

General manager—suitable family man, fifteen years experience. Mature, sober, references available. Box 286, BROADCASTING.

Chief Engineer, RCA graduate. young single veteran with first class license and some experience. Salary plus expenses. Box 286, BROADCASTING.

Experienced commercial announcer, veteran, 22, smooth board operator. Have handled voice-over work on some of the biggest events. Box 141, BROADCASTING.

WANTED

The present address of William H. Phillips, operator of special radio phone to desks. Urgent. Reply to Box 262, BROADCASTING.
Available Sept. 1st
Radio Executive Twenty Years Experience
Newsman, sales promotion, and special events man desires position in Hilli-ard or Columbus, Ohio, area. Desire "live-wire" station special- ization for radio and television. 4 years experience. Also interested in televi- sion. Box 211, BROADCASTING.

Young woman: Combination continuity editor, woman's commentator. Year's experience in television. Awaiting return to radio station ex- periment. Fully equipped to execute various requests. References recommende- d, both here and elsewhere. Box 211. BROADCASTING.

Program Director--10 years experience all phases radio, Round, reliable ideal. Married, sober, dependable. Want permanent staff job to- morrow. Desires position in station ra- dios, 250 miles north Chicago. Box 185, BROADCASTING.

Situations Wanted (Cont'd)
Continuity director--Production man- agement 25 years of outstanding experience. New Radio Director for Metro- politan area station. Has been offered positions in different parts of the country. Wanting return to radio station ex- periment. Fully equipped to execute various requests. Applications recom- mended, both here and elsewhere. Box 211, BROADCASTING.

Situations Wanted (Cont'd)
AM, FM, and television engineers. Combined experience 5 years. Contact R. E. Hinkler, Central Minnesota, St. Cloud, Ind. Box 164, Rochester, Minn.

Manager--Chief engineer, 30, college trained. 12 years experience on FM-AM-TV, complete staff, wants new position in Midwest. Box 115, St. Louis, Mo.

How can a man get announcing expe- riences on pay-by-play or at home? Give full details. Box 211, BROADCASTING.

Annie, veteran, 27, two children, will sell radio station. Will travel. Box 211, BROADCASTING.

Announcer, single, one year experience in announcing. Will work. Box 211, BROADCASTING.

Announcer, single, 1 year experience in announcing, prefers to work in Eastern stations. Will work. Box 211, BROADCASTING.

Announcer, veteran, 34, single, will sell station. Will travel. Box 211, BROADCASTING.

Announcer, veteran, 25, single, 1 year experience in announcing. Will sell radio station. Will travel. Box 211, BROADCASTING.

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**Situation Wanted (Cont’d)**

Young woman—Experienced continuity writer; announcer training; capable, ambitious. Available immediately. Contact: 33 East 3rd Street, New York City. Box 227, BROADCASTING.

Program director available to large station market. Interested in station which serious minded; academic background, desire to be surrounded by peers. Program director is a man of the strictest integrity and personal standards. Must be capable of handling all phases of programming. Box 190, BROADCASTING.

**Situation Wanted (Cont’d)**

Young woman—Has spoken and written in electric lamp and allied public relations. Married. Box 241, BROADCASTING.

Program director-writer-directororoughly experienced in all phases of radio and television. Seeking position having no present or expected reporting positions. Box 249, BROADCASTING.

Announcer, experienced, Grad, leading program director-radio engineer-travel anywhere. Box 256, BROADCASTING.

Ex war correspondent. Fed up with inconsequential stuff seeks commencement announcing position as speaker. Box 27, Watertown, Mass.

“Come up with the music, Mr. Mead!”

**Situation Wanted (Cont’d)**

Women's minimum. Voice. Announcer with limited experience. Will work anywhere. Contact Mr. Sayre, 248, WHCU, New England, Ill., or P.O. Box 267, BROADCASTING.

Woman-Experienced—commercial, musical, disc shows, copy-writing, station routine, married, will travel. Disc, photo on request. Wally Parker, 123 Hillcrest Avenue, Tonkars, Chicago, Illinois.


