As another contribution to BETTER RADIO-PLANNING AND BETTER TIME-BUYING, WHO offers a free copy of DR. F. L. WHAN'S NATIONALLY-ACCEPTED STUDY "THE 1947 IOWA RADIO AUDIENCE SURVEY" (THE 10TH ANNUAL STUDY) to every advertiser and agency in America. See detail on page 19 of this issue.
THE ED DINSMORE SHOW
Ed emcees the whole block of morning programs from 6 to 9 A.M., which includes his own musical program from 6:00 to 6:30 A.M., 7:00 to 7:15 and 7:45 to 8:15 A.M. Ed is celebrated for his easy-to-listen-to selections, his ability to charm breakfast listeners who are not in the mood for brash noisiness at that hour, and his skilful, personalized commercials. A few choice availabilities in quarter-hours and 1-minute spots.

BILL HICKOK
This young disc manipulator is really a sensation. His first show had half the studio staff standing around listening. He selects numbers with unerring taste for housewife listening, and vocalizes over the record with a voice which we know has a big future. He weaves in commercials with a polish and a sense of timing which are extraordinarily effective. Bill's early afternoon program broadcast from 1 to 2:30 p.m. daily Monday through Friday and his broadcast from 6:30 to 7:30 p.m. daily Monday through Friday still have a few quarter-hour and one-minute spots available.

Greater Boston listens to WCOP's Great Local Programs

Top talent and program promotion — that's the combination which is luring listeners for WCOP local shows. It's luring customers, too, with commercials deftly woven into programs. Here are two outstanding personalities on WCOP's roster of top talent.

RATES AND AVAILABILITIES FROM ANY KATZ OFFICE

WCOP Boston

Greater Boston's Good Neighbor
More for Your Dollar on WCAU

WCAU offers:
A. The lowest cost per listener inside the Philadelphia trading area.
B. Outside the area, WCAU's umbrella coverage ... 50,000 watts in all directions ... delivers a greater "bonus" audience than any other Philadelphia station.

WCAU
50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
SUGGESTION heard in NBC affiliate circles is that move for creation of independent organization of that network's affiliated stations [Broadcasting, Aug. 11] be modified so that present SPAC committee be used as nucleus, placing that unit entirely in hands of affiliates. Proposal expected to be advanced formally at scheduled Sept. 11 meeting of NBC independents in Atlantic City.

LACK OF CONSTRUCTION and high building costs have caused ABC to drop for time being season of network’s stations in postwar buildings. Network has quietly renewed for five years leases in NBC headquarters buildings in major program origination cities. Hopes that by end of that period desirable space may be available.

SUPREME COURT Justice Burton, former Ohio Senator, will administer oath to his friend and former colleague, Rep. Robert F. Jones, when he assumes membership on FCC next month. Swearing in set for Sept. 14 at Capitol Hill, with all Commissioners expected to be present.

NBC reportedly rearranging morning schedules to open network programming weekdays with Fred Waring Show, now heard Mon.-Fri. 11-11:30 a.m. General realignment of programs would put Waring show in 10-10:30 a.m. spot.

DAYTIME serial tentatively titled Rising Tide understood prepared at Benton & Bowles for Tide, newest Procter & Gamble soap [Closed Circuit, Aug. 18]. Agency eying 5:45 a.m. spot on NBC but nothing definite set. P&G using spot test campaign for Tide.

REWRITE JOB may have to be done on that massive FCC economic survey of radio industry [Closed Circuit, June 2], if it is ever to see light of day. Three Commissioners in Washington understood to have approved its facts and figures while reserving judgment on some of its conclusions. They're unwilling to give clear go-ahead sign without approval of three Commissioners at Atlantic City International Telecommunications Conferences, who have had copies for several weeks but have been too busy to act. Report designed to tip broadcasters to economic outlook and let new applicants know what they're getting into, but it's regarded as one man's opinion.

McCANN-ERICKSON, New York, reportedly looking for disc jockey show availabilities for its client, Columbia Records.

NEW REPORTS that CIO is throwing its weight around by protesting broadcasts over local stations in Midwest may result in outburst by Republican party leaders in Congress against alleged coercive tactics to prevent legs

(Understanding Tuesday evening)

Business Briefly

KREML PLANS • R. B. Semler, New Canaan, Conn. (Kreml Hair Tone), through Erwin Wexly, New York, said to be about to sign contracts with Mutual for sponsorship of both Martin Block and Billy Rose shows [Broadcasting, Aug. 11]. Agency expected to conclude deal early this week with starting date in early October.

MAXWELL HOUSE SERIES • General Foods Corp., New York, which sponsored Author Meets the Critics for past seven-week cycle for Maxwell House coffee, on Aug. 28, Sept. 4 and Sept. 11 will sponsor Martin Stone package program on 8:30-9 p.m. Thursday period as part of its institutional Friend of the Family series on WNET New York, NBC video station. Young & Rubicam is agency.

REYNOLDS RETAINS • R. J. Reynolds Co. (Camels) will continue Screen Guild on CBS, moving to Mon. 10:30-11 p.m. Considered earlier shifting into former Abbott & Costello period on NBC, but current strategy seems to call for Bob Hawk show in that period.

GE SIGNS WARING • Fred Waring officially signed by General Electric Co. for NBC show Mon., 10:30-11 p.m. starting Oct. 6, Agency, BBDO, N. Y.


WNBW WASHINGTON SIGNS THREE VIDEO SPONSORS


Columbia Wholesalers also sponsoring station breaks. WNBW went commercial two weeks ago after formal debut June 27.

BROADCASTING • Telecasting

Closed Circuit

Upcoming


Sept. 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.

(Other Upcoming Pages 75)

Bulletin

AFTER years of controversy FTC late last week ruled laxative advertising need not contain warning clause. Formerly phrase "Use only as directed" was included but advertisers dropped it last December. Since that time FTC has threatened to require use of standard appendixes warning clause, difficult to broadcast. Threat abated by FTC decision.

CHARLES H. TOPMILLER, chief engineer of WCKY Cincinnati since 1933, named station manager succeeding Kenneth W. Church, who becomes WIBC Indianapolis manager. Mr. Topmiller resigns as vice president and general manager of WZIP, new station in Covington, Ky., starting Sept. 1.

KEN YOUNG, television director of Campbell-Ewald Co., New York, and radio director prior to war, resumes title of radio director. He continues to act as television director.

THREE NEWSMEN REPLACE LOWELL THOMAS ON NBC

LOWELL THOMAS will be replaced on Sun Oil Co. news program Sept. 29 by Ray Henley, Felix Morley and Ned Brooks [Closed Circuit, July 28]. NBC announced Friday. Program, Sunoco Sun, will originate in Washington. Sun Oil has sponsored Mr. Thomas on NBC since June 13, 1932.

Featured on new Mon.-Fri. 6:45-7 p.m. series will be Ray Henley, news commentator for WOL Washington; Mr. Morley, publisher of Human Events and editorial writer for Nation's Business, who will provide analysis of international news, and Mr. Brooks, of the Scripps-Howard Washington staff, who will specialize in interpretation of domestic affairs. Format will be elastic, with time allotted to each commentator dependent upon importance of his section of the news. Fred Morrison, formerly with Fulton Lewis Jr., will coordinate program.

THREE TO JOIN ABC

ABC added three affiliates last week bringing total to 264. Effective Sept. 28 WHBC Canton, O., 5 kw 1430 kc, joins ABC; KEPO El Paso, 5 kw 690 kc, joins Nov. 1; WHRV Ann Arbor, Mich., 1 kw 1600 kc, joins Oct. 1.
When it's time to pull the "Memphis data" from the file, be sure you place WHHM on top. For any schedule that covers Memphis nowadays belongs on WHHM... That's the new proved road to results in Memphis.

MORE LISTENERS PER DOLLAR IN MEMPHIS

Forget the old guide posts you used to measure Memphis by... Look in a new direction, via the straight route to sales. WHHM sells more local time than any other Memphis station... that's to the folks who are on the ground... able to judge first hand when a station really produces.

WHHM

INDEPENDENT—BUT NOT ALOOF

MEMPHIS, TENN.

Represented by
FORJOE & CO.
-TNT and NBC is DYNAMITE in DIXIE

An NBC station is tops in any city. But when smart, heads-up local programming is combined with the superb program structure of the Nation's Number One Network—then the result is an unbeatable station.

That's the story in Augusta—one of the nation's oldest cities, and one of the best markets of the South. It is the third market in Georgia.

Until WTNT went on the air, Hioper found that less than two per cent of the radio listeners in Augusta tuned to NBC station. The people of Augusta were just as eager to hear the big NBC shows as were radio listeners in other cities. But no NBC station with a listenable signal could be heard.

Then on New Year's Day, 1947, came WTNT and NBC to Augusta. With it was an EXPLOSION that rocked radio listening in Augusta. WTNT is now delivering the Augusta market to NBC advertisers and more and more national spot advertisers are scheduling WTNT.

Within the good listening area of WTNT (.5 mv/m contour) there are 130,000 people, 100,000 of whom are concentrated in Augusta and just across the Savannah River in the Aiken County Horse Creek Valley section of South Carolina.

For further details on the BEST RADIO BUY in Augusta, contact Taylor-Howe-Snowden.

WTNT
Augusta, Georgia
250 Watts + 1230 Kilocycles
OWNED & OPERATED BY THE GEORGIA-CAROLINA BROADCASTING COMPANY
Walter J. Brown, President
Retail sales in the Nashville market area have been increasing 100% a year—1000% from 1935 to 1945.* No wonder we call this a bargain territory! Check the market data for Nashville's retail trade area—you'll be surprised at the sales potential. And you can share in retail sales of more than 356 million dollars yearly. So, reach your share of the prospects, at reasonable cost, while they are tuned to favorite network shows broadcast over WSIX.

* Tenn. State Planning Board report.

AMERICAN • MUTUAL
5000 WATTS
980 KC

National Representative:
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
HE'S THE FUNNIEST
NEW SOUND IN AMERICA

Three months ago, a young man named Robert Q. Lewis started unloading the contents of an amiable but zany personality into a CBS microphone.

The critics went overboard.

"He has suddenly emerged as one of the bright new hopes of radio," said the World-Telegram.

"...a wealth of laughs...strictly wonderful stuff..." said Billboard.

"After only seven weeks on the air (he) has become one of the most buzzed-about comics in radio," reported curt, complete Time.

And Variety printed a couple of hundred words that would be music to the ears of the greatest comics of all time. It credited Lewis with "easily the top running gag of the season...a top production job by Goodman Ace...one of the fresh new notes in radio...sapient delivery," and so on.

Each Saturday night (8:00 EDT) on Robert Q.'s "Little Show," his girl-friend Ruthie says:

"Let's not fight this, Robert—it's bigger than both of us!"

It's a line worth remembering. A big new comic voice is big news to the people of this country, to radio — and to any advertiser who effectively wants to get his message across to millions. You can prove it to yourself very easily. Listen to any recording (or broadcast) of THE ROBERT Q. LEWIS LITTLE SHOW. And then give it a selling job to do!

A CBS PACKAGE PROGRAM
Feature of the Week

WBOC BIRMINGHAM has a new ray of entertainment for shut-ins. Instead of bringing radio to the bedside it has brought the bedridden direct to the microphone.

The station’s chaplain, Rev. Homer Bryan, was thinking out loud one day about how he would like to give some of the bedridden unfortunates of Birmingham and Jefferson Counties a real get-together party. Station Manager Mrs. Eloise S. Hanna heard him and several weeks later listeners heard The Old Rugged Cross being sung at what WBOC believes was the first shut-in party ever given by a radio station.

For many of the people attending it was the first party in months—for some the first in years. Ambulances, buses, and taxi companies donated their services to bring the old folks from their homes to Avondale Villa.

The program had everything—including a share of notables. Bill Borthwick, station m. c., interviewed one of the shut-ins, Dr. H. H. Lane, who was former President Herbert Hoover’s personal physician during the years he was in the White House.

One large group attending the party was from Jefferson County

Home at Ketona. It numbered 24 patients. Oldest person attending was Miss Margaret England, of Birmingham. She is 86.

The party was broadcast over WBOC at 3 p.m. Both before and after the broadcast the guests sang. Each guest received a gift, donated by Birmingham department stores. Refreshments also were donated.

Being on the radio is even better than listening to it, in the opinion of the participants. They say they are looking forward to the next radio shut-in party.

Sellers of Sales

A SUDDEN URGE to get away from an atmosphere which was laden with the sordid, gruesome side of life caused an ambitious young Salt Lake City lass to travel 1,000 miles and plunge right into advertising.

That young lady is Zonabell Samson, who is greeted by her colleagues at the Leon Livingston advertising agency in San Francisco — where she is radio timebuyer — with the more familiar "Zona" or "Sammy."

She got her fill of the stark realities of life while employed as secretary to Utah’s Commissioner of Public Safety. Her daily routine brought her in contact with homicides, suicides, tragic deaths and with police characters—thugs, burglars, kidnappers and murderers.

Later Zona became a court reporter for the Army, and this job, too, brought her in touch with the "unpleasantness" of life—court martials of servicemen who went awry of Army regulations.

Fed up with this gruesome sort of business, she high-tailed it out of Salt Lake City six years ago for San Francisco. Her first job was with Yeomans & Foote, a small agency, whose principal clientele was automotive accounts.

Four years ago Zona joined the Leon Livingston agency as secretary. She served in that capacity exactly one month. Her next step was assistant to the radio timebuyer, and eventually she became radio timebuyer.

Zona is divorced, has an 8½-year-old daughter. She lives in the historic Montgomery Block in San Francisco, one of the oldest buildings in the city, which in years gone by had been the abode of such famous personalities as Mark Twain, Jack London, Robert Louis Stevenson and the zany early-day character, "Emperor Norton."

Her hobby is "doing over" and redecorating her unique home—which was "acquired through necessity," as she put it—due to the housing shortage.
ROCHESTER?

... CHANCE TO BUY ON EITHER OF TWO NEW SMASH HIT PROGRAMS

"TO THE LADIES"
with MARGOT

MARGOT is the fortunate possessor of a "triple personality"—pianist, vocalist, raconteuse! And she uses her personality to merchandise your product! Margot's fans have been dropping nearly 1500 pieces of mail in her mailbag each week! . . . Assisted by that smooth baritone, Jimmy Britton, Margot entertains and SELLS 9:30 to 10:30 Monday thru Friday mornings—a great spot for your spot!

"OPEN HOUSE"
with JOE DEAN

JOE DEAN twirls the discs 45 minutes to an hour each afternoon Monday through Saturday at three. This man Dean is smooth, and witty and smart enough to intersperse "quickie" interviews with guest stars among his tuneful platters. It all adds up to gay, mellow and interesting listening. In fact, on the basis of our own private surveys, we'll bet our shirt Joe Dean's "Open House" busts the next Hooper wide open!

WRITE, WIRE OR PHONE FOR RATES AND AVAILABILITIES

Now 5,000 WATTS

WHEC
ROCHESTER, N.Y.

National Representative
J. P. MCKINNEY AND SON
NEW YORK, CHICAGO, SAN FRANCISCO
One of the marks of good radio-station management is the development of really popular local shows. Kansas City's KMBC has put special emphasis on local programming, and the result is a very special opportunity for users of spot radio.

KMBC's "Brush Creek Follies" is one example of many. Playing to a theatre audience of some 2,000 people weekly, this outstanding live-talent show consistently maintains a Hooverating around 12.5.

Whether you are a large advertiser or small—whether you might use local programs in one market or a hundred, you can do a job of "Bull's-Eye Radio" with national spot—get high results at lowest costs. Shall we see what kind of list we can build for you?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
Baltimore  WCRB
BRAUNSTON  KDPM
BOISE  KDSH
BUFFALO  WOR
CHARLESTON, S.C.  WSCS
COLUMBIA, S.C.  WIS
CORPUS CHRISTI  KIS
Davenport  WOC
DES MOINES  WHO
DENVER  KYOD
DULUTH-SUPERIOR  WDSM
Fargo  WDAY
FT. WORTH-DALLAS  WBAP
HONOLULU-HELO  KGMB-KHBC
HOUSTON  KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
NEW YORK  WMCA
OMAHA  KFAB
PEORIA-TUSCOLA  WMBD-WDZ
PORTLAND, ORE.  KEX
raleigh  WPTF
ROANOKE  WDBJ
SAN DIEGO  KSDJ
ST. LOUIS  KSD
SEATTLE  KIRO
SYRACUSE  WFPS
TELEVISION:
ST. LOUIS  KSD-TV

Page 12 • August 25, 1947
Time Sales Expected to Continue Pace

Fall-Winter Business May Set New High; Few See Decline

As RADIO continues its accelerated pace, here's how the business outlook lines up in the major market areas:

NEW YORK—Sales conditions will lack the lullness of war years, but prospects remain healthy. See page 15.

CHICAGO—Optimism keynoted of radio talk in that area. ... See page 15.

WEST COAST—Some dubious notes, but no lag in radio's business. See page 16.

CANADA—Some quarters reserved, but consensus on prospects is an unqualified "good." ... See page 17.

Justice Dept. Probing AFM's Refusal

Union Head's Ultimatum On FM Networking Brings Action

REFUSAL of James C. Petrillo, AFM president, to permit duplication of network programs on FM is being investigated by the Dept. of Justice to determine if the union head is violating the Lea Act or Taft-Hartley Act.

The Department, having conferred last Thursday with FM Assn. executives, is to get the network side of the case early this week.

Further conferences are expected to include AFM representatives, perhaps including Mr. Petrillo.

The Department's inquiry into duplication of network music on FM climaxd a week in which these developments were outstanding:

Mr. Petrillo informed the four networks he could not permit duplication of their music on FM but his locals were willing to negotiate separate contracts.

FMA, conceding a blow had been struck at development of FM, asked the Dept of Justice and FCC to probe the union's action.

The four network presidents joined in a sharp statement asking a further meeting in an effort to solve the problem.

FMA sought a further meeting with networks and Mr. Petrillo.

NAB's FM Executive Committee, which includes a number of FCC officials and members, placed the problem on the agenda of its meeting today (Monday).

On NAB Agenda

The entire FM music situation will be discussed by the NAB Employers-Union Relations Committee at a meeting to be held on the morning of Sept. 15, opening day of the NAB annual convention, with further discussion at the convention labor clinic that afternoon and at a later general session.

At its Thursday morning conference the Dept of Justice asked FMA to prepare a statement of its position and to supply background material covering the position of all parties in the FM music situation. Representing FMA at the conference were Bill Bailey, executive director, and Leonard Marks, general counsel. Peter Brown, assistant chief of the Department's Criminal Division, participated along with four other Department attorneys.

FMA is understood to have asked Department review of the whole situation to determine if the Petrillo telegram is a violation of the Lea Act or Taft-Hartley Law and review relations of Petrillo and the networks.

No charges were made against the networks by FMA, which has contended that their AM contracts specify "broadcasting" and do not prohibit FM duplication. The dis-
'Survival' Policy Hits First Licensee

WBIX Silences in View Of Multiple Grants in Rome Ga.

IN THE FIRST REQUEST of its kind since the postwar boom in radio stations started, WBIX Rome, Ga., last week asked the FCC to cancel its license.

Officials of the 1400 kc, one-daytime station told the Commission that in their opinion Rome is not able to support the four stations currently assigned there. Rome’s 1940 population was about 26,500.

One Rome radio man told Broadcasting that "radio salesmen often stand in line to see local advertisers.'

WBIX, assigned 1190 kc and on the air since February, ceased operations at sign-off Aug. 14. It has sold its equipment and leased its studios to WROM, one of the three remaining AM outlets in Rome.

Other standard stations there are WLAQ, a daytimeer on 670 kc with 1 kw., and WRGB, fulltime on 1490 kc. WRA, the city’s only network affiliate (MBS, KBS), is slated to change to 1470 kc about Dec. 1 and increase power to 5 kw. fulltime. WROM has applied for authority to move to 1400 kc for fulltime 250-w. operation.

WBIX is leased to Rome Radio Broadcasting Co., headed by R. L. Tomlinson as president and R. L. Tomlinson Jr. as general manager. The Tomlinsons, of Chattanoogas, where R. L. was manufacturing announcer of WDOD, are equal owners of the Rome licensee company. They received their grant for the station on Sept. 19, 1946.