**Situations Wanted (Cont’d)**

Woman’s minimum. Voice. Announcer with limited experience. Will work anywhere. Contact Mr. Sayre, 248, WHCU, New England, Ill., or P.O. Box 267, BROADCASTING.

Woman-Experienced—commercial, musical, disc shows, copy-writing, station routine, married, will travel. Disc, photo on request. Wally Parker, 123 Hillcrest Avenue, Tonkars, Chicago, Illinois.


**For Sale**

Card needed for plant expansion station! Meeting expenses will be borne by the party who buys card. Leading market! Experienced management and complete with transmitter and 3-100 watt Mutual transmitters. Listings are small investors with limited means; up to 25% available to qualified persons. (Give complete description of your plan, first letter.) Box 193, BROADCASTING.

**For Sale**

Engineer—2 year college background in RCA afa. Operator. Married. Lee Hodges, Box 8, Rural, Ill., N. D.


Salesmen, first class license, announcing experience, unmanned. Within 200 mile radius of Pittsburgh. Penna. Box 268, BROADCASTING.

**Wanted to Buy**

FM license New York suburb's only station desirable. Desires to remain independently owned. Investors up to $25,000.00 for 50% or proportions thereof insofar as opportunity. Box 184, BROADCASTING.

Will buy radio station 250 watt preferred, with complete studio. City must have population of 50,000 or more. We are practical radio station operators. NOT BROKERS. Give full details in first letter. Your reply treated in strict confidence. Box 220, BROADCASTING.

Profitable radio station, by executive with capital. Box 246, BROADCASTING.

**Wanted to Buy**

Announcer-experienced. Promotional job offered to the right man. Box 260, BROADCASTING.

Program director-writer-director thoroughly experienced in all phases of radio and television. Seeking position having no present or expected reporting positions. Box 249, BROADCASTING.

**Wanted to Buy**

For sale—radio fan magazine. Circulation 38,000, for special individual. Radio man. Box 995, BROADCASTING.

Experienced broadcaster wants to purchase majority interest in station with solid record, new station with good capitalization. Or actively manage or participate in management. Or anywhere. Available immediately. Impressve regular local stations, networks, significant stations. Box 263, BROADCASTING.

Wanted—optional FM transmitter complete with power supply, quote price, manufacturer, model and date. M. St. Hays, 376, Park Avenue South, New York City.

**Miscellaneous**

For sale—Jockey’s comedy script collection. $5.00. Eileenston, 25-37-1 5th Street, Astoria, N. Y. 2, L. N. Y.

**Madison - Rockford Commission Okay**

The battle between applicants for Madison, Wis., and Rockford, Ill., each seeking a new 1-kw station on 1480 kc, was in a new round last week, awaiting FCC’s decision on whether the fight should go on.

Edwin Mead, applicant for Rockford, took the first round by winning the proposed decision, but Radio Wisconsin, this actually exclusive applicant for Madison, won a supplemental proposed decision and the final decision [BROADCASTING, Nov. 4, March 10, July 7].

Mr. Mead is now seeking reconsideration, contending that FCC’s final decision favoring the Madison applicant was based solely on grounds that Madison residents receive only one network service while Rockford receives all four. He has offered an affidavit by Clyde H. Bond, Washington radio consulting engineer, to support his claim that Madison actually receives service from all networks but ABC. He also argued that WKOY Madison personnel, has sought an ABC affiliation but “has been prevented. . . by the committee of ABC to applicant Radio Wisconsin.”

Opposes Mead

Radio Wisconsin is opposing the Mead petitions and has asked FCC to strike counter-arguments offered by the Rockford applicant, claiming they involved “sham” and were interposed for purposes of delay.” Radio Wisconsin argues that the Bond affidavit was submitted after the deadline set by FCC regulations and that there it has no standing. Mr. Mead contends the factual essence of the Board decision was filed before the deadline.