FCC officials said it was the first voluntary relinquishment of license since the war. There have been, however, several instances in which construction permits were given up for similar reasons before construction and installation were completed. There also have been some mergers of rival grantees who felt both could not survive competitively and several instances of new stations sold primarily to avoid the economic threat.

Voluntarily Quit

During the war some stations voluntarily turned in their licenses owing to the manpower shortage, but there have been no voluntary cancellations of licenses because of the economic factor since pre-war days—and FCC officials could recall relatively few of these incidents.

The Commission has not yet acted upon the WBIX request.

WBIX officials said they are awaiting only the approval of FCC to move into the vacant studios. Dean Covington, one of the owners of WROM— which was authorized on the same date as WBIX—announced the details of the lease arrangement after completing arrangements with the Messrs. Tomlinson at Chattanooga.

He said purchase of the WBIX equipment "will enable WROM to give unequalled service to listeners in Georgia, Alabama, Tennessee."

WBIX President Tomlinson issued a statement asserting that "we deeply regret that WBIX is leaving Rome . . . However, in turning over our studios to WROM, we feel that they will continue their same high standards of broadcasting, and, with the new studios and facilities, will be able to serve more completely the people of this section.'

PLANS for the first accurate and continuing television set survey in any metropolitan area were revealed Aug. 20 by John A. Morrison, managing director, Electrical Assn. of Philadelphia, at the first regular meeting of the Television Assn. of Philadelphia (Closed Circuit, Aug. 11).

He disclosed that all the television dealers in the area have agreed to give the electrical association their confidential figures on the number of sets sold in each quarterly period. He indicated that when the figures are made public television will be given a big boost in the area.

The first such figures were expected to be ready for the meeting, Mr. Morrison said, but data from some of the distributors did not arrive in time. The association considered it inadvisable to give out any figures until all distributors were heard from. Within a week or ten days the first public count is expected to be made.

The first meeting of the Television Assn. of Philadelphia was attended by about 70 executives from radio, television, advertising agencies, manufacturing companies and trade papers from the entire Philadelphia area and from New York.

Jack R. Poppele, president of Telecasting Broadcasters Assn. Inc., the main speaker (see story page 38), said he was nicknaming the Television Assn. of Philadelphia "TAP" and that he hoped the nickname would stand for "tapping" new resources in entertainment and profit for the country and the industry.

Early Signers

APPROXIMATELY six weeks before going on the air the radio advertising cooperative program had 40 local advertisers signed as sponsors, it was announced last week by Murray Grabhorn, supervisor of ABC’s co-op program sales department. Among the advertisers who will sponsor the stations is one which begins Oct. 1, Wed., 9-9:30 p.m., in the East and 8 p.m. in all other time zones, are book publishers, drug store merchants, appraisers, jewelers, dairies, men’s apparel stores, candy manufacturers, auto dealers, department stores radio dealers.

ABC Offer to Sell Stock Is Withdrawn

Loans Extended and Business Is Good, Network Declares

WITH ABC’s business at an enviable all time high and its capital loans extended for long periods, ABC has withdrawn the application filed in June, 1946 with the SEC to permit network to offer its stock to public. Withdrawal does not, of course, bar ABC from re-filing any time stock issue may again seem desirable.

In the application filed last June the network sought permission to issue 950,000 shares of $1 par value stock as part of its capitalization plan announced two months previously. [Broadcasting July 1 and April 29, 1946].

The original ABC plan was designed to sell the 950,000 shares for $18,200,000 net, using the proceeds to retire $4,000,000 in bank loans; purchase King - Trendle properties in Michigan for $2,800,000 net; use $3,200,000 for FM and television, and the remainder for standard broadcast equipment and buildings needed when ABC leases with NBC expire. The King-Trendle purchase was negotiated, with ABC retaining WXYZ Detroit and disposing of WOOD Grand Rapids.

General Mills Adds

GENERAL MILLS Inc., Minneapolis, on Sept. 11 will expand its sponsorship of The Betty Crocker Magazine of the Air on ABC from 61 to 191 stations, heard Mon. 10-15-10:45 a.m. through Danner-Fitzgerald-Sample, Chicago.

Ford to Start Show

DESPITE the strike at Ford Motor Co.’s Dearborn plant, which it had feared would affect the company’s fall advertising plans, the Ford Co. announced last week that it would on Oct. 5 start its Sunday, hour-long series on NBC with entertaining version of The Great McGinty. Kenyon & Eckhardt Co., New York, is the agency.

Charm-Kurl to Sponsor

Two Programs in Canada

CHARM-KURL Home Permanent Co., St. Louis, will sponsor two shows in Canada as well as conduct a test campaign in Detroit. The advertising spots, from the films Fires and Flames with Susan Fletcher starring Aug. 25, a quarter-hour movie gossip show, once a week on 28 stations of the CBC Dominion Network plus a French show starting Aug. 27 called And So What Wed., 7:46-8 p.m. on the CBC basic French network. Contracts are till forbid.

The test campaign in Detroit which started on Aug. 17 includes two quarter hours weekly of disc jockey shows, Sunday and Wednesday on WJR Detroit plus daily spot announcements. Harry B. Cohen Co., New York, is the agency.

Cooker Co. Sponsors

NATIONAL Pressure Cooker Co., of Eau Claire, Wis., beginning Oct. 4 for 32 weeks presents Meet the Mrs. on ten CBS western stations plus Rocky Mountain stations not yet designated on Sat., 1:30 to 2 p.m. (FST). Agency is Melamed-Hobs, Minneapolis.

ABC's offer to sell stock was withdrawn after it was announced last June. The network sought permission to issue 950,000 shares of $1 par value stock as part of its capitalization plan announced two months prior.
No Lag Is Expected in Gotham's Radio

Business Index—New York

Competition Tighter But Without Ill Effects

COMPETITION, a word which virtually disappeared from the vocabularies of New York radio men in the easy-money years of war prosperity, this month was back in conversational vogue. It was accepted in every company—in the ineradicable idiom that passes for language at Toots Shor's and in the more precise prose of interoffice memoranda.

And competition was more than talk; it was fact. In 1947-48, everyone was agreed, business would neither force its way through the transom nor wander through an open door. Salesmen were going to have to go out to get it. Since plaid was an era of hard-headed economies had begun, advertisers would insist on getting the most for their advertising dollar. They would be sure to shop around before committing their expenditures. The awareness of these facts tempered radio men's optimism, made them think realistically of their prospects as the scramble for fall business got under way.

Slightly Better

The consensus of buyers and sellers of radio time was that radio business volume this fall would at least maintain the levels of a year ago, perhaps would better them.

No network expected 1947 fall volume to be more than slightly better than last year's. The most optimistic was NBC, which last week had one daytime strip, one Monday night half-hour and two periods of the daily Fred Waring show still under contract. "The overall picture this year is better than last," George H. Frey, NBC director of network sales, said. "There seems to be a lot of business around."

CBS was more modest in its expectations. According to John J. Karol, CBS sales manager, nighttime sales this fall may aggregate slightly less than those last year, but if any loss is incurred there, it may be offset by sales of daytime programs which promise to exceed last year's figures.

Most optimistic of all networks was ABC which a month ago reported that its billings for the first half of 1947 were 12½% better than those for a similar period last year and with new business contract for fall would serve to increase that percentage.

"Actually, ABC is standing on the upswing of its business for the first time," Fred Thrower Jr., vice president in charge of sales of ABC, said. ABC was "able to make progress last year in the face of such obstacles as material shortages and strikes which affected general business conditions," said Mr. Thrower. "Now that these problems have diminished and we have managed to improve our programming, the only question among the four networks is: Who's on second?"

MBS sales have been running "a bit off," according to Robert D. Sweezy, vice president and general manager of Mutual. Mr. Sweezy pointed out, however, that "Mutual business a year ago had spurted to theretofore unknown limits and that the network had not expected the gains to continue at that pace."

Evidence that networks were committed to a course of muscle-hardening in anticipation of the competition confronting them came in the June reports outlining changes in the program departments of all of them and in the administrative reorganization of NBC [BROADCASTING, July 7 edition].

The appointments of Charles Barry and Hubbell Robinson to vice presidencies in charge of programs at ABC and CBS respectively were regarded as clear indications that both networks were resolved to bolster the commercial aspects of their programming.

Mr. Barry, as national program director of ABC, was largely responsible for originating the Paul Whiteman disc jockey program, which was sold in entirety before it went on the air. His election to a vice presidency occurred soon afterward.

Mr. Robinson has long experience with radio production in agencies, his latest position before joining CBS having been vice president of Foote, Cone & Belding.

New MBS Setup

Mutual added a new job to its program department—national director of programs—and hired a man with agency experience to fill it. Hendrick Booraem, formerly West Coast manager of the Hutchins agency, as MBS national director of programs, will preside under Phillips Carlin, the MBS vice president in charge of programs, and W. H. Bale, MBS program director, said the new mutual program development, "spends his time between New York and Hollywood."

In the wholesale reshuffle at NBC, Clarence L. Menser, longtime vice president in charge of

(Continued on page 36)

Business Index—Chicago

Optimism Keynotes Chicago's Outlook

Product Availability, Better Labor Picture Inspire Attitude

BY JOHN OSBON

OPTIMISM is the keynote of reaction in Chicago—optimism and a firm belief that the byword for fall 1947 is "competition."

There were good reasons for this optimism, which seemed lacking a year ago this time. Basically, it was the advertiser, the bankroller, the sponsor who set the pace. A few of them had retrenched in the past year; many more, however, had continued to go along with radio as their medium. Many, too, increased their billings. On the whole, business the first half of '47 was very encouraging; increases were registered for the first six months over a comparable period last year. Fall prospects were much better on the basis of business already completed.

Budgets Expanded

Behind the background of the facts which showed more business were other considerations: (1) Hardline merchandise was coming back in the fall, and with the availability of hitherto undisplaced branded, (2) restrictions were eased, particularly in the grain situation, (3) the labor picture had changed perceptibly for the better, Chicago radio people felt, (4) the spot business field registered increased interest and activity, (5) the production and transcription departments showed appreciable growth, with the result that regional advertisers were becoming more interested in transcribed shows, many of them first-rate programs, as were national advertisers (also in cooperative live shows), (6) the manifestation of new trends in the combined fields of television and FM (as well as AM) was apparent.

In short, new fields, touching upon the radio industry as a whole, were mushrooming, viz., television packaging firms, production companies, etc. Optimism was the keynote and competition the byword.

Advertisers were, in all cases, reluctant to give figures, either actual or percentage-wise, on radio expenditures allocated for this fall (as opposed to those for radio only or even for last year. Indications were apparent, however, from talks with advertising heads or spokesmen of three sponsors contacted—Kraft Foods Co., Standard Oil (of Indiana) and Swift & Co.—that advertising budgets for fall radio have already been increased appreciably.

A spokesman for the advertising department of Kraft Foods Co. told BROADCASTING that Kraft's radio budget this year had remained "rather static," but pointed out that this year the company had retained the 7:30-8 p.m. (CDST) spot at WGN for the summer, with an "anticipation for The Great Gildersleeve. Kraft's radio expenditures for 1946 were approximately $1,270,000.

Standard Oil (of Indiana) admitted its '47 radio budget was well over that of last year, with contracts for sponsorship of a number of football games this fall. In all, Standard has lined up some 35 programs during the fall season, its growing use of radio is apparent, especially in the sports realm.

Swift Increase

Vernon D. Beatty, advertising manager of Swift & Co., revealed that Swift had shown approximately a 40% increase in use of radio this year, though he declined to quote any figures. Swift's 1946 radio expenditures were roughly $1,716,000 (for all products).

Here are some typical comments from Chicago advertising agency heads and radio directors:

Allan Fishburn, radio director, Schwimmer & Scott: "With the... (Continued on page 40)
Clarence Myers, president of Broadcasting, said that the advertising business is at a turning point in the early post-war period. The breweries and wineries, among others, are curtailing chain productions with spot advertising. The pendulum is on the upward swing and that this year's figures will approximate those of 1945.

Radio advertising by brewers is off as much as 20% from 1946, due to over-expansion, but brewers are planning to return to the air thinking that many advertisers are planning heavy radio campaigns with availability of ingredients.

Buyers' Market Returns

Consumer resistance to high prices is on the wane, with many buyers feeling they are here to stay. For a time this consumer resistance affected advertising.

The buyers' market has returned to radio. The order-takers of the lush war years have turned to creative selling, and again competition is keen and the radio stations are generally doing a better selling job, presenting more attractive packages to prospective advertisers. Some of the advertisers are returning to this flexible type of buying in preference to network time.

On the other hand a number of networks are augmenting their chain productions with spot purchases. The breweries and wineries, for instance, are expected to be heavy spot users later in the year and readjustments have been made.

While most executives were reluctant to admit a business recession during the earlier months of the year, some termed it a period of "business fluctuation." Business is doing less fluctuating around now and is more stabilized than in the early post-war period. Some stations felt a decline in radio billings some months ago, but feel that the pendulum is on the upward swing and that this year's figures will approximate those of 1945.

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Gibson Girl

We seem to have gone a little daffy over balloon pictures lately . . . but this one is too good to drop. Filled out, it has an hour-glass figure . . . and thus the name, Gibson Girl.

The balloon hoists an aerial that enables a wrecked flier or lifeboat crew to send an SOS wireless message out over some 15,000 square miles of ocean.

Radio produces some amazing developments . . . and facts.

One of the most interesting facts in radio in Baltimore is that an independent is the big buy for advertisers. That's the truth!

For it's a fact that in this five-station town it is W-I-T-H that produces more listeners-per-dollar-spent than any other station in this 6th largest city.

W-I-T-H is the successful independent that is on so many smart lists. Is it on yours? Why not?

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
August 25, 1947  •  Page 17
Metropolitan Areas Grow; Income Rises

Statistics for 34 Larger U. S. Cities Are Released

ALL BUT ONE of 34 selected metropolitan districts in the U. S. showed gains in population between 1940 and 1947, according to the results of a survey taken in April 1947 and announced yesterday by J. C. Capt, director, Bureau of the Census, Department of Commerce.

Largest increase over the 1940 census figures took place in Norfolk - Portsmouth - Newport News which registered a gain of 43%. Others which gained substantially were San Francisco-Oakland with 39%, Los Angeles with 38%, Seattle and Washington, D. C. with 33% each, and Portland (Ore.) with 31%. The only district to suffer a loss was Scranton-Wilkes-Barre with a decline of 15%.

In the majority of the cities the number of private households increased even more than the population. This higher gain in the housing category was registered by Norfolk - Portsmouth - Newport News with 61%, Washington, D. C. with 49%, San Francisco-Oakland with 41%, and Los Angeles, Portland and San Antonio with 34% each.

In most cities the average population per private household either showed a drop or did not change appreciably. The only one to show a substantial increase was Seattle, which had 2.9 persons per private household in 1940 and about 3.1 in 1947. Those two cities were listed as the lowest in decline were Scranton-Wilkes-Barre which went from 4.3 to 3.7, and Norfolk-Portsmouth-Newport News which declined from 4.0 to 3.8.

By regions, the Central, New England, Middle East and North-West incomes were 10 to 15% higher in 1946 than in 1940. The Far West, Southeast, and South-West showed smaller gains in 1946, since their largest income expansion was caused by the war effort. Iowa increased its 1946 total income 27% over 1945 to register the largest gain. Other states ranking high were Montana with 20%, Minnesota, 18%; Wyoming, 17%; North Carolina, 16%, and Missouri, 15%.

Figure for each state and region are shown in the table.

L. A. Stations Sign

INDEPENDENT stations in the Los Angeles area have concluded new long-term contracts extending their guarantees. The contracts call for 14%, 16% and 18% for three categories of stations. Under agreement KMPC and KFJB will pay $60 a weekly to listener.

Pe Capita Doubles Since 1940, Says Commerce

INCOME PAYMENTS to individuals soared to a high record in all states of the country in 1946 and per capita income for the country as a whole amounted to $1290, or more than double the 1940 average of $618, according to figures made public today by the Department of Commerce.

Total income to individuals in 1946 was over $169,000,000,000 or 10% more than the record of $155,000,000,000 set in 1945.

Individual incomes, as used to compute the above figures, include wages and salaries, net income of unincorporated businesses including farms, dividends, interest, net rents, and such items as social insurance benefits, veterans' pensions and benefits, and mutter- out payments to servicemen.

In the individual states, per capita income for a low of $555 in Mississippi to a high of $1,703 in Nevada. Other high ones besides Nevada included New York with $1,638; District of Columbia, $1,569; California, $1,551; New Jersey, $1,494; Delaware, $1,493; Illinois, $1,486, and Connecticut, $1,465.

Outstanding fact in the 1946 per capita figures is the heavy preponderance of low-income states in the South. Among the 16 states with the lowest average incomes are all 15 Southern states. Part of the gap in the South's average income as compared to the rest of the country has been reduced since 1929. However, the South's per capita income last year was still nearly 40% below all other the states.

CHICAGO RDG MEMBERS DECLARE STRIKE VOTE

MEMBERS of Radio Directors Guild, Chicago unit, have declined to take any action on the question of employing a negotiating committee to authorize a national strike against networks, Burr Lee, head of Chicago unit, has disclosed. Refusal of Chicago members to register an expression of "confidence," Mr. Lee indicated, was attributed to fact that any ultimate strike would be in direct violation of a no-strike clause in directors-network contract, which has two years to run.

The new local has thus far jointly refused to recognize the Guild as bargaining agent for freelance directors. With the Chicago unit declining to concur in a "confidence" vote and not prepared to go along with any strike, despite the action of other units, bargaining power of Guild, it is felt, seems appreciably impaired. For any new negotiations it may want to reopen with network heads in the near future.

Page 18 • August 28, 1947

BROADCASTING • Telecasting
IOWA FAMILIES
(1 out of every 73 in the State)
TELL YOU EXACTLY HOW THEY LISTEN TO EVERY RADIO STATION THEY HEAR!

• 1947 IOWA RADIO AUDIENCE SURVEY DISCLOSES IMPORTANT RECENT CHANGES!

Questioning a cross-section of families in every Iowa county, Dr. F. L. Whan of the University of Wichita has just completed his 1947 survey of the radio audience in Iowa—city, village and farm.

As for the past ten years, the 1947 Iowa Radio Audience Survey gives a scientific, over-all picture of this year's listening habits and preferences. In it you will find the data on which many important agencies and advertisers will largely depend for their 1947-48 radio plans in Iowa.

Using this Survey, you can determine the number of families who listen to radio at any given daytime quarter-hour period, the types of programs they like, the stations to which they listen. You can determine, quickly and within very close limits, the value of every radio station heard in Iowa.

This invaluable book is now on the press. It will be mailed FREE to any advertiser, agency or executive who requests it, so long as the edition lasts. Because of paper limitations, we earnestly suggest that you reserve your copy now. Use the coupon today.

WHO for Iowa Plus!
Des Moines . . . 50,000 Watts
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name

Company

Street

City . . . . State

August 25, 1947 • Page 19
Much to the surprise of everybody (except those smart WMT sponsors) is the 50-50 balance between agriculture and industry in Iowa. WMT delivers this great Twin Market balanced for permanent selling action. This is the station that covers the largest primary area* in the state at the lowest rate per radio family. This is WMT—5000 watts at 600 kc. (the best frequency in Iowa). Get all the facts and get on WMT. Contact your Katz Agency man at once.

*1,131,782 persons within our 2.5 MV line greater than any other Iowa station.

Cedar Rapids
BASIC COLUMBIA NETWORK

600 Kilocycles 5000 Watts Day and Night
MEMBER MID-STATES GROUP
IRE 1948 Nominee Slate Is Announced; B. E. Shakelford Named for President

NOMINATIONS for officers and directors for 1948 were announced by the Institute of Radio Engineers last week. Election will be conducted by mail ballot and returns will be final Oct. 24.

Nominees include B. E. Shakelford, manager of the license department of RCA International Division, New York; president, and R. L. Smith-Rose, superintendent of the radio division of National Physical Laboratory, Teddington, England, vice president. Two directors-at-large will be elected for the 1948-1950 period from the following nominees: B. deF. Bayly, consulting engineer at the U. of Toronto; A. B. Chamberlain, chief engineer of CBS, New York; J. E. Shepherd, research engineer, Sperry Gyroscope Co., Great Neck, Long Island, and J. E. Stratton, professor of physics and director of the research laboratory on electronics, Massachusetts Institute of Technology.

One regional director will be elected for each region from the following nominees for 1948:


In addition, one regional director will be elected for each region from the following nominees for 1948 and 1949:


Southern region—Ben Akerman, chief engineer, WGST Atlanta; A. E. Cullum Jr., consulting radio engineer, Dallas; and Canadian region—F. S. Howes, associate professor of electrical engineering, McGill U., Montreal;

IRE Officers and Directors for 1948


IRE Officers and Directors for 1949


IRE Officers and Directors for 1950

NOW!

50,000 WATTS

THE NEW WJJD

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL

CHICAGO'S MOST POWERFUL INDEPENDENT STATION
WBRC was the first radio station established in Birmingham, and during those 22 years the habitual audience has steadily grown.

WBRC covers Alabama where shipbuilding, lumber, cotton textiles, cast iron pipe, coal, steel, iron and farming contribute to ever-growing market. Southern farm income last year $6,490,634,000.

In a recent national survey WBRC was found to deliver the second highest audience in the country for an NBC evening show. WBRC's audience was 33.1, and the national average was 22.4.

☆ WBRC was first radio station in the Deep South to subscribe to full day and night news wire service--INS.

☆ Birmingham, the home of WBRC, had a record business year in 1946. Business generated locally during the 12 months reached an all-time high of $2,960,000,000. This was increase of 179% over 1939.
Ten years ago, today—on August 25, 1937—WBRC of Birmingham, Ala., contracted with International News Service for its round-the-clock news coverage on a 24-hour basis. Thus, WBRC became the first radio station in the deep South to give its listeners the benefit of full day and night news coverage over the regular leased wire circuits of one of America’s major news services.

Such enterprise has marked the history of WBRC ever since it was organized in the 1920’s as Birmingham’s first radio station.

INS is proud of this ten-year anniversary of service to WBRC. It gives us great pleasure to pay tribute to the foresight and courage with which this great radio station has pioneered in news broadcasting and has consistently maintained its position of leadership through the years.

We salute WBRC’s enterprise and progress and look forward to many more decades of pleasant association with this veteran member of the INS family of satisfied radio clients.
EVENTS

So, we have an entire country listening to "CEILING UNLIMITED" for MUSIC, for ENTERTAINMENT, for SPORTS, and for the瓦房 on KFWB.

And our new Assistant Manager BILL RAY. The name of Bill Ray and radio itself is almost synonymous in Hollywood. Few in radio have more ideas and are more capable of promotional radio than our own BILL RAY.

Special Features... too many to mention... but, the talk of the town is our "PREVIEW THEATRE OF THE AIR." No ideas have caught on as has this feature. Ideas... Talent... Novelties... are now available to you, the listener and to you the prospective sponsor! Tune in every Friday at 9 P.M. It's always new!

Radio's Day

RADIO had its day at Sportsman's Park, St. Louis on Aug. 12 as WTMV East St. Louis, I.L., WEW St. Louis and Griesedieck Bros., sponsors of the baseball broadcasts, staged a "Radio Appreciation Day" ceremony. Before the game, girls paraded on the field with placards representing the 23 AM and 4 FM stations which broadcast the St. Louis games as a network under Griesedieck Bros. sponsorship. Cardinal President Sam Breadon and commentator Gabby Street also spoke as part of the ceremony.

American Shows Continue To Top Canadian Survey

AMERICAN NETWORK shows continue to take top place in Canadian listener preference, according to July national program ratings of Elliott-Haynes Ltd., Toronto. First 10 evening shows were Fred Waring 21.7 rating, Alec Templeton 21.0, Meet Corliss Archer 15.3, Album of Familiar Music 13.5, Tony Martin Show 12.6, Waltz Time 12.1, Music Hall 11.8, Treasure Trail 11.7 (Canadian origination), Silver Theatre 11.6, and Take It Or Leave It 11.4.

The "chicken brooder"... WMAL Washington has a huge new "chicken brooder," but it isn't even remotely concerned with chickens or brooding. Actually, the aluminum monstrosity is one of the world's largest television antennas, designed to increase local television program coverage.

The antenna, which will be employed to receive television signals from mobile or remote pickup equipment on the spot, was designed by General Electric and WMAL engineers and then built by GE at the request of the station. It reportedly picks up signals equally well from all directions without being "aimed" at the mobile unit and is said to be 16 times as sensitive as a simple vertical antenna.

The "chicken brooder" will be housed 220 feet above the ground in a new 320-foot-high tower to be erected on the campus of American U. in Washington. Atop the new tower will be WMAL's television and FM transmitting antennas.

The new antenna, resembling a chick-hatching device when fully assembled, is constructed with three aluminum sections. Each section is conical in shape, 10 feet in diameter and weighs about 100 pounds. The fact that it has no sides enables it to receive signals from any direction.

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TOPS IN NOON DAY STOPS FOR 15 YEARS

"Bewley's Chuck Wagon Gang",* a program three-fifths as old as the radio industry, has been a favorite with Texans since 1932.

The last nine years of this time has been spent on WBAP—570 (formerly KGKO) and the Lone Star Chain six days a week.

We'll let Mr. W. P. Bomar, President of the Great Bewley Mills, Fort Worth, tell you why:

"Bewley Mills has been a consistent user of WBAP—570 and the Lone Star Chain because its coverage and its audience are ideal for the sales objectives of our organization."

Perhaps your product isn't flour. But, just as Mr. Bomar, if it's (1) coverage (2) audience and (3) lasting production you want, you'll certainly want WBAP—570.

*Placed with WBAP—570 by Glenn Advertising Inc., Fort Worth-Dallas
GOT ANY MARKET DATA ON BEEFHIDE (Ky.)?

We don't want to get under anybody's skin, but what sort of a market do you guess Beefhide (Ky.) really is? Or even the equivalent of a hundred Beefhides, with a lot of others like Grab, Stump and Bromo all thrown in?

When you buy WAVY, you pay a relatively low rate and you get the NBC audience in the Louisville Trading Area—an area which buys more goods and sells more goods than all the rest of Kentucky combined—an area in which is concentrated most of your entire State business (unless you happen to sell a straight farm product).

Sure enough, Pal—if you can earn any baby-shoes in Beefhide, we'll eat 'em for you!

LOUISVILLE'S WAVE

NBC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

Revoctions of FCC Mayflower Ruling Urged by Rex Howell at Denver Clinic

RENEWED plea for revision of the FCC's Mayflower Decision prohibiting radio editorializing was voiced at the U. of Denver Small Market Radio Clinic by Rex Howell, owner-manager of KFXJ Grand Junction, Colo.

Mr. Howell told broadcasters and radio students at the clinic that the small market station cannot assume a position of leadership in community affairs if its management is denied the right of free speech guaranteed by the Constitution.

"The Mayflower Decision as it stands," he declared, "tends to place the Commission in the position of prohibiting the broadcaster from operating in the public interest at the same time it demands that he do so. The broadcaster must be able to take the initiative in supporting civic activities and projects for community betterment. The Mayflower Decision denies that right, however, for in unmistakable language it says, 'the broadcaster cannot be an advocate.'"

Mr. Howell spoke at the Denver U. clinic as director of a five-day session on "Use of Community Resources by Radio." He has campaigned actively for revision of the Mayflower Decision since it was handed down in 1941. In January of this year he drafted and introduced a resolution at the 14th District NAB meeting in Salt Lake City calling for revision of the Mayflower dictum. The resolution was adopted unanimously.

Lee Hart, NAB Assistant Director of Broadcast Advertising; Herb Hollister, owner of KBOI, Boulder, Colo.; and Judith C. Waller, public service director, NBC Central Division, addressed the clinic.

Final weeks (Aug. 22) was centered around the topic, "Radio Programming Problems," under direction of Allen Miller, director, Rocky Mountain Radio Council.

NARBA Signatories Told Of Mexico Radio Changes

SEVERAL CHANGES and proposed changes in Mexican radio assignments have been reported to signatories of the North American Regional Broadcasting Agreement (NARBA). They include:

- 1290 kc—New station assigned at Oaxaca, Oax., for 250-w fulltime operation. To start about Dec. 1.
- 1270 kc—XZAR, Risaseda, B. C. (change in location from Tijuana, B. C.)
- 1240 kc—XEROX, Ciudad Oregones, Sonora, assigned 1 kw day and 250 w night (modification of earlier report).
- 1350 kc—XAB, Aguaclastentes, Ags., assigned 1 kw day and 250 w night.
- 1690 kc—New station assigned at San Luis Potosi, S.L.P., for 250-w fulltime operation. To start about Dec. 15.
- 1260 kc—XERS, Nogales, Sonora (assignment of call letters).

New BMB Subscribers

BMB last week announced that 54 more stations had subscribed under the new 18-point program, bringing the total of new subscriptions to 88. Subscribers not previously announced include KUOH, KWSQ, KFXJ, KGHP, WIOD, WDAK, WMLT, WMAZ, WRGA, WTOC, WCNT, WGN, WMBD, WCVS, WDJZ, WIBC, WOC, WWHO, WCM1, KFHD, WLA, WPTA, WQRF, WKB, WJK, KDAL, KFPR, KCMT, KXOK, KRF, WJAG, WO, Wrieb, WGBA, WWNC, WCKB, WILX, WAIR, KSJB, KGCU, WIMO, WFMJ, WIP, WSCS, WGCW, WJZM, WKPT, WBR, KRF, KDDM, KXYZ, KONO, KXO, KQH, KUJ.

Move Contest Deadline

OCT. 15, 1947 is the new deadline for submitting entries to the All-American Scripts Contest sponsored by Radio Writers Laboratory of Lancaster, Pa. [BROADCASTING, July 21], it was announced last week by Richard B. Gehman, contest director. Deadline was extended from Aug. 15, said Mr. Gehman, because of numerous requests from college instructors who wish their students to enter. Contest is open to college students in radio and employees of radio stations.

Train Telephones

FIRST radiotelephone service from moving trains has been started on the Pennsylvania's Congressional Limited and the Baltimore & Ohio's Royal Blue, between Washington, Baltimore, Philadelphia and New York, Calls are carried to and from the train by FM on the 162-162 mc band, which requires only about a 14-inch antenna. The new service makes it possible to call any of the 25,000,000 telephones in the world.
If you're a buyer of spot radio, you're probably an inveterate reader of program schedules. At a glance, you can check a schedule for availabilities... and for the carry-over value of neighboring shows.

BUT there's one important factor that can't be gauged from a program-schedule: the station's program-ability, its capacity to build live shows for local listeners, and to stimulate local purchasing.

Program-production is a specialty with each Westinghouse station. On the staffs of these six influential stations you'll find two hundred program specialists at your service. Writers, announcers, technicians, directors... all with an intimate knowledge of local audiences and local preferences.

Whether you're planning a station-break series or a half-hour musical, these program-builders are ready to go to bat for you in six great market areas, centering in Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland (Oregon). For availabilities, consult our national representatives.

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - WOWO - KEX - KYW - KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

August 25, 1947 • Page 29
WCCP SAVANNAH, Ga., celebrates the second anniversary of V-J Day and the first anniversary of its own existence with the awarding of World War II Victory Medals to nine of its 20 staff members. Originally organized on all-GI basis, the station took the air Aug. 14, exactly one year after the Pacific War came to an end.Shown to r.: Chief H. N. Vickers, USN; Carter C. Peterson, USNR, station president; Robert Mann, USNR, program director; Bill Rudrud, USNR, music director; John Sharpe, AAF, staff engineer; Betty Brown, WAC, accountant; Marvin Tarpley, AAF, staff engineer; William Moats, AAF, chief engineer; H. L. Kramer, USNR; Carson Demond, AAF, copy writer, and Announcer Bill Hurley, USNR, receiving his medal from Capt. A. G. Lindsay, PRO of the Savannah Military sub-district.

ABC REALIGNS TUESDAY FOR SERIOUS PROGRAMS

ABC has announced that beginning Sept. 2 it will present a series of Tuesday evening programs of a serious nature in contrast with its Wednesday night line-up of comedy and variety programs (Abbott & Costello, Jack Paar, Henry Morgan, Bing Crosby). On Sept. 2 America's Town Meeting will move from its former Thursday 8:30 p.m. period to Tuesdays, 8:30-9:30 p.m., and the Boston Symphony Orchestra, previously heard on ABC on Thursdays, 9:30-10:30 p.m., will be heard instead on Tuesdays, 9:30-10:30 p.m.

In addition, ABC is scheduling a series of daily news and discussion shows, beginning at 6 p.m. with the Esso Reporter. News commentary by Walter Kiernan will follow at 6:05 p.m.; Joe Halse and his special summary at 6:30 p.m.; Headline Edition at 7:05 p.m.; Elmer Davis at 7:15 p.m.; the Christian Science Monitor View the News at 8:15 p.m.; another Esso news report at 8 of Tomorrow at 11:05 p.m.; and a midnight round-up of last-minute news developments.

AFRA Conclave Decides on '47-'48 Goals

UNUSUALLY LARGE amount of business was transacted at this year's AFRA convention in New York, Aug. 14-17. Conclave was characterized by an official of the union as the most successful yet held. Among more than 40 resolutions approved by the delegates were these:

(1) Radio commentators shall be permitted to voice their opinions on the air freely; a commentator shall not be fired by a station owner for pro-labor activity.

(2) AFRA will join forces with the AFL in striving for repeal of the Taft-Hartley Law and the Lea Act. To implement this it is suggested that the AFL buy time on local stations and networks for pro-labor programs.

(3) Minimum scale shall be paid hereafter to AFRA members appearing on network interview programs. In the case of local shows, policy will be set by local AFRA boards.

(4) AFRA's national board was authorized to coordinate reports on video talent fees to be submitted by the television subcommittees of the AAA.

(5) Contract negotiations between AFRA and the phonograph record manufacturers are to begin in New York in about a month.

(6) An AFRA expansion program is to be launched on the basis of a study by Frank Reel, assistant executive secretary. A concerted effort will be made to organize stations with no AFRA representation.

(7) The 1948 AFRA convention is to be held in Boston.

Ken Carpenter was re-elected president of AFRA and Clayton Collyer retained his vice presidency for the coming year. New vice presidents include William Gavin, Knox Manning, Margaret Speaks and Ned Weaver. Al Bunce was elected treasurer and Norman Field recording secretary.

WEATHER STIRS STORM

KFEL Answers Charges That It

—Discouraged Tourists

WHEN KFEL Denver was recently criticized, along with other stations in the city, by the Denver Convention and Visitors Bureau for broadcasting too much weather information (which, the Bureau claimed, tended to discourage tourists), Gene O'Fallon, station manager, set about to right a few wrong impressions.

He sent recordings to Gov. Knous, Mayor Newton and the Bureau outlining the numerous activities and programs which have given the city and state nation-wide publicity. Included in the transcription were enthusiastic remarks by Cedric Foster, MBS commentator, regarding the Red Rocks outdoor theatre, one of Denver's biggest attractions, which greatly impressed Mr. Foster on his visit there in July.

In the end, Mr. O'Fallon convinced the Bureau that (1) reporting weather data is a distinct fulfillment of an obligation to listeners (especially ranchers and farmers), and (2) the station has really done much to encourage tourist business.

RFM to Change Format

Of 'News of the World'

NBC's News of the World program, sponsored by Miles Laboratories, will undergo a change in format beginning Sept. 29, it was announced last week by William F. Brooks, the network's vice president in charge of news and international relations.

On and after that date the show will be aired in two separate "editions," the first on all available NBC stations in the Eastern, Central and Mountain time zones Mon.-Fri., and the second on the West Coast network. The West Coast edition will be available for cooperative sponsorship on all stations not included in the Miles contract, Mr. Brooks said. Agency for Miles Laboratories is Wade Adv., Chicago.

WFEA Manchester Sold to Merchants

Bitner Disposes of N. H. Outlet

FOR $170,000

SALE of WFEA Manchester, N. H., to three local merchants by Harry M. Bitner, president and sole stockholder of WFEA, Inc., was negotiated last week. Mr. Bitner said the purchase price was $170,000 plus assets of "between $15,000 and $20,000."

Application seeking FCC approval of the transaction will be filed within 10 days.

The station was purchased by Solutions Mercantile Inc., Manchester specialty shop, and Morris and Henry R. Silvers, president and treasurer, respectively, of Silver Bros. Inc., wholesale grocers of meat and beverage. The three are forming a corporation, of which they will be principal stockholders.

The three purchasers announced that the present WFEA staff, except for Melvin C. Green, general manager, would be retained. Mr. Green will be transferred to one of Mr. Bitner's other stations, Mr. Bitner said.

Mr. Bitner now is a principal owner of WEOA Evansville, Ind., and WFBM Indianapolis, and has announced acquisition pending FCC approval, of WOOD Grand Rapids, Mich., for $850,000, and WFPD Flint, Mich., for $850,000 [BROADCASTING, Aug. 11].

WLOS GETS UNDERWAY AS FULLTIME OUTLET

WLOS became Asheville, N. C.'s, first station of its kind a fortnight ago on 1380 kc with 5 kw daytime and 1 kw nighttime. It is an MBS affiliate.

WLOS-FM, offering programs from 5 to midnight, will operate in conjunction with WLOS but will have a completely different schedule. The FM outlet will broadcast on 107.3 (or channel 228) with a power of 8.5 kw.

Charles M. Britt is president of the Skyway Broadcasting Corp., licensee of WLOS. Other executives include Charles B. Britt, vice president and general manager; Palmer Greer, director of engineering, and Bernie Barth, program director.

RMA GROUP DISCUSS WAYS TO BOOST EXPORTS

RMA export committee met in Chicago Aug. 19 to discuss suggestions for spurring the export of American radio receivers and components to foreign countries in the face of increasing restrictions. James H. Costigan, new committee chairman, said the purpose of the meeting was to discuss means to foster export of American radio receivers and components during this period when controls are being increasingly imposed by foreign governments, such as those of India and China. [BROADCASTING, Aug. 19]
This is the story of a radio station and a man — the story of WSM and John H. DeWitt. In the fledgling days of radio, young "Jack" DeWitt was the man who helped construct WSM’s first 1,000 watt transmitter. Since that time, the station has grown — so has the man.

In the course of his career, Mr. DeWitt became chief engineer of WSM, a post he held until 1942 when he resigned to enter research work for the government. When America entered the war he, with the rank of Lt. Col., continued research which ultimately resulted in his internationally famous feat of contacting the moon via radar.

Today the radio station and the man are reunited.

It is with pride that we announce the appointment of John H. DeWitt as president of WSM, Inc.

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

WSM
NASHVILLE
Cincinnati housewives prefer WSAI for the greater part of the daytime hours, as revealed by a diary study recently completed by Oxford Research Associates of Miami University.

Relating this to ABC affiliation is logical. However, station influence in Cincinnati has a special importance. The hours referred to are from 8:30 AM to 3:30 PM. We stopped at 3:30 because this part of the survey was obsolete, due to the reprogramming of late afternoon with the Paul Whiteman Show. In the twenty-eight quarter hours, ten were locally produced and eighteen were network.

The controlled characteristics of a diary sample can easily cause variations from a random telephone study. In addition, money give-aways on other stations are known to distort telephone findings. A geographical distribution of the diary sample was made which penetrated into all neighborhoods and districts with the exception of the very poorest, where difficulties in keeping a diary form prevented.
dominance documented

Out of twenty-eight quarter hours between 8:30 AM and 3:30 PM the comparative standing of Cincinnati stations is:

<table>
<thead>
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<th>Station</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>% Total</th>
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<td>6</td>
<td>6</td>
<td>92</td>
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<tr>
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<td>12</td>
<td>7</td>
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<td>72</td>
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<tr>
<td>3rd Station</td>
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<td>9</td>
<td>9</td>
<td>64</td>
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<td>5th Station</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>18</td>
</tr>
</tbody>
</table>

Study made during week of May 11-17

Oxford Research Associates is a project of Miami University in Oxford, Ohio. The activity is headed by Professor Joseph C. Seibert who solicited WSAI for partial backing after having been retained by a large national advertiser and another Cincinnati radio station. Copies of the study are available for examination at your nearest Avery-Knode office.