Both sides have Congressional support. The record shows that Sen. Alexander Wiley (R-Wis.) has written several letters to FCC Chairman Charles R. Denny, with whom he talked in Washington, in favor of Madison’s application. Sen. Spezzard Holland (D-Fla.) has written in support of Madison.

**For War Widows**

An UNUSUAL letter from an “Air Force widow” changed Dick Doyle’s night dinner show over WIBB Memphis into a memory show for war widows this past Air Force Day.

The woman told how she married her husband seven years ago on what is now Air Force Day. How he went overseas on that date and was killed in a bombing mission.

Then she included a list of musical selections, accompanied by little personal sentiments to be used as introductions. The station used the letter in its entirety.
WTUX's Reserves Spotlight Air Show

SPOT PARACHUTING of cargo to airport for accuracy, a feature of an Army Air Force Day air show sponsored by the Delaware Air National Guard (142nd Fighter Squadron) at New Castle Air Base Aug. 2, was described for WTUX Wilmington listeners as part of a 40-minute broadcast. Lt. Robert L. Wilcox (second from r), WTUX station manager and an Air Force Reserve officer, flying in a C-47, broadcast from the plane as it made three runs over the field dropping cargo parachutes on each run. Gus Parmet (fourth from r) WTUX sportscaster and news editor and a Sea Bee veteran, gave an on-the-ground description of the flights. Participating and assisting in WTUX broadcast, which also included description of simulated attack on the C-47 by a group of P-47 Thunderbolts, were (1 to r): S/Sgt. Carl Arnold, Delaware National Guard, crew chief; Capt. William W. Spruance, DNG, pilot of the C-47; S/Sgt. Edward S. Naurock, DNG, parachute dropper; S/Sgt. John F. Daugherty, DNG, WTUX sales representative; Mr. Parmet; Capt. Robert W. Laird, co-pilot of the C-47; Mr. Wilcox, and Comdr. Gordon MacIntosh, Reserve, president of WTUX.

Beck Studios Will Open Minnesota Video School
BECK STUDIOS, Minneapolis, will open a television school in October to be called Twin Cities Television Lab. Sig J. Dahlquist, Beck representative, spent last week in New York scouting for teaching talent for the new school, which will offer courses in all phases of television except the purely technical. The school expects an enrollment of 400, and, with the exception of Chicago, claims to be the only video school in the Midwest.

On the advisory board are Harry Marlowe, president of Marlowe Television Associates, New York, Bert Taylor, vice president, Television Broadcasters Assn., and R. B. Gamble, Gamble & Hausler, independent video producers.

Beck Studios also announced that it was preparing an application to the FCC for a license to operate a commercial television station on one of Minneapolis' five channels.

WACE Aids Army
ARMY enlistment efforts got a boost last month from WACE, 1-kw regional in Chicopee, Mass. That's more, every male member of the WACE staff, including top officials and President David Hayes, is a veteran of either World War I or II, proving, according to the station, that veterans hold no grudges against the Army. To show its appreciation, the Army gave a certificate of commendation to Program Director Terry Colwell in recognition of WACE's cooperation in current enlistment drives.

Catholic Broadcasters Hold Conference in N. Y.
ATTENDANCE of about 75 Catholic broadcasters and prominent Catholic laymen was expected at the organizational conference of the Catholic Broadcasters Assn. at Fordham U., New York, Aug. 18-19.

Scheduled speakers included Father Dito, vice president of the International Catholic Assn. for Radio and Television, who was to discuss the possible affiliation of the new group with his organization and with the Catholic Theatre Conference; J. N. "Bill" Bailey, executive director of the FM Assn., speaking on the formation of an Association of Catholic Broadcasters; Arthur Hull Hayes, president of WGCQ, New York, and Jay Jostyn, "Mr. District Attorney."

Representatives of AFRA, AFM and RWG were to participate in a panel discussion titled "Radio Unions and You."

Video Exhibit
LATEST developments in the British television industry will be demonstrated by the government at a radio exhibition to be held at Olympia, London, Oct. 1-11. In addition to a display of television equipment, BBC will have a studio where visitors can watch actual televising of broadcasts.