PERSONALITIES THAT SELL IN CINCINNATI

Represented by AVERY-KNODEL, Inc., American Broadcasting Company
WORLD FAMOUS STRAWBERRY LAND

In WJBO’s “back-yard” is the colorful, thriving section where this country’s most luscious strawberries are grown.

FAST GROWING CATTLE RAISING AND DAIRYING SECTION

Bringing new wealth to Louisiana is a compact, modern dairying and cattle-raising area—always tuned to WJBO.

THE LOUISIANA SUGAR BOWL

The sweet business of the Sugar Bowl area is covered day and night by WJBO’s 5000 watts.

HEART OF LOUISIANA’S SWEET POTATO AREA

Louisiana’s new golden crop—a crop of golden sweet potatoes—is enriching a large area adjacent to Baton Rouge and WJBO.

OTHER VITAL FACTORS IN THE G-R-E-A-T BATON ROUGE MARKET

(1) Only WJBO brings NBC programs into this section!

(3) More than 250,000 people live within the area of primary coverage of WJBO.

(2) PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!

(4) BATON ROUGE, with 130,000 population, is the heart of Louisiana’s most intensive concentration of great industries.

NOT A BANANA JUNGLE—just the site of WSAV Savannah’s future transmitting plant on Cat Island between Savannah and the Atlantic Ocean. Chief Engineer Meredith E. Thompson is at helm of the marsh buggy, which is being used to plough 35 miles of bare copper wire into the marsh surrounding the station’s three 400-ft. Truscon steel towers. Assisting Mr. Thompson are Byron Strong, Bill Reid and Ed Quarterman. When the new plant is completed in early fall, WSAV will operate with 5 kw on 630 kc.

Top Radio Leaders Get Posts In Heritage Foundation Group

JUSTIN MILLER, president of the NAB, and Presidents Frank Stanton of CBS, Niles Trammell of NBC, Mark Woods of ABC, and Edgar Kobak of MBS have been named to the Communications Committee of the American Heritage Foundation formed under the aegis of the Advertising Council “to raise the active level of citizenship in the United States.”

Radio will have a vital role in helping to achieve the goals of the Foundation during the coming year, according to Thomas D’Arcy Brophy, president of the Foundation and head of Kenyon & Eckhardt, New York, who outlined the American Heritage program in New York last week. Mr. Brophy declared that the program will be “the largest mobilization of mass communication in America’s peacetime history” and measured by the wartime yardstick, second in scope only to the bond selling campaigns.

The primary purpose of the program, bringing to the average U. S. citizen a greater awareness of his rights and duties as a citizen—will be achieved through the use of radio, newspapers, magazines, films, outdoor advertising, car cards and posters, coupled with the “Freedom Train,” Mr. Brophy said. The train will carry a priceless collection of the nation’s most treasured documents—the original Declaration of Independence, Constitution and many others—on a year-long tour of the country. Starting from Philadelphia in September, the “Freedom Train” will visit 306 cities. In each city its arrival will be climax of a co-ordinated campaign by radio stations, newspapers and civic organizations “selling” the American Heritage idea. All radio time, newspaper space and materials will be donated, Mr. Brophy said.


RCA Awards Fellowship To Woll Under New Plan

HARRY J. WOLL, advanced development engineer at RCA’s Victor Division, Camden, N. J., is the first employee in his division to be awarded an RCA fellowship under a new graduate plan established by the RCA Board of Directors in January 1947. Purpose is to encourage RCA engineers to obtain advanced degrees and to help in the recruiting of young engineers for research and development.

Under the plan, Mr. Woll will devote the 1947-48 academic year to graduate studies at the U. of Pennsylvania, working toward the Ph.D. degree. During this period he will be away from RCA, but will serve as an RCA fellow and the fellowship will provide a contribution by RCA of $1500 in addition to approximately $500 for tuition, fees, and other expenses.
When asked about radio coverage for their Intermountain Market

"I recommend KSL for the job!"

said 4 out of 5 Salt Lake wholesalers and jobbers*

Because KSL coverage FITS the Salt Lake - Intermountain Market

*Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Petry representative for KSL figures and availabilities.
New York Business
(Continued from page 15)

Managers faced with a return of the dollar spent are suddenly occupying a healthy place in the sponsor's sun. The natural result of this kind of advertising thinking, of course, is that talent costs will have to come down.

Asserting that already there were indications of this trend, Mr. Ackerman said that "by and large even the big names show signs of being willing to discuss radio employment at realistic figures."

As to general business prospects, agency predictions ranged from the rosy ("This year will be the greatest radio has ever had," said John Bates, director of radio for J. M. Mathes Inc.) to the doubtful ("The prophet of business conditions should walk warily and carry a cushion to soften pratt falls," said James E. Hanna, manager of the radio department of N. W. Ayer & Son).

But all were qualified. Mr. Bates spoke of increased competition and said: "I think that all the talk about radio's developing new and good stuff should stop and instead this is the time to do it—especially in a competitive market." Mr. Hanna, despite his cautious initial observation, remarked that N. W. Ayer was "trimming no sails" and was "heading into fall with decent optimism."

N. W. Ayer, he pointed out, had nine network shows and a considerable amount of spots, including baseball on some 50 stations, and was "expecting our radio billing to stay up and go higher before year's end." That is, he hedged, "if price resistance doesn't throw up too high a road block ..."

Douglas Coulter, New York radio director of Poole, Cone & Belding, remembered that 1948 was an election year, and "that's never been known to drive anyone away from radio."

Ray Vir Den, president of Lennen & Mitchell, thought the "fall picture looks fine."

"The danger of depression," said Mr. Vir Den, "seems to be temporarily postponed. Advertising business is apt to be better. People have the goods to sell and must use the advertising dollar to sell them. Therefore the fall picture looks fine."

William B. Lewis, vice president and radio director of Kenyon & Eckhardt, characterized speculation on radio's future as "a risky affair." But, he said, Kenyon & Eckhardt expected radio advertising to continue to increase. "The biggest opportunity right now," he said, "is to find ways of improving its selling power and effectiveness in moving goods."

C. H. Cottington, vice president in charge of radio for Erwin, Wasey & Co., New York, predicted that "the use of radio as a medium by national advertisers will not diminish at all during the fall and winter months."

Sees Lower Talent Costs

Like Mr. Ackerman, however, Mr. Cottington freely guessed that "the amounts of money to be spent on talent ... will be reduced considerably."

Despite a "natural" uncertainty as to the future, Mr. Cottington thought "there are enough advertisers whose use is radio is particularly appropriate to hold radio expenditures even with a year ago or increase them slightly."

Ben C. Duffy, president of BBDO, New York, said that in 1947-48 a higher percentage of his agency's clients would use network radio than ever before. And national spot activity, he said, "also continues to be a major factor in BBDO clients' plans."

"With postwar conditions assump-

(Continued on page 38)
Here's how Capitol Transcriptions' SELLING POWER worked for WBTA after only five weeks of use . . .

Sale #1 — "Sunday Serenade," a half hour of music by the Hollywood Serenaders. SOLD to a local shoe store after the second airing.

Sale #2 — A 15-minute show featuring Skitch Henderson, Jan Garber, Eddie LeMar, Hal Derwin, Peggy Lee. SOLD to a local brewery five nights weekly for 52 weeks!

More Sales To Come — Ten (yes, ten!) other sponsors have asked for Capitol Transcriptions on their programs.

With Capitol's Transcription Service, you can build shows that SELL. That's a fact. Just ask WBTA (and scores of other stations — big and small). Capitol gives you all you need. A full basic library — every category of music and big-name talent for commercial and sustaining programs. AND . . . every programming aid you'd want: themes and dated formats each month for 400 complete shows, musical opening and closing themes, chatter by the artists, musical interludes. You'll build shows . . . and build SALES, with Capitol!

The coupon below brings you the complete story—at no expense, of course.

free demonstration transcription

Sunset Transcriptions
Sunset & Vine
Hollywood 28, California
Please send me without cost . . .

1. Demonstration Transcription—to show me what makes Capitol's Service different.

2. Complete details about the Library Service and its costs.

Name
Position
Station
Street and No.
City and State
New York Business
(Continued from page 38)

Count on Air Express for the speed of delivery that’s so essential to your business. Air Express puts any U.S. point a few short hours away. And faster planes, on more frequent schedules, make Air Express a better value than ever. Shipments of most any size and weight are inexpensive. For example—17 lbs. goes 1,300 miles for only $6.78! Use Air Express regularly.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 32,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

Speed pays in your business, too!

To ship equipment and films the fastest way, the motion picture industry relies on Air Express. In this business, speed pays.

With demand for all kinds of food products high, producers get equipment items and supplies the fastest way—use Air Express to keep production rolling. Speed pays.

Diss, machine tools and industrial equipment are vitally needed abroad. Exporters ship by International Air Express regularly—actually save weeks in delivery. Speed pays.

POPPELE SEES BRIGHT TV FUTURE

Television WILL Be Billion-Dollar Industry

Within Five Years, TBA President Says

"TELEVISION is fast moving into the million-dollar class. Predictions that it will be a billion-dollar industry within a five-year span are certainly warranted," J. R. Poppele, president of Television Broadcasters Assn. and vice president in charge of engineering of WOR New York, stated in an address at a meeting and dinner of the Television Assn. of Philadelphia last Wednesday.

Assuming that a half-million figure in production of television receivers will be reached and exceeded by June 1948, Mr. Poppele pointed out that the industry will have a 250-million-dollar income that early.

The primary need for television right now is good programming, Mr. Poppele said. "Technically, television has been on the way for nearly a half-century—in one form or another. Program-wise, it has been here for less than a decade. Television stations are on the increase, too, Mr. Poppele stated.

"The FCC has granted an additional 54 construction permits for as many new stations in 24 states," he said. "Some of these stations will serve the same areas where stations are currently operating, but a great many others will 'break the ice' in unserved metropolitan districts.

"Radio broadcasting never attained sound commercial stature until network operations were instituted," he continued. "There is no reason to believe that television will be an exception to this rule."

Predicting that microwave relay systems will be put into use soon between New York City and Boston, and that by January, the East Coast stations will be tied in a network from Richmond, Va., to Boston, Mr. Poppele said, "Thus we have an overall picture—an exceedingly bright one—of what may be expected in the way of television receiver production and distribution, television station operations today and tomorrow, and network facilities."
One of the terrific Anniversary promotions we’ve been putting on recently was a listener’s contest to “Name Mrs. WDAY.”

Space prevents telling the whole story—but the pay-off is that, during the 2-week contest, WDAY received over 42,000 entries!

On its 25th Anniversary WDAY is far more than the oldest station in the Northwest. It's also the most popular station (by six to one) in the fabulous Red River Valley. Let us prove it to you—or just ask Free & Peters!

FARGO, N.D.  NBC .. 970 KILOCYCLES .. 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
Chicago Business  
(Continued from page 15)

readjustment period over, I think we can expect for a healthy upturn in both spot and network, as well as in local programming. There was a slight retrenchment on the part of clients earlier this year, during which period we had a slight dip in billings as compared to a similar period of last year. That was due to the general confusion on tax laws, certain re- stricted conditions in advertising, and the labor picture. We plan to be extra active this fall in local and spot campaign fields, in which we have shown definite results for clients. Not only that, some of the accounts have already changed from spot to actual program sponsorship. We have also noted a definite trend by advertisers to an interest in cooperative shows and transcribed productions for regional sponsorship."

William Weddell, radio director, Leo Burnett Co.: "Our radio business is higher than ever, and we look for higher earnings from the radio business for radio this fall. It is not our policy to publicize business, but I can say that, as it looks now, our billings will be about 20% over last year's. There may have been a retrenchment on the part of advertisers in general in the past year, but I think it has been less in radio than in any other media, at least as far as we're concerned. The outlook seems to be for increased spots and local program billings (both live and recorded).

Ahead of Last Year

Hal Rorke, radio director, J. Walter Thompson: "We expect to do almost the same amount of radio business this fall. For the first six months of this year, we were about a shade ahead of a comparable period last year, with some advertisers expanding in radio, others decreasing. The outlook is generally optimistic, I would say. Spot business has been normal. Our principal accounts are chiefly interested in radio nationally. Frankly, they don't really depend on business conditions in general. If business is spotty, clients might switch to other media.

Mr. Rorke added that there were indications that Swift & Co. was a little more radio-minded for the fall, citing its contract for the Archie Andrews show. Swift is a sustaining, beginning this month (August) and "Meet the Meeks," family comedy-drama, set for November.

C. Grant, president, Grant Advertising: "Fall prospects for radio are favorable. The first six months this year we showed approximately a 15% increase in radio business over that period in '46, and we expect to show a 40% increase for the second period, as it appears now. Many of our programs have increased the number of outlets over which they are carried. I see no reason why the trend will not continue.

Mr. Grant cited the following programs which have expanded airings: Dr. I. Q., to full NBC net coverage and Curtain Time, from 80 stations to full net (both sponsored by Mars Inc.); Nick Carter, from 279 to more than 400 MBS stations (Dutch Cleanser). Mr. Grant also cited the use of radio by J. S. Beck & Co., Kansas City (coffee), as an example of an advertiser who had become radio-minded and increased his sales appreciation.

Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, cited, as evidence of the belief that fall radio conditions would be good, the disclosure that PCG is currently testing five programs while it has 11 or more already lined up for network presentation this fall.

Richard Davis, acting radio director (pending assumption of duties by James Fonda of agency's Hollywood office), Foote, Cone & Belding: "For one thing, audience ratings will probably go down this fall because of conditions in broadcasting of shows which will be offered, though this doesn't mean less of a radio audience. There may be a possible expansion. Our own billings in the Chicago office for the first six months of 1947 are up appreciably over a like period last year, though I can't say just how much."

Upward Trend

Mr. Davis cited the increased radio billing undertaken by the agency for The Toni Co. home permanent, which has four different programs either lined up or on the air at present, as evidence of that client's growing interest in radio and use of radio. (Report is that company has already spent about seven times as much on radio this year thus far as it allocated for all of '46.)

Chicago agencies also reveal a growing interest in accounts interested in television spots or programming. At least seven of them now handle video contracts for clients: Critchfield & Co., Jones Frankel Co., Malcolm Howard Ad., McCann-Erickson, J. R. Pershall Co., Ruthrauff & Ryan Inc., J. Walter Thompson Co., and Young & Rubicam. There are reported about 20 other agencies throughout the country who handle such contracts.

While network heads and their sales department spokesmen were reluctant to give any figures for the first half; of '47, a survey revealed a general upsurge in ratings over the period of '46. Tenor of comments and reactions suggested a concurrence in belief that prospects for the fall were very good or excellent, on the basis of business already concluded.

At CBS Western Division, it was stated that "according to present figures, the business already sold for this fall overshadow the business that's been offered since last fall. Substantiating this claim, he pointed out that, of the Chicago agencies, only two major ones—Parker Pen Co.'s Ned Cal- nier & The News and Information, please had been dropped, while there had been a number of additions. New Chicago agencies include: Give and Take (Toni Co.), Adventurers Club (W. A. Sheaffer Pen Co.), First Nighter (Campana Sales Co.). In addition, two other agencies have lengthened, in point of air-time, their programs—Armour & Co., (Renfro Valley—this adds two weekday quarter-hours and one Saturday half-hour in September).

MBS Summation

Ade Hult, general manager of MBS Central Division, summed up Mutual's fall business outlook as "very good." While DeWitt Mower, division's sales department chief, asserted, that the figures were available in the Chicago office, he confirmed the addition of new accounts stemming from Chicago. They include: Hop Harrison (Taylor-Reed Corp.), Jan August Show (Revere Camera Co.), and Bulldog Drummond (American Transit Assn.). Alka-Seltzer's portion of Queen for a Day was one of the renewals on the MBS fall schedule.

NBC Central Division doesn't release separate figures, either, for its Chicago office. Its sales department indicated, however, that new business gains for the fall more than offset the loss of a few accounts, one of them being Grand Marquees (Raymond Labs.), retained by the network on a sustaining basis. Some additions: Archie Andrews (Swift), Mel Torne (Toni), Take It or Leave It (Everett), and Friday segment of the Fred Waring show (Minnesota Valley Co.).

ABC Central Division's sales department reported it had contributed much the first six months of (Continued on page 19)
"MUTUAL STATION PROMOTION MANAGERS!
TOM MIX WILL AWARD
A Brand New 1948
FORD CONVERTIBLE
TO ONE OF YOU!"

FOR THE
MOST OUTSTANDING
TOM MIX
AUDIENCE-BUILDING
PROMOTION

READ THESE EASY RULES RIGHT NOW

1. A grand prize of a 1948 FORD CONVERTIBLE, or its cash equivalent, will be given to the Mutual station promotion manager who, in the opinion of the judges, does the most outstanding, effective and consistent audience-building promotion of the TOM MIX program on his or her station during the time period from September 1, 1947, through January 31, 1948.

2. Special prizes of R. C. A. Radio-Phonograph Combinations or their cash equivalents will be awarded to station promotion managers for the most outstanding job in the following special categories:
   a. Most original or unusual single promotion of the TOM MIX program.
   b. Most consistent publicity (newspaper, car card, outdoor, spot announcement) promoting the TOM MIX program.
   c. Proof of the greatest increase (in percentage) in audience over the same time period for 1946-1947. Any industry-accepted survey method, such as Hooper, Conlon, or diary studies may be used in presenting these figures.

3. Additional prizes consisting of nine Sentinel portable, battery-plug-in radios will be presented to runners-up, either in the general overall promotion contest, or in the individual categories.

4. Entries are to be made in the form of presentations or reports, to be judged on quality of the contents alone, NOT the form of the presentations. All entries are to be sent to the Gardner Advertising Company, St. Louis, Missouri, postmarked not later than midnight, March 1, 1948.

5. In case of ties, duplicate prizes will be awarded. The decision of the judges shall be final.

JUDGES: BROADCASTING

Maury H. Long  S. J. Paul  Win R. Levi

* TWELVE OTHER BIG PRIZES . . .
OR CASH EQUIVALENT OF ANY PRIZE, IF YOU PREFER

* SEPARATE PRIZES AWARDED FOR

- SINGLE PROMOTIONS
- PUBLICITY
- EVIDENCES OF AUDIENCE INCREASE

To Tom Mix, Gardner Advertising Company,
915 Olive Street, St. Louis, Mo.

Sure, I want to try for that Convertible! My boss says I'm responsible for TOM MIX promotion around our station. So if our station wins . . . I'm the person to get the prize.

Name: .................................................................
Call Letters: ......................................................
City & State: .......................................................

August 25, 1947 • Page 41
Chicago Business  
(Continued from page 40)
this year toward the reported 12% increase, over the first half of 1946, enjoyed by the network as a whole. (While the division's share of the overall gain for last year was 1.8%, it actually services and originates about 33.6% of the network billing.)

Accounting for the increase were many renewals and a host of new accounts. New business includes: Famous Jury Trials and The Green Hornet (General Mills), Lassie show (John H. Morrell Co.), Dorothy Kilgallen's Hollywood news program (Drackett Co.), and the last quarter-hour segment of the Paul White Man Club (Wesson Oil). In addition, Toni Co. increased its sponsorship of the final quarter-hour of Ladies Be Seated from three to five times weekly, a development which, it-...
When a family man in New England has to leave New England for a while (a horrible thought!), his parting advice to the little woman can be summed up in one word: NERN. She is in the good hands of her NERN station and will abide by its advice on all matters of homemaking.

**NERN STATIONS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
</tr>
<tr>
<td>WCNH</td>
<td>970</td>
<td>5,000</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>20,000</td>
</tr>
</tbody>
</table>

These stations are NBC affiliates and carry the nation's popular top-ranking shows. These stations represent over twice the power of any other combination in the area.

**NERN COVERAGE**

New England—where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U. S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.
Nationally represented by WEED & COMPANY

New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

*when you buy NERN you buy a network*
WBAL's "New World of Tomorrow" Studios
OPEN MONDAY, SEPTEMBER 1st!