Crawford Launches New York Drive
Half-Million Will Be Spent On Spots and Programs
CRAWFORD CLOTHES, New York, Aug. 17 launched a radio advertising campaign of approximately a half-million dollars, using spot announcements and more than 200 programs ranging from five minutes to an hour on six New York stations: WOY, WJZ, WHN, WMCA, WNEW.

The campaign, which is to extend for 62 weeks, reported will make Crawford Clothes one of the largest radio advertisers in the New York market. The company will sponsor Headline Edition, Mon.-Fri., 7-7:15 p.m., and Martin Agronsky, 8-8:15 a.m., Mon.-Fri., both on WJZ.

Don Goddard will be sponsored six times weekly on WINS and in 1948 will be sponsored before and after baseball games on WINS on alternate days, totaling 36 hours. Six Italian programs, weekly, morning and afternoon will be sponsored by Crawford on WOB and the 1300 Club, Prairie Stars and Wake Up New York. Tommy Dorsey's package show will be sponsored on WMCA. The Newsreel Theatre will be sponsored four days one week and three days the next week plus two ten minute strips and two five-minute strips across the board on WBN, as well as four quarter hour shows, mostly musical, on WNEW. Al Paul Lefton Co., New York, is the agency.

"What are you WAITING for?" Northwest Iowa's Mutual Station
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Attractive

SO IMPRESSED was WTMJ Milwaukee with the transcribed public service series, "Let Mr. Forget," issued by the Institute for Democratic Education, that the station is building a half-hour program around each transcription. Because the series presents dramatized problems affecting relationships between races and creeds so effectively, WTMJ has organized a "WTMJ Board on Democratic Education" to give active Milwaukee participation in the series.

The Board consists of representatives of the Milwaukee Jewish Council, Wisconsin Conference of Christians and Jews, Urban Leagues, Wisconsin Federation of Women's Clubs, Milwaukee County Court and Civic Conference, Milwaukee County Council of Churches and Milwaukee Knights of Columbus. "Representatives of these groups meet at the station every two weeks, monitor the records in advance and select Milwaukeeans best suited to serve on a discussion panel. Board members also actively publicize each program. From 6 to 6:30 p.m. each Saturday the series is broadcast, with the first 15 minutes devoted to the transcribed program, the second 15 to live spontaneous discussion. The series is creating great interest for its local application.

Forms UST of N. J.

UNITED STATES TELEVISION Mfg. Corp., New York, last week announced the formation of New Jersey sales and service organization, with a demonstration show room located at 80 West Jersey St., Elizabeth, N. J. Where the service organization will operate under the firm name of UST of New Jersey, L. Robert Fisher, former field engineer for Allen B. Du Mont Labs., has been named service manager for the New Jersey area and Perrin Shaw has been appointed New Jersey sales representative for U. S. TeleVision, operating from the New York office. Joel Goodman has been appointed UST sales representative for Westchester County, N. Y.

KSEI Now Using 5 kw

KSEI Pocatello, Idaho, which has been operating with 250 kw night and 1,000 kw day on 930 kc, took the air Friday (August 15) with its new power of 5 kw fulltime. On the same date, KSEI-FM began operations with 1.8 kw on 96.5 mc (channel 243). Station estimates its new AM power will add 50% to the daytime audience and 60% to nighttime. Station's new installation includes a fire-resistant building of brick, concrete and steel, located six miles north of Pocatello. Henry H. Fletcher is general manager.

Canadian Changes

CHEX Peterborough, and CKWS Kingston, have changed corporate name from Allied Broadcasting Corp., to The Brooklands Co., Ltd., according to word from the Radio Branch, Department of Transport, Ottawa. CKPG Prince George, B. C. also, has changed name of licensee from Frank H. Elphicke, manager of CKWX Vancouver, to Radio Station CKPG Ltd. CHWK Chilliwack, B. C., has increased power from 100 watts to 250 watts. CHEF Granby, Que., has moved from 1200 kc to 1480 kc.