THOMAS D'ALESANDRO, JR.
MAYOR

PROCLAMATION
BY
MAYOR THOMAS D'ALESANDRO, JR.
DESIGNATING THE MONTH OF SEPTEMBER, 1947
AS "WBAL" MONTH IN BALTIMORE

WHEREAS, Radio Station WBAL through its public service and entertain-
ment programs has since 1925 rendered a continuous service to the people in
the City of Baltimore, and

WHEREAS, the City of Baltimore has received city-wide radio publicity
for the Clean City, Public Safety and other campaigns and other programs and
announcements whenever WBAL has been called upon in civic movements in behalf
of the cause of good government in Baltimore, and

WHEREAS, Radio Station WBAL has taken a lead in the fostering of educa-
tional, inter-cultural, inter-faith, religious, civic, agricultural and

studios at 2610 North
governmental interests in...

WHEREAS, Radio Station WBAL has now constructed studio Charles Street, said to be the finest possessed by any radio station in America and which will enable the station to perform even greater services to the people of Maryland, stimulate trade and bring additional desirable publicity to our City, and

WHEREAS, WBAL stands as a symbol of progress in the City of Baltimore, and

WHEREAS, special programs glorifying the City of Baltimore and enlightening citizens of Baltimore will be broadcast continuously by WBAL and in some cases over the NBC Coast to Coast Network, for the entire Month of September.

NOW, THEREFORE, I, THOMAS D'ALESANDRO, JR., Mayor of the City of Baltimore do hereby proclaim the month of September, 1947 as "WBAL MONTH" and do urge all our citizens to participate in the activities being arranged for this special occasion.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the great seal of the City of Baltimore to be affixed this seventh day of August, in the year of our Lord, one thousand nine hundred and forty-seven.

Mayor

WBAL 50,000 WATTS—NBC AFFILIATE

ATTENTION: NAB MEMBERS
You are cordially invited to visit WBAL before
or after the NAB convention at Atlantic City

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY
Had Enough?

HAD ENOUGH! Of Jimmy Petrillo, we mean.

In typically grandiose fashion, Jimmy an- nounces that he will discontinue his amuse- ment of AM musical programs over FM stations unless full standbys (or equivalent men, we as- sume) are paid.

We wonder what the Taft-Hartley Act and the Lea Anti-Petrillo Act mean. If they do not outlaw make-work and featherbedding, legislatively nomenclature has lost its meaning.

That unless the AMs and FM, he proclaims, are two separate fields, and that’s what you’d think he’s stalling, playing against the contract expiration calendar. A FM’s contracts with recording companies expire Dec. 31. Contracts with the networks expire Jan. 1. AMs aren’t moribund and so renew station contracts, according to reports. They are proposing temporary ex- tensions, at present terms, until Jan. 31 — when the network contracts expire.

So at the very least, Jimmy’s propo- sition will be (the Taft-Hartley and the Lea Act notwithstanding) that there won’t be any recording because his men just won’t work unless the contracts are astronomically. And, of course, rates for stations duplicat- ing on FM will be doubled; likewise the net- work scale. And, of course, if there’s no con- tract, there will be no work. Radio thus would be tied up without “live” music.

That is the worst possible picture. That is the picture broadcasters must view in their planning. That is why broadcasters, trans- scribers and networks must stand together.

That is why all must be prepared to gird for a fight like the ASCAP “strike” of 1939.

The time to start is now. Public opinion is on radio’s side because it’s the right side. Petrillo and labor racketeering are syn- nymous in the public mind.

President Truman has a new Labor Board functioning in Washington to enforce the Taft-Hartley Act, if you please, the Lea Anti-Petrillo law. The Petrillo case may be one of the first big adjudications to come before it. While Jimmy dawdles and stalls, the board should be informed on every move made. And the building and storing away a backlog of transcribed music to carry it through the impending music war, even if a shot is never fired.

Joe Maland

THE NEW generation in radio (and it’s really only the second) can read with benefit the story on Joe Maland in this issue. Joe passed away Aug. 16 after more than a year of illness. Joe was 59. He had been in radio since 1923, and since 1934 had been vice president and general manager of WHO Des Moines, one of the nation’s premier stations.

Joe Maland typified an era in radio—its first. As a young man, when he was proprietor of a general store in Fost, Minn. (popula- tion 250), he first heard about news and music that could be picked up out of the air. That was in 1921, and that started him on his radio career. He saw in radio something that could be a boon to the farmer. He dedi- cated himself to rural radio.

Over the years, Joe Maland fought valiantly for retention of the clear channel, because he felt it was the only means of reaching the rural area remote listeners. The case was the key witness for clear channel stations at every hearing involving them until the current pro- ceedings. But from his sick bed he watched every development.

A charter member of the NAB, Joe Maland served several terms on its board. He was active on the Joint Committee on Radio Research, which more than a decade ago charted the course for establishment of BMB. He was non importunate but ever effective in winning radio’s betterment. With his down-to-earth philosophy, he arbitrated many a knotty contro- versy at board sessions or conventions.

Joe Maland was a self-effacing man. Radio was his life. He made his mark, not in those screamed at the top union, nor do you make your me- dium mean. Of course, rates for stations duplicat- ing on FM will be doubled; likewise the net- work scale. And, of course, if there’s no con- tract, there will be no work. Radio thus would be tied up without “live” music.

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Dollar’s Worth

GONE are the lush wartime days, when most stations could watch lines of sponsors forming at the right. But businessmen inevitably dis- cover that bringing in a hard-earned dollar yields satisfaction seldom found in windfall business.

The fruits of hard, earnest selling are coming to broadcasters who now face a buyer’s market. It’s a market in which order-takers stand little chance in competition with the creative salesman.

The most broadcasties like this postwar era of hard selling. They know that well-pro- grammed operations, sensitive to audience re- action and public service responsibilities, can hold their own in a competitive advertising market. For this is the type of market in which American business operates most successfully.

In this issue appear the results of a nation- wide survey of advertising prospects for the fall and winter. Cautious is the prediction that the broadcasting business will be better this coming season than it was a year ago—that is, if broadcasters create businesses and produce a better dollar worth than the opposing media.

As the buyer of time invests his budget with greater care, a further element of competition arises with the influx of new stations. Of setting that new competition is the subsiding of depression fears and the tapping of new sources of radio business.

It all adds up to one maxim—good management means good business, and good managers do not fear the approach of survival-of-the- fittest competition, which is the American way.

FRANCIS EDWIN FITZSIMMONDS

T HE FIRST job Francis Fitzsimonds had at KFYR Bismarck, N. D., was playing the part of an Irish cop on a dramatic production in 1931. He much prefers his present role, that of vice president and station manager.

“Fitz” Fitzsimonds has moved straight up the ladder at KFYR, taking each job in his stride, from the part of a cop, through an- nouncing and serving as commercial manager, up to his present position.

He was born on a farm near Wahalla, N. D. on Dec. 8, 1900. His early youth followed the same general pattern of every farm youngster, doing chores, going to school and church.

Upon graduation from school he attended the U. of North Dakota at Grand Forks, and then went on to business college, also in Grand Forks.

His first job after leaving school was as a mechanic in a garage. The job was instrumen- tal in determining his plans for a career, that of having his own business. But having his own business evidently didn’t prove to be quite so interesting and exciting as he had dreamt. So he turned to new fields, finally deciding to try his luck as a salesman.

Mr. Fitzsimonds began selling electrical appliances in Bismarck, and through this line became greatly interested in radios. In Jan- uary, 1930 he talked the job of salesmen as a salesman in the radio department of Hoskins- Meyer, which was in the radio business in more than one sense of the word. It owned and operated a radio station directly above the store. The station was KFYR.

It was during this time that he was asked to take the part of an English lobby in a KFYR dramatic production. By the time the production was set, he had wound up as an Irish cop, with his red hair adding a note of authenti- city.

Then on April 1 of the same year—1931—he accepted an offer of a job to do announcing with KFYR, despite the fact that it was April Fool’s Day. He has never regretted the move.

During those days KFYR was operating with 1 kw (it now has 5 kw power), and shared time with KFDY Brookings, S. D. The young Mr. Fitzsimonds was overwhelmed with the thought of being an announcer. At that time he considered it definitely as a “glamor” job. So he tackled it with great enthusiasm.

As with every rookie announcer, one of his duties was to spin records, and, as usual, he had his troubles. On one memorable show, he put on a platter he had not played in advance, and sat back to enjoy it. It turned out to be (Continued on page 89)

BROADCASTING • Telecasting
Confidence

Cutting hair, or broadcasting — confidence is important in any business. In broadcasting nothing earns confidence more than results.

Local and national time buyers have learned to depend on WAGA's superior skill in programming, production and promotion for better results in the Atlanta market.

For a surprising story of how WAGA-produced shows rank Hooper-wise with network shows, write WAGA or ask Headley-Reed.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company, Represented by Headley-Reed.
19-Year Sponsorship
FOR THE 19TH consecutive year U. of Wisconsin and Green Bay Packer football games will be sponsored on WTMJ Milwaukee by the Wadwams Division of Socony Vacuum Oil Co. This year's 24 broadcasts, along with the daily Sport Flash programs, will bring the number of sports broadcasts to WTMJ during the last 19 years to nearly 8,000, all of them by the same oil sponsor, the station reports. Bob Hocken, WTMJ's chief announcer, will handle the play-by-play descriptions. Arrangements for the 1947 broadcasts were completed recently by M. C. Peters, Wadwams Division general manager, and Rus Winnie, WTMJ station manager and veteran sportscaster.

Chicago Agency Timebuyers Okay BMB Operational Methods—With Reservations

Chicago AGENCY timebuyers are on record that BMB should be made a permanent part of the radio industry and have endorsed its present method of operation—with reservations.

Chief criticism of BMB procedure voiced by the timebuyers at a meeting held in WGN's main studio Aug. 18 under sponsorship of a committee of Chicago Radio Management Club members, related to preparation of BMB maps by stations, delay by stations in submitting maps (some said only 10% of station subscribers had supplied BMB maps) and use of percentage figures for station coverage.

Receiving their experiences with BMB figures, the Chicago timebuyers revealed they considered any coverage figures of less than 25% as ineffective for merchandising purposes. This was in sharp contrast to earlier BMB meetings in Chicago when the majority of timebuyers said they were using 50% or more as a rule-of-thumb measurement for station selection.

Hugo Feltis, BMB president, told the group that the BMB board has authorized interim studies semi-annually, as provided in the bureau's new 15-point program. He said these studies were available for stations which had experienced physical changes since the first BMB study, new stations and non-subscribers paying the full subscription fee. Mr. Feltis said the BMB committee is preparing details of the plan which will be announced shortly, with the first interim study to be released by spring of 1948. The next nationwide BMB report will not be made until 1949.

Genevieve Lemper, timebuyer for Foote, Cone & Belding, Chicago, summed up the opinion of the panel members. She said: "We have had ample time to use BMB and to realize that we were over-optimistic in thinking that it would do itself any work for us. It was a pattern to do and it does provide a valuable service to agencies and I for one think it should be continued."

Mr. Feltis told the timebuyers that at "least two" of their recommendations would be acted on by BMB. These, he said, included preparation by BMB of a standardized coverage map, and an answer to a proposal by Hal Rorke, radio director of J. Walter Thompson, Chicago—a study of ways in which both gross and net figures for network coverage could be made by BMB. He saw little likelihood that BMB would agree arbitrarily on three-level figures for station coverage, as requested by many Chicago timebuyers.

Holman Faust, vice president of Mitchell Broadcasting Co., Chicago, was chairman of the meeting. Other panel members were: William McIlvain, assistant radio director, Leo Burnett Co.; A. N. Keneally, timebuyer, Arthur Meyer & Co.; Harlow Roberts, vice president and radio director, Goodkind, Joee & Morgan.

RADIO STATION LRT, Radio El Mundo, Buenos Aires, Argentina, is covering the Inter-American Conference for Foreign Ministers meeting in Rio de Janeiro which began Aug. 15th. Mr. Joffe, head of the station's news department, has been assigned to broadcast intermittent reports of the conference directly from Quito, Quito, between 9 and 9:30 p.m. each evening except Sundays.

Clifford Gllick, former account executive at WNEW New York, has been named general sales manager of WBT-B-FM Boston. Mr. Gllick has succeeded Dr. [illegible], who is now associated with a national advertising agency. Mr. Gllick has been assigned to broadcast from WBT's Boston office. A former station manager, Mr. Gllick has been associated with radio and television advertising sales for 15 years.

The Oklahoma City newspaper, The Oklahoma Times, has appointed Miss Roberta Rountree as its new advertising manager. Miss Rountree is a graduate of Kansas State College and has been associated with advertising for the past 10 years. She succeeds Mr. H. W. Foote, who has been appointed sales manager of KOMO Seattle, Washington.

Los Angeles Times advertising manager, Mr. R. H. McMillan, has been appointed assistant advertising manager for BMB. Mr. McMillan has been associated with BMB for the past five years and will continue to work with BMB until his replacement can be found. Mr. McMillan succeeds Mr. J. W. Davis, who has been appointed advertising sales manager for BMB.

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West Coast Business
(Continued from page 16)
and local programming in major Pacific markets.

Although spot radio business dipped a bit during the second quarter of 1947 and continued low during the first part of third quarter in the Southern California area, San Francisco came up with several major national and regional campaigns which argue care of the over-
all billing in the western area. July and August billings have made up for losses from the Northern California area. There were seasonal users of spot, such as Kerr Glass Co., Mutual Citrus Products, Pacific Citrus Products and others, which helped swell tone from that area.

One dominant market fact stands out about the West. This area has successfully absorbed its war-born population increase. As a result the area is paradoxically both a buyer's market and a seller's market.

San Diego emerges as one of the Pacific Coast's primary metropolitan markets through consolidation of its wartime gains, with a 78.3% population increase over 1940. Total yearly income increased 130% from 1940 to 1947. Gain in retail sales topped all American cities in the past year.

Retail sales in the 11 western states continue at record breaking levels. Every major western city, except San Francisco, leads the nation average of estimated in-
creased retail sales. Wholesale dollar sales of Pacific Coast mer-
chants for the first quarter of 1947 are up 27% over last year, com-
pared to a 24% increase in the nation.

Importance of Los Angeles as dominant western market is re-
lected in the increased advertising emphasis by such national concerns as Liggett & Myers Tobacco Co., Owens-Illinois Glass, Brown & Wil-

Plans of Advertisers
Entire West Coast advertising appropriation of Peter Paul Inc. (candy, gum), goes to radio, and the firm will do some expansion in that area this fall. Currently sponsoring six-week quarter-hour "Bob Garred News" in morning and evening segments on 12 CBS Pacific stations, firm in addition on August 14 starts twice weekly "Harry Abbe, Commentator" on 36 ABC western stations for 13 weeks. A possible spot announcement campaign is being considered too.

Planters Nut & Chocolate Co. re-
newed four-weekly "Barber Peterson, News" on 12 NBC Pacific stations, has "Harry W. Flannery, News Analyst," three-weeks on 12 NBC Western stations. Spots are also used in various Pacific Coast markets.

Cardinet Candy Co., after a hiatus of some months, on August returned regional networking time with a weekly half-hour program on 8 NBC Pacific stations. Additional regional radio and announcements are planned.

California Fruit Chimes Co., San Gabriel, Calif. (candy), is testing with daily spot announcements on 2 NBC stations. "Housewives Protective League" on KNX Hollywood. Radio considered for other areas.

Although Brown & Haeley Candy Co., Tacoma (Almond Rocks), cancelled "The King's Meg" on 7 NBC Pacific stations in early July, account antic-
pates return to radio this fall, with plans only in taking stage.

Petroleum companies are continuing to hold their regional network time. Established advertisers also supplementary selling with spot announce-
ment campaigns in primary and sec-
ondary markets of Pacific slope. Some pre-war radio users are returning from spot status to program time; another has resumed after a lay-off of several years.

Universal approach in commercial copy is brand name. In addition some are pushing their respective lines of automotive accessories. Standing out is peak pitch for brand acceptance.

For 17th consecutive year, Richtfield Oil Co., Los Angeles, on August renewed short-week "Richtfield Reporter" on 14 NBC western stations for 12 weeks. Firm, for its Rio Grande distributors in Los Angeles area, has started twice-weekly participation in Midwestern cooperative "Cliff Brown, Commentator" on KHJ Hollywood. Expansion to other stations considered.

Signal Oil Co., Los Angeles, augment-
ing weekly "The Whistle" on 12 CBS Pacific stations with baseball on various West Coast stations. Seattle Oil Co., Santa Barbara, Calif. out of radio for some years, has returned with re-

tional network and sponsors weekly half-hour "Dick Again" on 17 Don Lee Pacific stations. In addition program is carried on KHJ only, three days weekly. Union Oil Co., Los Angeles (gasoline, oil), in October renewed for 12 weeks half-hour "Richard Davis, Private Investigator" on 43 Don Lee Pacific stations, plus KOOL, KKCB.

General Petroleum Corp., Los An-
geles (Mobilgas, oil), for second con-
secutive season, on Sept. 24 starts weekly quarter-hour "Sam Hayes Football Roundup" on 49 Don Lee and Inter-

termountain stations. Contract is for 15 weeks. Petrol Corp., Los Angeles, is an all-year-around user of transcribed announcements in selected California markets.

Standard Oil Co., San Francisco, con-

continues weekly "Standard Symphony Hour" and "Standard School Broadcasts" on NBC western stations (with latter resuming Oct. 9 after summer hiatus), and also 30-minute "Led by a Veteran" on 49 Don Lee and 8 Inter-

termountain Network stations. Ad-
vancing budget also includes weekly "All Star Western Theatre" on Phoenix stations; 15 and 30-minute daily farm programs on KFI Los Angeles and KPO San Francisco; and spot announce-
ments on selected major and secondary market Western stations.

Tidewater-Associated Oil Co., San Francisco, pioneer in sponsoring se-
national athletic events, continues that policy and will help bring regional net-
work as well as local station dollar vol-
ume up at year's end. Weekly FCC football full season of games will be sponsored on 51 Don Lee and Inter-

termountain Network stations, as well as local major games.

Religious Sponsors
Religious business placed from Southern California this past six months dropped off more than 37%, partly because of non-availability of good station time. Many stations are refusing religious accounts, preferring to give time to local ministerial assis-

(Continued on page 51)

Jewelry See Fax
A FINCH FACSIMILE cir-
cuit was leased by the Elgin
Watch Co. to reproduce a
daily newspaper at the con-
vention of the American
National Retail jewelers Asso-
ciation, held in New York's
Waldorf Astoria Hotel Aug.
11-14. Two-hour-long editions containing four pages of news, pictures and Elgin ad-
vantaging were transmitted to the convention daily from WCHP New York, the Finch FM station.

Private Investigator" on 43 Don Lee Pacific stations, plus KOOL, KBCB, KTBR.

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(Continued on page 51)
Research on Video Set Components Is Started

A HALF-MILLION DOLLAR research and engineering program designed to reduce sharply the cost of major components used by the television set manufacturers has been started by General Instrument Corp., Elizabeth, N. J., it was announced last week by Richard E. Laux, executive president. Special attention will be paid to such currently expensive items as tuning heads, deflection coils and high voltage transformers, Mr. Laux stated.

The reduction of 90% in the cost of variable condensers effected by General Instrument since 1925 was cited by Mr. Laux as an indication of what such a program can ultimately accomplish. Through technological improvements, the company has been able to reduce the price of a condenser from $7.50 to $7.50 in the past 24 years.

The current program will be carried out in the Elizabeth, N. J., laboratory of General Instrument and in that of its wholly-owned subsidiary, The F. W. Sickles Co., Chicopee, Mass.

William H. Knowles, former manager of RCA Victor's educational sales activities, has been appointed general manager of the Educational Sales Dept. of RCA Victor, newly-created department formed in line with company's expansion of activities in manufacture and sale of audio-visual equipment for the educational field. Harry E. Erickson, specialist in audio-visual equipment, has been appointed sales manager of the new department and Gordon W. Butler, formerly in charge of RCA Victor's personnel and sales training programs employing audio-visual equipment, has been appointed merchandise manager.

Joan Uosokin, former assistant director and news writer at CBS, has joined Ed Video Assoc, Inc., New York, as scriptwriter-editor, and JoAnna Nelson, formerly with publicity and public relations department of Greater New York Hospital Assn., has joined Video Assoc. publicity department as assistant and staff photographer.