Writers on Ford Theatre Get Performance Rights

FORD THEATRE, heard Sunday nights on NBC, sponsored by Ford Motor Co., through Kenyon & Eckhardt, New York, will give the radio authors of the hour-long show performance rights to their original shows.

The agency has revealed that it will pay writers $2,000 for an original script and $1,000 for second performance rights, allowing the author to retain other performance rights of the script. Adaptations of movies and books, however, will pay freelance writers up to $1,000.

KISS Schedule

KISS, San Antonio FM outlet, plans to extend its operating schedule from 9 to 13 hours daily when it moves into its new studio and offices now under construction, the station management has announced. Present schedule is 8-11 a.m., 1-4 p.m. and 6-9 p.m. Mon.-Fri., and 6-9 p.m. Sun. Operating hours under proposed schedule will be 8 a.m.-9 p.m., Mon.-Sat., and 7 a.m.-9 p.m. Sun.

Transmitter Hearing

IN A RELATIVELY rare move, FCC last Thursday set hearing for an AM permittee's application for modification of construction permit specifying a transmitter location. Permittee is Samuel R. Sague, Cleveland Hts., Ohio, for 250-w use of 1490 kc granted earlier in a competitive proceeding involving four applications for the frequency. [Broadcasting, Jan. 13]. FCC officials noted that the grant was conditioned upon selection of a transmitter site complying with Commission standards and said this condition has not yet been satisfied. Call letters WSRS have been assigned for the Cleveland Heights operation.

MRR is negotiating with Jack Bourke Productions, Hollywood, relative to "Mel Blanc Show." Network is studying possibility of budget available with view to signing it to sustain in possibility of sale either as transcontinental program or as cooperative.
FARM EDITORS of Texas and Oklahoma get together for quarterly meeting at WBAP Fort Worth to exchange ideas and discuss some of their problems. Guest speakers, Earl Hardy, (standing, far l), regional chief, U. S. Weather Bureau, Fort Worth, and Meno Schoenbach (seated, far r), regional information chief, Production and Marketing Administration, Dallas, are shown with group. Standing (l to r): Mr. Hardy; Marshall Smith, KVJO; Roy P. Rogers, KABC San Antonio; Marvin Broyles, KCOR San Antonio; Carter McGregor, KWFT Wichita Falls; Ed Lemos, KY Oklahoma City; Jack Creel, KFYO Lubbock; Layne Beatty, WBAP; Claire Banister, associate Texas extension radio editor; Leo Reynolds, KRBC Abilene, and Frank Buckley, of PMA commodity market reporting service. Seated (l to r): D. A. Adam, Texas extension radio editor; Sam Schneider, KYOO Tulsa; Mrs. Bill Shomette; Bill Shomette, WOAI San Antonio; George Roesner, KTRH Houston; Mrs. Jack Creel, KFYO Lubbock, and Mr. Schoenbach.

HELCOPTER USED
Unique Method of Measuring—Field Intensity Adopted

AIRBORNE Instruments Laboratory Inc., which recently expanded its services to provide broadcast measurement, is using an unusual method to obtain field intensity data pertinent to North Jersey Broadcasting Co.'s (WFAT Paterson) request for nighttime privileges on its present channel.

Such measurements previously have been taken by making a series of flights through the field of radiation and recording field intensity at points fixed by reference to the ground and the altimeter. This method, according to Hector R. Skifter, president of Airborne, was not only time-consuming but inaccurate as well.

The Airborne method consists of mounting an RCA 90B-B field intensity meter in the second seat of a Bell two-place helicopter and making one vertical flight from 0 to 5,000 feet elevation. Thus, according to Mr. Skifter, the data needed is collected with ease and accuracy. And since the pilot notes and records the reading on the field intensity meter every 200 feet, no equipment is needed.

To Service Video Sets
EMERSON RADIO and Phonograph Corp., New York, announced last week a $60 installation and service policy for Emerson Home Television receivers has been put into effect by the company with the formation of the Emerson Television Service Corp. Dorman D. Israel, vice president in charge of engineering and production of Emerson, said the new organization is designed to service for one year Emerson television receivers direct from the factory until the trade can arrange to set up its own service units.

Drops Daytime Show
THE CARNATION Co., Milwaukee, will drop sponsorship of its daytime serial Lone Journey, 2:30-2:45 p.m. five times weekly on CBS effective Sept. 26 it was revealed last week. Program has been sponsored by Carnation for the past year and a half. Future daytime radio plans the advertiser have not yet been announced. Carnation will continue to sponsor its evening program The Carnation Contested Hour Monday nights on NBC. Erwin, Wasey & Co., New York, is the agency for the Carnation Co.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Pemora Music

The Story of Sorrento
On Transcriptions: LANG-WORTH—Lenny Herman Quintette.
On Records; Buddy Clark-Xavier Cugat—Columbia 37507; Bobby Doyle—Signature 15079.

UNESCO is failing to accomplish what it potentially can in the cause of world peace. . . . UNESCO must consult experts in the radio field, not "pretenders;" there is a need to experiment and to collect a fund of material about educational radio; radio must participate actively with the United Nations.

Rez S. Lambert, supervisor of educational broadcasts for CBC at U. of Wisconsin Public Service Radio Institute.

"In a recent motion picture, the hero talks at length about taking radio out of the hands of the advertiser and 'giving it back to the people,' presumably by some sort of government control. This is dangerous and false reasoning. It is prevalent . . . among many uninformed people, (and) even among some supposedly informed members of Government agencies. . . . The fact is that the American system of broadcasting . . . is by its very nature more in the hands of the people than any other system so far devised . . . It inevitably seeks to give the people, . . . . what the people want."—Editorial in Worcester, (Mass.) Evening Gazette, Aug. 1.

"Secretary Marshall's argument for the ('Voice of America') program has been simple and direct. We are being lied about all over the world today. Our motives are distorted, our aims are misrepresented. We need some official 'voice' to counteract the effect of the lies . . . . The very day that the Senate was burying the Mundt bill, Russia was broadcasting to the world that the United States had started the Indonesian war . . . . We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda."

From editorial in The Evening Star, Washington, D. C.
"Blue-Booked" WTOL
(Continued from page 18)

gross broadcast revenues (less agency discounts), it was reported, grew from $129,788 in 1942 to $377,894 in 1945, while net profits (before taxes) increased from $4,828 to $122,075. Mr. Shawd's income during the same period increased from $8,910 to $32,425, FCC declared.

The decision pointed out that on Dec. 1, 1946, Mr. Bretherton became director of operations and four new departments were created, including the sales department with Mr. Shawd as its head. Now, the Commission said, "all commercial contracts are submitted by the sales manager to the program director for approval in regard to the nature and quality of the proposed program or announcement and to the effect on overall program balance."

FCC quoted station officials as saying they had "over-commercialized" in past years but that such practices were "a variance from the "unwritten principles" which WTOL had intended to follow. The WMT MARKS 25TH YEAR WITH SPECIAL REVUE

ANNIVERSARY of its twenty-fifth year on the air was celebrated last week by WMT, 5-kw CBS affiliate in Cedar Rapids, Iowa. Highlighting the celebration was an anniversary revue last Tuesday before a packed grandstand of some 10,000 persons attending the All-Iowa Fair in Cedar Rapids. Feature attractions included the "Harmonicats," Gloria Van from CBS Chicago, the recently crowned "Miss Iowa," several aerial and acrobatic acts, and performances by WMT stars.

At the conclusion of the two-hour production, the station presented a colorful fireworks anniversary salute.

"variance" was attributed by WTOL officials to President Reams frequent absence from the city while serving in public office, the absence of some of the other stockholders on war or war-related services, the loss of experienced personnel to the armed forces and the incentive-pay contract under which the general manager worked at the station.