William C. Roux, former manager of NBC Spot Sales Dept., has joined Cotter Printing Co., Newark, N. J. (printing and advertising service), as vice president and treasurer.

Lawrence W. Kanaga, who has been engaged in sales and merchandising activities for the past 13 years, has been appointed vice president of the RCA Victor Distributing Corp. and general manager of the New York office.

Norman C. MacDonald, vice president and general manager of Crosley Distributing Corp., New York, has been appointed sales manager of Crosley in the New York Mfg. Corp., Chicago, effective April 1. Mr. MacDonald has been manager of Crosley Distributing in New York since 1943.

Simmel - Meservey Video Rates Set

Schedule Varies for Sustainers And Sponsored Programs

Simmel-Meservey, Inc., producers and distributors of educational films and records, have released a new colorful brochure listing their television rate schedule for 1944. The brochure is divided into four categories—sustaining and sponsored. Under sustaining are Schedules I and II, the former for areas with over 5,000 households and latter for those with under 10,000 sets.

For Schedule I the rates are as follows: First run in area—$35 a reel per showing; second and subsequent runs in area—$15 a reel per showing; monthly rental—$50 a reel. On Schedule II the rates are $15 for first run, $10 for second and subsequent runs and $35 for monthly rental.

In the sponsored category, Schedule III is for areas with over 10,000 sets and Schedule IV for those with under 10,000 sets. Charge for first run in area is $50 a reel per showing for Schedule III and $35 for Schedule IV, while the rate for second and subsequent runs is $35 a reel for Schedule III and $20 for Schedule IV.

The program schedule includes one, two and three-reel productions on such varied subjects as history, travelogues and etiquette. Each film is described and illustrated by a photograph in the brochure.

Louis C. Simmel is president of the firm and Dr. E. A. Meservey is chairman of the executive committee. Other officials include Douglas MacDonald, president of NBC program executive and military governor of Bremen during the war, executive vice president; Edward C. Se equal, vice president in charge of production; Ruth I. Colby, secretary-treasurer; James W. Sever Jr., production associate; Irma M. Langer, director of production control; and J. E. Johnston, director of educational research.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full coverage. Ask your broker or have your Broker do so.

EMPLOYERS

REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Page 50 • August 25, 1947

BROADCASTING • Telecasting
Monte Cristo Co.

"Jergen's Journal" with majors are using regional network time to supplement toiletries continue to be a major user of Los Angeles.

Angeles, with transcribed and recorded spots on more than 250 MBS stations. Transcribed version of that program is out on 200 selected areas.

Bible Institute, Los Angeles, which formerly used weekly half-hour program on 150 MBS stations, is now concentrating on California, Washington and Oregon. Institute has added a 30-minute program on 26 outlets of the United-Pacific Network, using half-hour live programs.

Resident in Los Angeles, placing through Ross Sawyer Adv., that he has been using since last fall, and that he will add to list. New religious account is for Bible League of California, and that the "Voice of Youth" is on KNBR San Francisco and KBBM Santa Barbara. Other stations will be added, according to Line Shielton Adv., Los Angeles.

Toiletries Busy

Manufacturers and distributors of toiletries continue to recognize importance of the Far West. Many of the big majors are using regional network time to supplement individual ad campaigns. Others have added spot announcements on programs.

Toni Inc. St. Paul (hair wave), augmented their classical weekly 15-minute segment of "Meet the Muses" on 29 CBS Western stations, spot announcements are used on secondary stations in various markets.

Widewriter Co. (cream oil), is using half-hour weekly through What's the Name of That Show on 43 Don Lee Pacific stations, plus OKWK.

Andrew Jerenck Co. (hand lotion), has weekly transcribed repeat of ABC news program with Walter Winchell on 42 Don Lee Pacific stations.

Peppermint Division of Lever Bros. Co. (Trin.), on July 8 started for 52 week period, utilizing a "Count of Monte Cristo" on that same network and that KOOL KALL. Firm in addition sponsors weekly 15-minute "The Boys" to all 14 CBS Pacific stations.

With more than 50% of advertising budget marked for radio, 43 products, Los Angeles (hair tonic, shampoo) does the weekly half-hour program on CBS Pacific stations and in addition the five-minute five-minute "Spotlight on Hollywood with George Fisher" on 21 ABC Western stations. Firm is also a periodic user of Western spot radio.

Raymond Lab. (shower shampoo), sponsors "Shelley Graham" weekly on 43 Don Lee Western stations, under contract with Royal Chemical Corp. (Klank Shave Cream, Derin), sponsors four 30-second "Dick Fleishman-Sports" on KFWB Hollywood.

Panel Mill Co., Burbank, Calif., (nail polish base coat), through A. James House Co. Los Angeles, will use regional spot along with other media. Eagle Inc., San Francisco (Cream Nail Polish) sponsors, with appointment of John M. Gallagher Adv., that city, to handle advertising, announced spot radio would be continued. Packard & Co. (Hollywood Flamingo, Sealcote), now has two such programs, has named Milton Weinberg Adv., Los Angeles, to handle national advertising.

Proprietary Accounts

Supplementing national advertising with regional and local spots, many companies are using regional network time to supplement their individual ad campaigns.

Whitney Chemical Co. has renewed weekly national advertising with ABC News Analyst on 7 NBC Pacific stations, and is slated to resume in early fall the five per week "Real Life" (on 19 Don Lee Pacific stations). Vick Chemical Co. on Sept. 1 start a three-weekly 15-minute "Fulton Lewis Jr." on 43 Don Lee stations, with Denkau Co. (dentifrice) as cleaning, continuing to sponsor that program on eight outlets twice weekly.

Sterling Drug Co. (Bayer Aspirin), sponsors eight-weekly 15-minute programs of "Bliss & Shine" on Don Lee full list of Western stations. Associated Dental Products, San Francisco (tooth powder, paste), has weekly half-hour "Band Concert" on seven of those stations.

Miles Labs., through Miles California Co. (Alka Seltzer), sponsors T. C. Smith, with varied quarter-hour newscast, "Alka Seltzer Review of the Day" on 43 Don Lee stations plus KCNA KOOL. Alka Seltzer also sponsors daily 30-minute "Fred Beck Show" on CBS Pacific stations. In some accounts also use spots and programs available from primary markets.

Thrifty Drug Co., Los Angeles (chain) sponsors, through use of Northern California stations and Pacific Coast time. Besides live and transtered spots of various types, year-around schedule of announcements is utilized. Rexall Drug Co. maintains a heavy schedule in primary markets where it has retail outlets. In addition, it has added a 7:00 spot announcement to current program schedule on WOPW KNEW stores.

WETB will go on the air at Johnson City, Tenn., Oct. 1 as a 1-day time, time-indexed on 790 kc, using temporary studios just outside the city. Meantime, architect's plans (above) have been drawn for WETB's downtown studio building across the street from the Johnson City Press-Courier, with which the new station is affiliated. Functional design will be used throughout new building, with front constructed of aluminum and featuring opened-cells in red. String andu ande glass will be used in the lobby. Permits of WETB is East Tennessee Broadcasting Co., whose offices are: Carl A. Jones Jr., president; H. I. Jones, vice president, and Clarence W. Bralley, assistant secretary.

Food Co-ops Coming In

Adding to the healthy picture are two more food cooperatives, which are coming into radio in late fall. Although unnamed by agency handling accounts, definite contact is being made, for mid-October start. It was said, several programs will be used in select major markets, and that other special markets.

National Biscuit Co. returns to NBC with the western stations with a six-weekly 30-minute morning show featuring Lew Lacy on Oct. 4. Current firm is sponsor of Kansas City's "Voice of the Universe," and will go into Texas as well as other special markets.

Tillamook County Creamery Assn. (dairy products), has Tillamook Valley's "Jamie Walker" on the NBC Pacific stations, with new change Oct. 9.

Barron-Gray Packing Co. (vegetable juice), currently sponsors five-weekly "Our Mountains in Hollywood" on 10 CBS Pacific stations.

Lindsay Pipe Olive Co., Lindsay, Calif. (Continued on page 53)
THOMAS FREEMAN-SMITH, freelance radio director and producer, has resigned as afternoon producer of "The World of the Air," KFWB Hollywood, to become KFWB's assistant program director and producer. He will be succeeded by BILL BURTON, assistant program director.

ROBERT SAVAGE, assistant continuity director of ABC Central Div., has been appointed continuity director, succeeding CHARLES FORD, who resigned to join radio department of Needham, Louis & Brophy Inc., Chicago.

LeROY HALE has joined KTVI St. Louis, as continuity and production manager. He recently managed the "Our Home" show on KQFW.

C. SCHAELE, CBS vice president, has been appointed program director of the "Housewife" show on WMAQ Chicago.

ROLAND BRADLEY, former director of research and development at WOR New York, has been appointed director of program research and development at WOR.

IRENE DUGAN, vocalist, has returned to WJMA Lawrence, Mass., conducting a weekly show. Miss Dugan is one of the original artists heard on WJMA when it first went on the air in 1937.

HOLAND BRADLEY, formerly with WOR, New York, has been appointed to the WJMA staff.

FRED CONGER, member of staff of WRN Typeka, since September 1946, has been named manager of that station. He succeeds ARDEN BOOTH, resigned to join WSPD Pearl, Alaska, has joined KTSI as operator-announcer.

BETTY LAWRENCE, former program director of WMAQ Chicago, has been appointed program director of WNBC New York.

ROBERT B. LEWIS, vice president and general manager of WJFD, Jacksonville, Fla., has been named program director of WJFD.

Walter T. Tynes, formerly with KSBO San Francisco and KFAB in San Francisco, Calif., has joined KTVI as program director.

IRENE DUGAN has been named program director of KTBI Austin, Tex., the WJMA affiliate.

James M. Gaines, manager of WBNC and director of NBC-owned and operated stations, has decided that "we were on the wrong track last秋季, as our efforts to tip the balance of the voting public in our favor may not be made until the station is equipped to record the voices of everyone on the council."

Planning and research for the program series have been underway for a month, Mr. Gaines reported. Thomas B. McFadden, WBNC assistant manager, has been appointed supervisor of the series, which will be produced by Clay Daniel, who will produce the series. D. L. Provest, WBNC program manager, will supervise production, and Fred Heywood, WBNC news and special events director, will supervise broadcast interviews with housing leaders.

WIRE RECORDINGS of sessions of the La Crosse, Wis. City Council will now be permitted, as a result of council action granting the recording privileges to WBKB.

It was believed to be the first time that an American city council has ever permitted its proceedings to go on a public record. The decision was taken after two months of consideration.

The permission was granted in the form of a resolution containing a proviso that the recordings may not be made until the station is equipped to record the voices of everyone on the council.

COBRA 25 YEARS OLD;
PLANS HOUSING SERIES
WBBC NEW YORK last week announced it would celebrate its 25th anniversary with a series of special programs investigating "the most vexing of local problems," the housing scarcity.

Announcing the program series, James M. Gaines, manager of WBNC and director of NBC-owned and operated stations, said that "we decided on this method of observing our 25th anniversary rather than resorting to the usual nostalgic program because this question is of paramount importance to everybody in the WBNC area."

Here's one continuity writer whose lines have attracted attention. She's Helene Dockery, a writer on the staff of WITK Durham. N. C., and she's been chosen to represent Durham in the state finals for the annual Miss America Contest. Miss Dockery, who is 21, stands 5'7" and weighs 118, will receive her A.B. in radio next December from North Carolina U. In addition to her writing duties at WITK, she is co-m.c. of a daily record show.

WIBB Chicago and two staff members, ELIZABETH YOUNG and CLARE YOUNG, have been awarded meritorious service citations from 5th Army for outstanding efforts and outstanding achievement within 5th Army area in public relations for the U. S. Recruiting Service.

WILLIS CONOVER, record m. at WWDC Washington, and Mary Evelyn Standish, production chief, have resigned.

ART PANER, formerly in music department of WJJD Chicago, is now writing musical shows for WBBR Peoria, Ill.

DOUG SHERWIN, production manager and chief announcer of KOIL, Los Angeles, is now in public speaking championship of Toastmasters International. Mr. Sherwin reached finals held in Minneapolis, but was defeated by a series of local, district and zone eliminations.

WEDNESDAY evening, the 8th anniversary of WNBC New York's presence on the air, Mr. Gaines has announced that the station would celebrate its 25th anniversary with a series of special programs, titled "The Most Vexing of Local Problems," a series of programs which he said "will be devoted to the housing problem." WBNC New York, he said, "has always been a leader in its handling of housing problems, and it seems appropriate that we should devote a program to the housing problem, one of the most important problems facing the American family today."

The first of the program series, "The Case of Mr. Crooks," will be heard Wednesday evening, at 8:30. The program will be heard over all NBC networks.

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West Coast Business

(Continued from page 51)

Unsettled are advertising plans of Loma Linda Foods Co., Arlington, Calif. (food products). Firm has been sponsoring radio spots weekly for last six months. An announcement is also being considered with placement through Ruthrauff & Ryan, San Francisco.

Other Food Sponsors

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Canada's WAB Annual Meet Plans to Cover Wide Agenda

PUBLIC RELATIONS and selling are the three major features of the 13th annual meeting of the Western Association of Broadcasters, to be held at Minaki Lodge, Minaki, Ont., Sept. 3 and 4, with Bert Cairns, president of the WAB, in the chair. Bulk of the business at the session will be a discussion and reports on work of the Canadian Association of Broadcasters, the national organization, according to the advance agenda.

Meetings open at 10 a.m. Sept. 3 with a report from the president, and appointment of various committees, introduction of delegates, greetings from the British Broadcasting Corp. and the Canadian Broadcasting Corp. Reports will be presented from the Small Markets Committee, the agency franchise committee, and the practices and procedure committee. Afternoon session will be devoted to report and discussion by Harry Dawson, manager of KATV, on general and administrative procedures. Afternoon Committee, presented from the Broadcasting Association, will chair.

Plans for meetings include reports on various stations, participating in the Western Association, and reports from participating stations in the eastern region.

Flour Firms on Air

Although Fisher Flouring Mills, Seattle (flour, cereals), dropped major portion of West Coast radio advertising in late summer, firm on Sept. 2 starts for 52 weeks, quarter-hour participation planned weekly in MBS cooperative "Kate Smith Speaks" on 43 Don Lee Western stations.

A member of the MBS cooperative, Fisher has been using a single-hour program of radio announcements and programs on stations, with spot announcements and programs on stations along with other media.

Luer Canning & Packing Co., Los Angeles (canned meat products), continues as user of spot programs on West Coast independent stations.

Louis Miller Foods Inc., Los Angeles (canned products), with Waddey & Guild Adv. San Francisco, handling advertising, continued to use AFM programs, with "Canned Things to Do" on "Breakfast News" on 43 Don Lee Western stations.

Flour advertising on selected stations.

The Bread Products Corporation, Pasadena, Calif. (bread), an exclusive radio campaign, continues to use spot broadcast advertising, with "Turn to Bread" on 43 Don Lee Western stations.

Bakery chains remain consistent users of Pacific Coast radio stations, with additional appearances as well as spot radio.

“IATF” Engages in Promotion to Cover Wide Agenda

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L & M to Drop Some Daytime Record Shows

LIGGETT & MYERS Tobacco Corp., New York, (Chesterfield cigarettes) reportedly is dropping sponsorship of a number of its daytime record shows as contracts run out. Reason for the move, it is said, is so that the money budgeted for these shows can be transferred to the sponsorship of the two additional days on the Arthur Godfrey Show on CBS. The advertiser has been sponsoring the program Monday, Wednesday and Friday and will increase to five days across the board this fall.

Disc jockey shows on the list to be dropped are as follows: Ted Husing and Freddie Robbins in New York, Maury Farrell in Birmingham, Gil Newsome in St. Louis and Martin Block in Los Angeles.

The company will however continue to sponsor Martin Block in New York, Eddie Hubbard in Chicago, Peter Potter on the Don Lee Network and Zack Hunt on the Texas State Network, as well as its Chestfield Supper Club, five times weekly witherry Como and Jo Stafford on NBC. New Emmett Co., New York, is the agency.

Miller on Poll Board

JUSTIN MILLER, NAB president, has accepted appointment to a five-man advisory board for the radio acceptance poll to be conducted among college students, according to St. Joseph's of Indiana [Broadcasting, Aug. 18].

Poll committee will grade comedians.

Robert Wernolzen, former program manager on Borden and Bristol-Myers accounts at Young & Rubicam, New York, has been appointed supervisor of radio at Sherman & Marquette, New York. JOE RINES, former freelance director, who has been directing Judy Canova program, has been appointed director of radio at Sherman & Marquette Hollywood office.

RICHARD E. HACKETT II, program director for past four years of New York Philharmonic broadcasts, has resigned as radio director of Campuselli-Ewalt Co., New York.

DENYS SCOTT has been appointed manager of Bombay office of J. Walter Thompson Co. It was announced last week by E. J. FIELDEN, head of the agency's India operations.

GORDON CATES, vice president and contact supervisor of Young & Rubicam, New York, has resigned. His future plans are to be announced later. Mr. Cates has been contact supervisor on General Foods account.

J. B. BLOOM, formerly of John Fairbank Arndt Agency, Philadelphia, has been named manager of New York office of Smith, Davis & Co. and CAPT. VINCENT MANN has been elevated to post of general manager and assistant treasurer of Smith Davis.

H. F. KELLY has been appointed radio director of Russell T. Kelly Ltd., Hamilton, Ont. He is son of president RUSSELL T. KELLY, who also is Ontario Minister of health.

MURRAY PACKARD, formerly with Beekley, Walde & Briggs Inc., Chicago, has joined media department of Evans & Sutherland, New York.

HOWARD T. WORDEN, former independent movie producer and prior to that with Poole, Cone & Belting as a vice president, has joined Geyer, New York, as an account manager. He will be in charge of handling Kenya water account and be will work under supervision of John L. McQuigg, vice president and man manager of Geyer's Detroit office.

HENRY A. MATTOON, head of all publications and promotions and managing copy department of Compton Adv., New York, has been elected vice president of the agency.

BUD ERNST, former publisher, has resigned from the Raymond H. Morgan Co., Holly- wood, to freelance as program package.

ROBERT J. M'ANDREWS, audience production manager for Young & Rubicam Inc., Hollywood, is to address Beverly Hills Rotary Club on "Hitchhiking to Olympic or Fiction" on Sept. 29.


MARTIN B. KELTNER, commerce director of Kittlen & Thomas, Los Angeles adver- tising agency, has been elected vice president of Alpha Delta Sigma, nation- al fraternity of music fraternity.

BRADSHAW THURSTON, formerly with Hunter Screen Unit and New York World-Telegram, has joined beers Adv. Agency, New York, as account executive.

BERTA KLAIF, former freelance writer and promotional representative for Fischer, New York music publisher, has joined National Copy Chief at Hodges & Brown, New York.

LLOYD W. BUNN, president of Dunn- Fenwick & Co., Los Angeles agency, is the father of a boy.

GARY NOBEL, vice president of Young & Rubicam, New York, has formed Garry J. Carter & Company, Broadcasting Agency, Toronto, of which Mr. Carter has been appointed managing direc- tor. Offices will be continued at 949 Bay St., New York, but company will get out with handling other media than radio, and has been appointed Carter Inc., New York, transcription distribution agency, of which Mr. Carter is president.


DAVID S. HILLMAN, account executive of The Myers Co., Los Angeles agency, is the father of a girl.

AUBREY MENEN, executive of J. Walter Thompson Co.'s Bombay office, was selected to give two world wide programs from New Delhi, India, on Aug. 15, 13 and 20 in six Independence.

ERWIN, WASEY & Co., New York, has announced the opening of a Los Angeles office. Accounts to be taken in there include Carnation Co., Carnation Fresh Milk and Ice Cream, and Albers Milling Co.

RISHDA B. RAIDER, recently appointed radio director of Alvin Epstein Adv., Washington Broadcasting, Aug. 11, was introduced to the trade at a reception held a fortnight ago at Washington's Statler Hotel.

WILLIS B. MARTIN Co., Fort Wayne, Ind., has been elected to membership in American Assn. of Adv. Agencies.

W. ALFRED EDOUARDE, radio timerbuyer of Badger & Browning & Hersey, New York, and Jane Melville have announced their marriage.