Cited in 1946

The Toledo station was one of six set down for hearing on program grounds in September 1946 [Broadcasting, Sept. 23, 1946]. These, with WBAL's renewal application designated on similar grounds in February 1946, formed the original seven so-called "Blue Book hearing cases." WTOL's was the first to be decided after hearing. In the case of the three others which have since been granted, the Commission reconsidered and authorized renewal without hearing. These were the applications of KBOX M u s k o g e e, Okla.; KGJ Los Angeles, and WIBG Philadelphia, Pa.

WTOL's renewal application was filed Nov. 20, 1944, and the hearing was held before Comr. Walker on Jan. 10, 1947. The station has been operating on temporary extensions since Feb. 1, 1946. It is on 1230 kc with 260 w, but is seeking 980 kc with 6 kw.

SSESAC Adds Six Clients Bringing Total to 175


With the addition of the above publishing firms, SESAC now licenses a total of 175 publishing firms and controls 125,000 copyrights. SESAC reported that 98 1/2% of all commercial AM stations are SESAC clients.

ATLASS IMPROVED AFTER HEART ATTACK

CONDITION of H. Leslie Atllass, vice president of CBS Western Division who was stricken with a heart attack on his yacht 25 miles off shore on Lake Michigan last Tuesday, was reported as "favorable" last weekend. Walter Johnson, skipper of the yacht, saw the 52-year-old radio executive slump to the deck and ordered crew members to put him to bed, meanwhile using the radio phone to call Mr. Atllass' personal physician, who issued orders for emergency treatment, then promptly notified the fire and police departments.

An emergency tug with inhalator squad, met the yacht a few miles off shore and brought the inhalator to Mr. Atllass' bedside. An ambulance at the harbor then took him to a hospital where he was placed under an oxygen tent. Mr. Atllass had a previous heart attack last year while participating in a horse show at the Coliseum in Chicago.

Dawson Joins NAB Staff

JAMES DAWSON, news editor and director of public interest programs at WBPC Greenville, S. C., joins the NAB headquarters staff in Washington Sept. 2 as assistant to Charles A. Batson, Director of Information. He replaces Ben Miller, who was transferred to the Program Dept. as assistant to Harold Fair, department head. Mr. Dawson had served four years in the Navy. Before the war he operated Dawson Inc., agency in Greenville. He is a graduate of U. of North Carolina and did graduate work in law at Georgetown U.

Free Video Theatre

AN OUTDOOR television theatre, open to the public free of charge, has been completed in Linden, N. J. Work on the video theatre was done by the Home Woodcraft Co. of Linden, L. B. Fisher, a television engineer associated with U. S. Television Mfg. Corp., supervised the installation. In addition to the outdoor theatre, an indoor miniature theatre also has been opened.

"Blind" Helps like Bottled Brachio* MEMPHIS

"Brachio. A tea whose hot and 5-tone brand. Let Ses Webster." W. H. BEECUE

if you're tired of the usual ("thanks for the order" — and that's all) type of service—WHBQ's "know how" in promotion and selling acts as a tonic.

* WHBQ Broadcasts more Commercial Programs each week sponsored by Memphis Advertisers than any other station. Memphis Advertisers know Memphis media. Buy where they buy.
According to C. E. Hooper, WCPO now has more listeners in Cincinnati than any other station.

WCPO will publish the figures in a large ad next week.

... if you can't wait, ask a Branhman.
WIDE ACCEPTANCE FOUND FOR OPEN-END DISC SHOWS

WIDE acceptance of transcribed, open-end shows by local stations and strong dependence upon them for good part of their programming, indicated in nationwide survey conducted by NBC Radio-Recording Division, New York. Questionnaires sent to station and commercial managers of 1,015 stations disclosed market for approximately 7,200 full-year series of transcribed programs.

Musical programs led in preference, 31%, followed by dramatic shows 27%, variety 22%, juvenile 20%. Seventy-four per cent of stations indicated they could pay from $1 to $5 per program for quarter-hour shows. Market exists for five-minute programs according to 60% of stations.

TBA TO STUDY FCC PLAN

TELEVISION BROADCASTERS Assn. officials Friday said board would meet "promptly" to consider FCC proposal to eliminate Television Stations Planning Conventions.