MORT BASSETT, timebuyer at Morse Int. Inc., New York, is the father of a boy, Kenneth Scott.

S. J. SMITH has resigned as vice presi- dent of John Freitag & Co., Los An- geles agency, to join Carter & Galantin Inc., Los Angeles, city, point-of-purchase play engineers.

DAN KANE, assistant timebuyer at Dancer-Fitzgerald-Sample, New York, and AGNES FRIE, of Air Features, New York, were married on Aug. 9.

WINTER-SPRING Hoopstering report and data have been compiled into sales folders by Win York. Syracuse, N.Y., its salesman. Folder is headed "No Wonder—in the Syracuse Market—WPFL Delivers More Sales at Less Cost to Advertisers!" and gives detailed report on Hoopstering of WPFL shows.

NOW 5000 WATTS

DOING A DOUBLE JOB

IN THE MAGIC VALLEY

TWIN FALLS, IDAHO

ALLEGED PRANKS

WIN ELLIOTT, who is 15 m.c. of the CBS Borden Co.'s County Fair show, the ABC Betty Crocker Magazine of the Air program, sportscaster for CBS television, narrator of the ABC Willie Piper show and future m.c. of MBS Quick as a Flash, was the recent subject of a story titled "Radio Emcee" by Richard Truelsen, asso- ciate editor of the Saturday Eve- ning Post [Broadcasting, Aug. 4].

Curtis Publishing Co.'s promotion department, Borden's agency, Kenyon & Eckhardt, BBDO, the Curtis agency, ABC, CBS and Arthur H. Miller, public relations representative for Mr. Elliott and County Fair all contributed to a tie-in campaign. The Borden Co. home office published a news story quoting from the Post.

Stuart Peabody, assistant vice president in charge of advertising and public relations for Borden, sent out an accompany with the magazine to all top Borden executives and letters to Borden field personnel suggesting the latter tell their customers about the story.

Curt sent 1,000 letters to Borden branch and regional offices, made up 1,050 postcards announcing the article, sent to 1,400 persons on the Kenyon & Eckhardt list and 250 on the CBS list. ABC, CBS and Kenyon & Eckhardt and Arthur Miller released news stories to papers all over the country.

BBDO, which handles the Post advertising, placed 43 spot announce- ments on eight New York stations plugging the article, and the article was advertised by the Post in newspapers.

WITH Ruthrauff & Ryan Inc. reported to have option rights for an unidentified unidentified project, a sequel to the well-received, documentary film writer, and Jack Rose, producer, has new half-hour dramatic series designed to bring documentary film, radio, scripts to television, will use top film names in new technique.
Cleverly illustrated brochure featuring Fred Beck and his early morning program on Show on the Columbia Pacific Network has been distributed to the trade. Titled “The Myopic Orphan,” brochure tells the story of Mr. Beck’s rise to fame on the newspaper column and recently with his own radio show. Cartoon drawings throughout the brochure show Mr. Beck carrying streamer, wearing sandwich sign, sitting drum, riding an elephant, etc., all bearing the inscription, “Fred Beck.” For a sample of what he does on the air, a small recording of his show is inserted in the center spread. Record may be played on home record-player. Attached to front cover of the brochure is a note from D.W. thermore, vice president in charge of CBS Western Division, stating: “Sorry! It’s too late to buy Beck. He has just started to work for Alka-Seltzer. But we believe that you will be interested in this program.”

Henry Team Manager

RACKING the home baseball team, newly formed Odesia (Tex.) Oilers, KÖG Odesia and the local newspaper, the have been placed in and around the Odesia American, have conducted a joint promotion program. The team and its manager, Howard McFarland. Point of the campaign was in designating a Howard McFarland Night as the local newspaper when the award was presented to Mr. McFarland for his efforts in promoting the Oilers. KÖG raised $1,250 toward the goal of $1,500 from each newspaper and $250 from his listeners. Odesia’s annual ballgame is sponsored by Alka-Seltzer.

WSL Booklet

SIXTEEN-PAGE booklet is being distributed to advertisers, agencies and business men -color posters be printed in the booklet, which will be mailed out to advertisers, agencies and business men. The booklet will be printed in two editions, one for advertisers, agencies and business men. The booklet will be mailed out to advertisers, agencies and business men. The booklet will be printed in two editions, one for advertisers, agencies and business men.

NAME THE CONTESTANT

During Mr. Beck’s rise to fame, “Train Time” and the Oilmen of the Hi-Line have been included in the promotion program. For Women Only Brochure is now being carried out by the Oilmen of the Hi-Line. The brochure will be distributed to advertisers, agencies and business men.

Annual Motor City Poll

ANNOUNCED November 15, the Motor City Poll will be held. The poll is conducted to determine the most popular records of the year. Prizes will be awarded to winners in the poll.

Hi-Lite Contest

SIXTEEN-BALL game of 10 ball skates and several thousand deluxe toy prizes will be awarded at the Hi-Lite contest. Prizes in Hi-Lite contest will be awarded to winners in the poll. Winners will be determined by a poll conducted by the Oilmen of the Hi-Line. Winners will be determined by a poll conducted by the Oilmen of the Hi-Line. Winners will be determined by a poll conducted by the Oilmen of the Hi-Line. Winners will be determined by a poll conducted by the Oilmen of the Hi-Line.
West Coast Business
(Continued from page 58)

has the thrice weekly 30-minute "Swiss
Kid" on nine Southern California sta-
tions of that network, with Kupaskin
Marvel Bakery sponsoring that pro-
gram on two stations within network
in Northern California (KFRC KXON).

Although beer has not been so active a
user of radio advertising this past
season in the Pacific area, agencies re-
veal that brewers are planning in-
creased schedules in fall.

With budget reported in ex-ces
of $250,000, Tecate Importers Inc., Los
Angeles, will continue use of
spots announcements and local pro-
grams on stations nationally, ac-
cording to Jere Bayard & Assoc. Firm is
currently testing sports programs in
San Diego.

General Brewing Co., San Francisco,
sponsors seven weekly 10 p.m. to mid-
night shows "Lucky Lager Dance Time"
on 6 independent California sta-
tions. Golden West Brewing Co., Oak-
land, uses transcribed announcements
on 14 California stations. Louis Ziegler
Brewing Co., Milwaukee, has tran-
scribed announcement campaign un-
derway on California and Wisconsin
stations.

Karlson Brewing Co., San Francisco,
has a California spot schedule, and also
sponsors "All Sport Baseball" on KTA San Fran-
cisco. Los Angeles Brewing Co. (East-
district) sponsors a continuous, Southern California station time.
Pacific Brewing & Malting Co., San
Wieland), is an user. There are others such as Bohemian Distributors Co., Grace Bros. Brewing Co., and At-
long Island & N.Y. Co.

With beer advertising curtailment,
clients of some distributors added to
summer total as spot announcement
and program users in various markets.
Inc., Ortho Sweet Products Co.,
Damerel-Allison Co., Southern Citrus
Produce Co., and Pacific Citrus
Produce Co.

Wine Industry Down

California wine industry faces a
slump with uncertainty, cut radio ad-
vertising schedules some months ago.
Many cancelled entirely. Others
continued with skeleton schedules.
With recent run-up, many will be added
with regular schedules at least as
active Christmas trade, over-expansion
and over-production, plus new and un-
known bonds cited as reasons for
slump.

J. K. & J. Gallo Winery, Modesto, Calif.
(Gallo wine), spent an estimated $900,-
000 in radio advertising last year and will
again use transcribed announcements na-
ationally in a fall campaign, through
Harrington, Whitney & Hurst, San
Francisco. Owners Winemakers Weekly
"Supersense" on CBS stations, and are
continuing. Wine Growers Guild sponsors "Wined & Mr. Malting Co., Milwaukee; Pacific Wine-
Los Angeles (Piuma), using local pro-
grams, will be heard during Chri-
mas season. Petrini Wine Co. and Peralta
Wine Co. are using spot announcements.

Wine makers and bottlers are facing
the future planning, according to
executives. Many of these who can-
cancel advertising are again considering radio.

Insurance Sponsors

Insurance accounts are active. From
all sources this season have been users
of western radio this fall and winter.
California Physicians Service, San
Francisco (Blue Cross medical insur-
ance), started weekly Saturday "California Caravan" on 15 ABC Cali-
foria stations. For past year program
has been on Don Lee stations in 5-
minute format.

John Hancock Mutual Life Insur-
ance Co., on Oct. 4 started weekly 30-
minute "Point of Light" on 14 CBS
Western stations. And there are in-
quiries about desirable regional net-
work time from others. Some are al-
ready committed to fall spot announce-
ment schedules in secondary markets, station managers say.

McManus Furniture Stores, Santa
Monica, Calif. (retail chain), sponsor
a varied schedule of network and pro-
grams on local stations through its
state, Sealy Mattress Co., Los Angeles
(Bakers). "Alvin Miller—Commen-
tator," on 17 ABC Pacific stations
weekly, led the Van & Storlie Co. is
consistent and heavy user of regional
networks. In addition to using spots in
various localities to advertise its use-
ful furniture department.

Lyon Van & Storage Co. in realiza-

tion of advertising dropped network
programming and is concentrating heavily
on service programs on stations in key
western areas. Spot announcements
and transcribed five-minute programs are
also used on stations in California, Washington and Oregon.

DEBBIE BLAIR & CO.

National Representative

CBS

STATIONS

Cover All of

OKLAHOMA

KTUL
5,000 WATTS

KOMA
50,000 WATTS

No "Spotted Coverage"
when you use spots
on these Sooner Twin
stations

Avery-Neavel—National Representative

WEST COAST BUSINESS

COLUMBUS, GEORGIA

NOW 3,000 WATTS

Day
and Night

More POWER-ful than ever!

NATIONALLY REPRESENTED BY:
GEORGE P. HOLLINGERBY CO. ATLANTA, GA.

BROADCASTING • Telecasting
Commercial Outlet

For 'Voice' Seen

Paris Radio Firm Head Proposes To Air Program in Europe

"VOICE OF AMERICA" may soon be aired over commercial European stations, it was learned last week.

Henry S. White, vice president of International Radio Co., of Paris, was in Washington to discuss the arrangement with officials of the International Broadcasting Division of the State Dept. He proposes to distribute recorded "Voice" programs to commercial stations in Europe. One of the stations involved is at Monte Carlo, which claims to be ready to achieve the largest coverage in Europe.

Mr. White's firm handles programming for commercial radio in Luxembourg, Andorra and Monte Carlo, the only countries in Europe with commercial radio. He hopes soon to have a contract with an Austrian station.

Mr. White says he is planning to bring American institutional advertising to Europe in force. This he hopes will be done on what he calls The American Hour, a one-hour program featuring American-type entertainment with French stars and occasional American guest advertisers. Advertisers will be the "13 most important American companies doing business in Europe."

Among these firms he listed: The New York Herald-Tribune, American Express Co.; TWA; Twentieth Century Fox; Chase National Bank; Time Magazine and Reader's Digest.

On October 1 Mr. White will become the first European disc m.e. He will do a weekly 45-minute show on Radio Luxembourg.

RESULTS of a poll of 79 members of the J. S. Decco, which has been completed for MBS by Paul Sults, MBS Washington representative, was made available to all MBS commentators and newsmen at Aug. 11. Mr. Sults put 25 questions to senators on vital national issues. The assurance that the senators replying would remain anonymous.

NEW musical comedy radio series co-produced by Lucille Ball and Desi Arnaz, musical director, is being packaged by General Artists, Corp., for sponsor consideration. Eddie Polis will serve as producer-director.

White House Calling

MUTUAL'S weekly show, Meet the Press, which gives members of the press a chance to quiz some prominent official, last week benefited from the distinction of being complimented by the nation's number one listener - the President of the United States. Immediately following last Friday's broadcast, the telephone in WOL Washington's newsmen's office was answered by Lou Brott and a familiar voice said, "This is President Truman. May I speak to Senator Pepper?"

When called to the phone, the Senator appeared skeptical about the identity of his caller, but soon changed his mind and said he was very pleased with the call. According to Sen. Pepper, the President said: "The program was animated, came in clearly and was entertaining."

UNITY AMONG the nine counties bordering San Francisco Bay has been encouraged by a plan devised by Gayle V. Grubb (r), manager of KUSF, San Francisco, and Frank Marsh, the Bay Area Council manager, for the use of the station's "Bay Area News" program as the official voice of the Council. News and announcements about civic and economic matters of the Bay Area are supplied by the Council and used on the KGO broadcast.

JIM YOUNG, former program director at WABC, was appointed KABC San Antonio, Tex., is now special events director for WDSU, New Orleans, La. FRANK P. SANDERS, has been appointed news and special events director of KPOO, N. D., new 5-kw ABC affiliate on 790, to begin operations this fall.

BOB PAGE, formerly of WMBM, Joplin, Mo., has been appointed news editor of KFBI, Wichita, Kan.

BUD JACKSON has resigned as program director for KYTM Tulsa, Okla., to devote full time to newscasts and special events broadcasts on that station.

JACK GOODMAN, news editor and assistant manager of KALL Salt Lake City, is now writing a weekly radio column, titled "The Lively Arts," for the Salt Lake Tribune Sunday Magazine.

BILL RUBIN, former farm editor of WDBZ, Tuscola, Ill., has joined WPDX, Clarksville, Va., in same capacity.

BILL BRUNDHORST, sports director of WOL Washington, is the father of a girl, Suzanne.

Camels' Fall Plans

FALL PLANS for R. J. Reynolds Tobacco Co., Winston Salem, N. C. (Camels cigarettes) radio schedule were reportedly all set last week. The advertiser will sponsor Screen Guild, Mon. 10:30-11 p.m. on CBS effective Oct. 6. First program is tentatively scheduled to open with Ingrid Bergman and Bing Crosby in Bela of St. Mary's followed on the next broadcast by Bob Hope and Dorothy Lamour in My Favorite Blonde. Bob Hawke, currently heard on the CBS Monday period and sponsored by Camels, will be switched to the NBC period, Thurs. 10:10-11 p.m., formerly held by Abbott & Costello last fall for Camels. William Esty & Co., New York, is the agency.
Video Transmitters for WOIC
And WOR-TV Are Ordered

BAMBERGER Broadcasting Services Inc., New York, last week placed orders with RCA and General Electric Co., for two new television transmitters for use in New York and Washington, which will be delivered after the company has granted video construction permits by the FCC.

The GE transmitter will go to WOR-TV New York, the RCA transmitter to WOR Washington. Delivery of both transmitters is scheduled for next March and both are expected to be ready for regular use by the end of 1948, according to J. R. Poppele, Bamberger vice president in charge of engineering. Both stations will operate on TV channel 9 (184-192 mc).

Plans for an extensive program exchange between the two stations are being formulated, Mr. Poppele said, with arrangements also being made to bring programs from other stations in the cities between New York and Washington may be tied into the network if desired. Intercity link will make use of AT & T's coaxial cable, and the equipment of radio relays which might be used in networking video programs is also being closely studied.

"It is our aim," Mr. Poppele explained, "to bring viewlers of WOR-TV as many important news events as feasible from the nation's capital—to bring the problems of our country right into their homes. By the same token residents of Washington will, through our television network, have first-sight of developments in New York—the world's new capital!"

WOR was granted its first video permit for New York operation in July 1941 but the station was never built because of the war. The WOR program department kept its hand in, however, by producing regular video schedules on WRGB Schenectady.

WOR-TV will be located atop 444 Madison Ave. in midtown New York, site of the station's FM affiliate, WBM, according to present plans, but Mr. Poppele stated that other locations are being field-tested in an effort to find the best possible site.

WOIC's transmitter will be located at Washington's highest elevation—40th and Brandwyne Sts., N.W., 412 feet above sea level. A 300-ft. tower, now nearing completion, will lift the station's antenna to more than 700 feet above sea level.

Asked why the orders for the two transmitters were split between two manufacturers instead of placing both with one, it would be the usual procedure, Mr. Poppele explained that by dividing its purchases between two leading manufacturers, WOR will have the opportunity to take advantage of any advances that either may make in this new art.

Benton Slated to Speak
At Public Opinion Meet

WILLIAM BENTON, Assistant Secretary of State, is scheduled to deliver the keynote address at the second International Conference on Public Opinion Research, to be held at Williams College, Williams- bury, Mass., Oct. 12-15.

Leading figures in the field of radio research also scheduled to attend include Elmo Wilson, CBS director of research, who is chairman of the first panel group; Hugh Beville, NBC; Kenneth Baker, NAB; Joseph Kenas, BBC, and Archibald M. Crossley, Crossley Inc. Mr. Crossley, Paul Lazarsfeld, Elmo Roper and George Gallup are to participate in a dinner forum.

"It's an idea I picked up over WDFD Flint, for home decoration."

BROADCASTING • Telecasting

REP. KARL STEFAN (R-Neb.) was invited to help WJAG Norfolk, Neb., celebrate its 25th anniversary Aug. 13 by acting as guest newscaster on the Noon News period.

The veteran congressman and dean of the Nebraska Congressional delegation not only accepted but picked it up at home, for it was he who had started the program when he was chief announcer at WJAG in 1922 and continued to conduct it for 15 years until he was elected to Congress in 1934.

Though the congressman has been away from the radio field for the past 14 years, he is still one of the best remembered radio personalities in Nebraska, according to the station. He was decorated for his OWI foreign language broadcasts during the war.

RCA Wage Increase

RCA VICTOR signed a two-year contract providing its workers with a five-cent-an-hour wage increase last week. The agreement, which also provides strikes or lockouts, covers United Electrical workers (CIO) at the company's plants in Camden, N. J., Lancaster, Pa., Hollywood, Calif., and Pulaski, Va. In addition to the national contract, the company and union signed separate agreements providing for continuation of the union shop at the four plants.

RMA Section Heads

RMA Amplifier & Sound Equipment Division has been reorganized by Fred D. Wilson, Operadio Mfg. Co., division chairman. Mr. Wilson has named the following section chairmen: Commercial Sound Equipment Section, A. K. Ward, RCA Victor Division; Intercommunication Equipment Section, Donald W. Moody, Operadio Mfg. Co.; Recording Equipment Section, H. A. Crossland, General Electric Co.
NOVA-KELP MARINE CONCENTRATES Ltd., Toronto (medicine), plans radio spot announcement campaign this autumn.

IN New York by Joseph Lang, president, the firm has renewed its sponsorship of "Ben Alexander Show" on 4 Don Lee Pacific coast stations during the fall and winter months.

COMMERCIAL CO., Chicago, Aug. 19, started for 26 weeks "Queen for a Day" on 125 south and southeast stations, Tues.-Thurs. 2-2:30 p.m. Program, supported in other markets by Phillips Murphy & Co., continued through both alternate quarter hours with music, Aug. 12-16.

BAYVAY CORPORATION Inc., St. Paul (Ray's Creme Shampoo), Sept. 1 started for 13 weeks participation in "Ben Alexander Show" on 4 Don Lee Pacific coast stations during the fall and winter months.


RCA VICTOR Co., Montreal (receivers), has started to handle publicity for "Wayne and Shuster Show" on 4 Trans-Canada network stations (50), 3-3:30 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

EVERSHIELD LIFE, Chicago, Sept. 10 renews for 52 weeks "Henry Morgan Show" on ABC, Wed., 10-10:30 p.m. Agency: The Broo, New York City.

DR. PEPPER Co. (Syrup Mfg. Div.), Dallas, Texas, Aug. 23 through Dec. 19, will promote its product on 50 ABC stations, 24-25-26-27, 11:15-12 noon (CDST), effective date of renewal. Agency: Tracy Locke Co., Dallas, Texas.


CORN PRODUCTS REFINING Co., New York (maize soda and cooking oil), Aug. 31 started for 13 weeks "Darts for Dough" on ABC, Sun., 4-4:30 p.m. (CDST), effective date of renewal. Agency: Tracy Locke Co., Dallas, Texas.

HIGHT PACKING Co., Chicago, Sept. 14 for 52 weeks "Nick Carter Master Detective" on all CBS networks, 3-3:30 a.m. Agency: Lewis & Gilman Inc., Philadelphia.