Postponement designed to give FCC and broadcasters time to study industry problem. High-speed facsimile may be shown in number of convention hotels. Some industry leaders working on big treat but won't give out any hints until plans start to jell. Several low-priced FM tuners and table receivers to be unveiled at FMA session. Don'texpect either FCC or NAB to come up with Petritto as speaker.

PARTNERSHIP of O'Neill, Larson & McMahon, Chicago advertising agency, planning reorganization with formal announcement expected this week.

WORLD COMMUNICATIONS will be investigated by four or six-man Senate group chairmanned by Senator Albert W. Hawkes (R-N.J.). Trip to start about Nov. 1 with other members tentatively listed as: E. H. Moore (R-Oklahoma); Edwin C. Johnson, (D-Coln.), and Tom Stewart (D-Tenn.). Senator Hawkes showing increasing interest in communications and radio and has put part of his staff to work analyzing White bill testimony.

REPORTS again current that American Forum of Air (MBS), oldest forum feature, may go commercial after nearly 20 years as sustainer. (It began on WOR before Mutual's birth). Theodore Granik, moderator and Washington attorney, underwater negotiating with one prospective sponsors, including one radio manufacturer. Cooperative sponsorship also considered. Granik may contribute proceeds to responsible charity.

STRONG pitch made by Chairman Charles R. Denny at White House last Monday for appointment of ex-commissioner Ray C. Wakefield to another federal post. Denny reported complained about deal given Wakefield when his renomination summarily was withdrawn last May to make way for appointment of Rep. Robert F. Jones of Ohio.

STANLEY P. RICHARDSON, assistant to NBC Vice President Bill Brooks, in charge of news, special events and international relations, left Friday for London, Price, Deputy Secretary General of United Nations, in study of United Nations international radio requirements, to be incorporated in report to general assembly expected mid-September. Mr. Richardson will visit NBC's London bureaus and before that executive assistant to Mr. Price when he was Washington Director of Censorship, is an expert on international broadcasting by virtue of his prewar status as coordinator of international broadcasting for private licensees.

ASKS FCC DAYTIME POLICY

FCC BEING ASKED to say whether it has abandoned Engineering Standards' present limitation on permissible daytime interference. Lee-Smith Broadcasting Co., Am permittee for Faribault, Minn., said power increase granted to KFNF Shenandoah, Ia., would cause objectionable interference to 22.3% of population in Faribault stations' actual primary service area. Whereas FCC Standards put limit at "approximately 10%." Grants to KFNF (to increase daytime power on 920 kc from 1 to 5 kw, with 500 kw night) and to Lee-Smith (920 kc, 1 kw fulltime) were issued July 31 [BROADCAST, July 31, Lee-Smith asked to require KFNF to protect Faribault operation "in accordance with the Standards." Eloit C. Lovett, Washington attorney, filed Lee-Smith petition.

BROADCASTING  Telecasting

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BROADCASTING  Telecasting
NEWS . . .

For news as it happens from where it happens, broadcasting has no equal. It has won its way into the public's ear as being conclusive and dependable. KMBC employs a full-time staff of four newsmen who present ten daily news broadcasts. Each man is thoroughly qualified, both in experience and in educational training—as well as voice. Four teletypes bring the wire services of both the Associated and United Press into the KMBC news room. In serving the Heart of America, KMBC's news broadcasts are, in every case, specially written and edited for its audience, both urban and rural.

—KMBC of Kansas City
Free & Peters, Inc.
WKY's ability to produce a profitable effect on sales is the real power that pleases advertisers. How is this power generated?

First of all, WKY has the programs. The programs attract the audience. WKY programs are top favorites 93.3% of the time, said listeners in 30 counties around Oklahoma City in a diary study conducted by Audience Surveys, Inc. As a result, 41.8% of all sets in use are tuned to the average WKY program—a three-times greater share of audience than that of any other station mentioned.

Thus it is plain to see why advertisers reach more people, sell more goods and make more money when their advertising is on WKY.