Net Changes


U.S. ARMY Aug. 17 changed "Sound-Off" on CBS from Sun. 6:30-7 p.m. to Sat. 7:30-8 p.m. Agency: N. Aylward & Son, New York.

BUTCHERS OF VIENNA Cincinnati, Ohio, has acquired "Buddy Abbott & Louise Allston Show" on WABC, New York, Mon. through Fri., 9-9:30 p.m., 16 weeks. Agency: Erwin, Wasey & Co., New York City.

ASSOCIATED LABS, New York (Bio- dex), through Grady & Wagner, New York, has renewed its sponsorship of an announcement campaign in Canada.
Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Pa水泥.

Phone: 206-624-2888

RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1019 Armitage Ave., Washington, D. C.

DAVID DARRIN
Radio Engineering Consultants
and Associates
Radio Architectural Design
and Systems and Transmission Lines

CLAY PYLMATE COMPANY, INC.
1814 Apoo Tower Phone T-7868
Oklahoma City, Oklahoma

Lynne C. Smey
Consulting Radio Engineer
830 13th St. N.W., Ex. 8073
Washington 5, D. C.

Lloyd R. Amoo
Consulting Radio Engineer
121 EIGHTH ST. S.E. PHONE 845-5
Jamestown, North Dakota

Theatre were forced into radio by lack of newspaper space, they awoke to fact that the former was an excellent medium to build an office audience. With every major picture released now, a goodly part of advertising appropriation is budgeted for radio. Many film studios have materially increased their year-round radio advertising budgets. They are using both live and taped announcements as well as five-minute spot announcements over Los Angeles stations, spotting them on stations throughout the country in build-up for current re-releases. Although these area usually short-term campaigns, volume goes into increase station’s yearly income.

Custom-Built Equipment
U. S. RECORDING CO.
1213 Vermont Ave., Wash. 5, D. C.

District Engineer
Washington 14, D. C.

Reproduction and Repairing Service
ALL MAKES—SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERVICE CO., 334 Arcade Blvd., St. Louis 1, MO.

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

George P. Adair
Radio Engineering Consultant
1833 M STREET, N. W.
Executive: 1280 WASHINGTON 5, D. C.

David Darrin
and Associates
Radio Architectural Design
226 Pennsylvania Ave., S. E.
Washington, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines

Clay Pymate Company, Inc.
1814 Apoo Tower Phone T-7882
Oklahoma City, Oklahoma

Theatre were forced into radio by lack of newspaper space, they awoke to fact that the former was an excellent medium to build an office audience. With every major picture released now, a goodly part of advertising appropriation is budgeted for radio. Many film studios have materially increased their year-round radio advertising budgets. They are using both live and taped announcements as well as five-minute spot announcements over Los Angeles stations, spotting them on stations throughout the country in build-up for current re-releases. Although these are usually short-term campaigns, volume goes into increase station’s yearly income.

SERVICE DIRECTORY
FREQUENCY MEASURING SERVICE
Exact Measurements at any Time
R.C.A.
8 C. A. COMMUNICATIONS, Inc.
64 Broad Street
New York 4, N. Y.

Robert L. Kaufman
Organization
Technical Maintenance, Construction
Consultant for Broadcast Stations
Nassau Blvd.
Clarksburg, W. Va.
District Engineer
Washington 14, D. C.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting, &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7302

Winfred Scott McCahren
Consulting Radio Engineers
TELEVISION SPECIALISTS
418 Bond Blvd.
8099 Windermere Ave.
Washington 5, D. C.
Drexel 9932
Summer 2537V

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

George P. Adair
Radio Engineering Consultant
1833 M STREET, N. W.
Executive: 1280 WASHINGTON 5, D. C.
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<th>Name</th>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W. DE 1234</td>
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<td>WASHINGTON, D.C.</td>
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<td>JOHN J. KEEL</td>
<td>1909 EYE ST., N.W. NATIONAL 0196</td>
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<td>HERBERT L. WILSON</td>
<td>1018 VERMONT AVE., N.W. NA. 7161</td>
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<td>HOLEY &amp; HILLEGAS</td>
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<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave., MI. 4151</td>
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<td>UNIVERSAL RESEARCH</td>
<td>ALFRED E. TOWNIE, Director One Hob Hill Circle, San Francisco 2, Calif.</td>
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<td>GILLE BROS.</td>
<td>1100 Lillian Way, Gladstone 6178</td>
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<td>WILLIAM E. BENNS, JR.</td>
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<td>ANDERSON &amp; MERRYMAN</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST. PHONE 1218</td>
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<td>ARLINGTON, TEXAS</td>
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
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<td>McNARY &amp; WRATHALL</td>
<td>933 NATIONAL PRESS BLDG. DI. 1205</td>
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<td>Commercial Radio Equip. Executive Offices</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg.</td>
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<td>HAROLD B. ROTHROCK</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
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<td>Birmingham, Alabama</td>
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<td>New York City</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST. PHONE 1218</td>
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<td>ARLINGTON, TEXAS</td>
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<td>Executive Offices, National Press Building</td>
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<td>933 NATIONAL PRESS BLDG. DI. 1205</td>
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<td>WASHINGTON, D.C.</td>
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<td>RING &amp; CLARK</td>
<td>4 Years' Experience in Radio Engineering</td>
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<td>JOHN M. PORTER</td>
<td>Commercial Radio Equip. Executive Offices</td>
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<td>ALFRED E. TOWNIE, Director One Hob Hill Circle, San Francisco 2, Calif.</td>
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<td>GILLE BROS.</td>
<td>1100 Lillian Way, Gladstone 6178</td>
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<td>Hollywood, California</td>
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**CONSULTING RADIO ENGINEERS**

August 25, 1947 • Page 61
August 15 Decisions...

BY A BOARD Time Extended

Paramount Pictures Inc.—Granted re- quest for a further extension of 60 days (to Oct. 15) to prepare and submit de- tails and evidence respecting its holdings in Allen B. Du Mont Labs. and effort of effecting conditions pending TV applications of Intermet, Inc., Dallas; New England Theatres Inc., Boston, and United Desert Theatres Corp.

ACTIONs ON MOTIONS

Top Management of Marketing.

Viking Bstg Co., Newport, R. I.—Granted petition for leave to amend application to specify 500 w instead of 1 kw.

KWVW Pasadena, Calif.—Granted petition for leave to amend application to specify 50 kw D on 830 kc instead of 5 kw.

KPMO Pomona, Calif.—Dismissed petition for leave to intervene in hearing on application of KUBA.

KIYS Merced, Calif.—Granted petition for leave to amend application to specify 1480 kw k on 1480 kc w instead of 1 kw to specify new trans. site, etc. Amended application and accept. application removed from hearing dock.

Sacramento Bstg, Inc., Chico, Calif.—Granted petition for leave to amend application to specify 25 kw k on 1490 kc w instead of 1 kw.

Summit Radio Corp., Akron, Ohio.—Granted petition to accept late notice of opposition to participation in hearing on application for FM permit.

Woodward Bstg Co., Detroit, Mich.—Granted petition for leave to amend application to modify site, etc. Amended application and accept. application removed from hearing dock.

State Bstg Co., New Bedford, Mass.—Granted petition for leave to amend application to modify site, etc. Amended application and accept. application removed from hearing dock.

August 15 Applications...

ACCEPTED FOR FILING

Modification of CP

KFPP Fort Smith, Ark.—Mod. CP which authorized changes in AM and mount FM ant. on top of AM tower for extension of completion date.

KFXM San Bernardino, Calif.—Mod. CP, as mod., which authorized change in frequency, increased power, new trans. and DA-DM and change transmitters for extension of completion date.

KVNC Coeur d'Alene, Idaho.—Mod. CP which authorized new standard station to change type trans. Also license to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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THE type of readership you want your ads to get —buyers of time by the hundreds—is built right into the Convention Issue. For months, a special staff has been working on its exclusive features:

Competitive product billings of the nation’s largest radio advertisers in 22 general categories: drug and toilet goods, food and beverages, cigarettes and tobacco, etc.—all charted according to product name, amount the sponsor spends, where he spends it, what his money buys.

Represented will be such top agency and advertiser executives as Elon Borton of the AFA, Fred Gamble of the AAAA, Charles Mortimer of the Advertising Council, Paul West of the ANA, and many others.

Latest corrections to the 1947 BROADCASTING Yearbook, up-to-date station reference listings.

Press run will be 15,500 copies—1,000 above our subscription list to cover the expected extra demand. Time is short to sell your story to buyers who spend 87% of the national radio dollar.

Final deadline for advertising copy is September 1. Write or wire BROADCASTING now for the BIGGEST advertising buy of the year.
FCC Actions
(Continued from page 68)

Applications Filed:

Applications for licenses to change studio location and change commencement and completion dates. Studio going from Oakland to San Francisco.

WFED Washington, D.C.—CP, as mod., when authorized new FM station for extension or completion of date.

WCAR Lima, Ohio—CP which authorized new FM station in Lima to make changes in same system, increase ERP to 1 kW and to change commencement and completion dates.

WCOV Harrisburg, Pa.—CP, as mod., which authorized new FM station in Harrisburg to make changes in same system and change commencement and completion dates.

FM-97.3 mc

WDAR Best Inc., Philadelphia—CP new FM station on Channel 20, 97.3 mc. ERP 39 kW and make changes in same system. AMENDED to change directors and stockholders: change trans. site.

Modification of CP

WKJF Bangor, Me.—CP which authorized new FM station to change type trans. make changes in same system and change commencement and completion dates.

KCMC-FM Texarkana, Tex.—CP which authorized new FM station to change type trans. make changes in same system and change commencement and completion dates. WSAU WAUSAU, Wis.—CP, as mod., which authorized new FM station for extension of completion date.

License for CP

The A. S. Abell Co., Baltimore—License to cover CP for new experimental television relay station.

APPLICATIONS DISMISSED

Hoyle Barton Long, Fort Royal, Va.—CP for new standard station 870 kc 3 kw D. Dismissed by request of attorney.

Modification of CP

KRAL Waukins, Wis.—CP, as mod., which authorized new standard station to make changes in vertical ant. Dismissed by request of applicant.

APPLICATION RETURNED

McMinnville Beta, McMinnville, Ore.—CP new FM station (Class A), on Channel 14, 88.3 mc and CP, as mod., as applied for new FM station on Channel 85, 88.3 mc and CP, as mod., as applied for new FM station on Channel 53, 88.3 mc. RETURNED Application not signed.

TENDERED FOR FILING

Assignment of License

TJKN Truchtenbach, Alaska—Consent to assignment of license to William J. Wegner tr/a Alaska Bcstg. Co.

AM—839 kc

Yolo Best Co., Woodland, Calif.—CP new standard station 930 kc 1 kw D.

AM—1480 kc

Frederick Best Co., in or near Frederick, Md.—CP new standard station 1480 kc 1 kw. WSAU

AM—1480 kc

Blue Valley Best Co., Beatrice, Neb.—CP new standard station 1450 kc 100 w. unil.

AM—628 kc

Sumner County Best Co., Gallatin, Tenn.—CP new standard station 820 kc 1 kw D.

AM—1600 kc

A. M. Respondek, Custer, Neb.—CP new standard station 1600 kc 1 kw w. D.

Assignment of License

KINY Juneau, Alaska—Consent to assignment of license to William J. Wagnert/a Alaska Bcstg. Co.

August 19 Decisions . . .

BY THE SECRETARY

WJBK Detroit—Granted CP to change name of licensees to Detroit Bestg. Co.

WNO West Palm Beach, Fla.—Granted CP for all new trans.

WHOO Orlando, Fla.—Granted CP for extension of completion date to 1-48.

WBAI Allentown, Pa.—Granted CP for extension of completion date to 10-15-47.

Gun Duel Aired

KSGI CROWLEY, La., reports that it held a peak Sunday audience glued to receivers for over two hours Aug. 10 as staff members gave an on-the-scene description of a manhunt for a hitchhiker wearing unorthodox Army uniform who had shot a policeman and fled under buildings in Crowley's industrial rice milling section. One KSGI announcer, Noel Fruege, located a nearby telephone, which was connected immediately with the KSGI control room. B. Hillman Bailey Jr., station's general manager, relayed description of the action to listeners. About 50 feet from telephone manned by Mr. Fruege was Announcer Edmund Reggcy, relaying by word of mouth to Announcer Fruege the information shouted to him (Reggcy) by another announcer, Dan DeBie, who was at age of warehouse under which the gunman was hiding. Highlight of broadcast was a description of gun duel between the hitchhiker and Assistant Chief of Police Curley Stelly. The chief won the duel.

HEARST Radio Inc., area of Baltimore—Granted CP for new experimental television relay station. Granted CP for new experimental television relay station, Grant Street, New York City.


WASK Lafayette, Ind.—Granted CP for extension of completion date to 10-1-47.

WREX Dubuque, Minn.—Granted CP for extension of completion date to 10-1-47.

KOAK Oak Cliff, Tex.—Granted CP for extension of completion date to 10-1-47.

KXLA San Diego, Calif.—Granted CP for extension of completion date to 11-3-47.

KCVB redhead, Calif.—Granted request to cancel CP which authorized changeísimo FMT to 91.5 on top of AM station.

KUSN San Diego, Calif.—Granted CP for extension of completion date to 11-3-47.

WTCN Memphis, Tenn.—Granted CP for extension of completion date to 10-1-47.

WSEO Ogdensburg, La.—Granted CP for change to type trans. and approval of ant. and trans. location.

KCRS Midland, Tex.—Granted CP for extension of completion date to 11-15-47.

KSPX Grand Forks, N. D.—Granted CP, change type trans. approval of ant. and trans. location and change studio location.

WHTF-FM Bangor, Me.—Granted CP to change corporate name to Gary Grammer Broadcasting Co.

WGAT-FM Portland, Me.—Same.

KFWF-FM Nashville, Tenn.—Granted CP for new FM station.

WATW-FM San Antonio, Tex.—Granted CP for extension of completion date to 3-9-48.

WABC Fall River, Mass.—Granted CP for extension of completion date to 3-9-48.

WNNX Atlanta, Ga.—Granted CP for extension of completion date to 12-3-48.

KXKK Colby, Kan.—Granted CP to change trans. to vertical ant. and change studio location.

KGGI Springfield, Mass.—Granted CP to change to FM station.

KRRK McNeel, Neb.—Granted CP for extension of completion date.

WPXG-FM Jacksonville, Fla.—Granted CP for extension of completion date.

WKMA Gluckston, Ga.—Granted CP to change type trans. and makes changes in ant. and change trans. and studio location.

WSBN Belle Glade, Fla.—Granted CP to change trans. location and specify studio location.

WEWO Laurinburg, N. C.—Granted CP for change to FM station in vertical ant.

KXMO San Mateo, Calif.—Granted CP for new station 1500 kc 1 kw w. D. and to specify studio location.

KROQ Brawley, Calif.—Granted CP for new FM station.

WLBY Liberty, N. Y.—Granted CP for change in vertical ant. and change trans. and studio location.

WNAS Asa Rome, Ga.—Granted CP to change type trans. and makes changes in ant.

KIFK San Antonio, Tex.—Granted CP for approval of ant. and trans. location and specify studio location.

(Continued on page 70)
The 25 years just past have accumulated a vast store of knowledge... for you. Knowledge now put to the best use to produce fine equipment... especially concentrated on broadcast apparatus... hundreds of transmitters,—thousands of smaller units,—each one tailored to fit its use in your broadcast station.

One of Gates' finest products is the BC-5A Transmitter,—designed by broadcast engineers for broadcast use. Five kilowatts of power—negligible distortion and noise—high fidelity—components selected for quality—are only a few of its features.

Your inquiry will bring complete information. Delivery is good and the price is right.

GATES 5KW TRANSMITTER
MODEL BC-5A
CELEBRATION of its increase in power to 3 kW was observed early this month by KDAL Duluth, with presentation of "Klickitat Karnival" show from Duluth Army Armory. Minnesota's Governor Lutter Youngdahl was guest of honor at the ceremony, which attended by more than 4,000 KDAL listeners. Cedric Adams, radio commentator and columnist, also attended the celebration, originating his regular 10 p.m. newscast from the Armory. Other features of the show included a quiz contest conducted by Joe Cook of KDAL, with numerous awards to contestants.

Special Events Covered

BIG DAY for special events crew of KORN Ferment, Neb., was marked Aug. 14 when station covered five on-the-spot broadcasts during the day's schedule. First of the broadcasts was made from the 4-H Club Fair by KORN's Ray Arvin. During this broadcast "Fur on the Feet" program mill and Mr. Arvin rushed to the scene with his wire recorder and assistant, Kirk Ekern, to cover the event and get it on the air in minimum time. The next broadcast returned to the Fair and did two more one-spot shows from there. KORN aired two regular broadcasts from the fair each day.

Alaska Soap Box Derby

PROGRAMS of broadcasting the Soap Box Derby at Juneau, Alaska, have for some time worried the staff of KINY Juneau, but KINY used a wire recorder, but this year the station wanted a true contest to highlight the running. Because of varying course conditions, KINY's "soap box derby" was designed to bring theirs from the finish line. So KINY mounted a soap box derby contest and chose Bob Druxman's car and he followed racers along the course. A shortwave re-ceiver was set up in a home along the course and broadcast was put on a telephone line to the station to there. KINY's broadcast also served as a public address system as the race committee urged listeners located along the course to place radios on porches and tune them up for benefit of spectators.

'Hello' Girl Is M.C.

SWITCHBOARD operator at WTOP Washington, Marie McGrain, has the opportunity for three weeks to talk to people, secure in the knowledge that if no one can talk back to her, Miss McGrain, veteran "hello" girl at WTOP, is substituting for "Uncle Bill" Jenkins on the 5:30-7:30 a.m. "Corn Squeezin" morning program while Uncle Bill takes a vacation starting Aug. 25. "Corn Squeezin" avoids the "bright and cheery" attitude and makes no bones about how people feel at 5:30 a.m. Deep-voiced Miss McGrain is known as "Cousin Marie" on the show and follows the format of records and "such chatter as she can muster at that dim hour." She has never had a program, but her telephone training (with WTOP since 1922) gives her plenty of experience in talking to people.

Wins Top Honors

FIRST PLACE in annual competition for farm and home programs produced through land-grant colleges of U. S. is awarded for third consecutive time to Y. of Nebraska's "Farm Facts and Fun." Program heard Sat. 1 p.m. on KDAM Omaha. Selection was made at annual meeting of American Assn. of Agriculture College Editors in Minneapolis. Second place went to Pennsylvania State College and third place to Iowa State College. "Farm Facts and Fun" is written and produced by U. of Nebraska's extension editor, George Round, and Bill MacDonald, KFAB farm service director. Program originates at Lincoln and is fed to Nebraska's Wireless Network.

Seizing Game Fish Problems

PRIZE-FISHING "Kilowatt Karnival" and "Stream Club" program on WSYT Clintonville, Wis., all aimed at solution to the problem of purifying the Chippewa River with game fish. Subscriptions to several contributory programs are sent to the ladies only, membership in the Jefferson County Sportsmen's and Farmer's Assoc., are prizes that are being given away. The program has aroused much interest and pets." of another show have called asking proper officials for their support of the project.

'Listen Barberton'

TO CREATE greater interest in neighborhoods for prospective sponsors, in Akron, is featuring a 45-minute program designed to sell advertising. Show is sponsored by merchants and business organizations in Barberton and intended especially for homemakers and owners of homes of that city.

Asking For It

LISTENERS are asked to write to why they dislike Syd Byrnes or his "Alarm Clock" show heard every morning from Cleveland. Substantial and valuable prizes are being awarded for the best arguments. Any complaint not sent will be directed to Mr. Byrnes or his show, automatically. Program originates from WFAE Show's suggestion that station reports that response is great.

New Program

HUMOROUS but forthright criticism of radio musical programs is the feature of new weekly series of CBL Toronto and Trans-Canada Network. Program is called "What's In It For Me?" features Lester Sinclair, Canadian au- thor and playwright, as critic of CBC Radio musical programs. It is believed that the first time a broadcasting organiza- tion has ever given a program that talks criticizing its own programs.

REASON every Saturday morning for half hour of WRAG and Arbor, Mich., children are invited to sing, play, and re- cite to their heart's content. "Anne Marie Miller tells a weekly fairy story, and "Uncle" Jerry Ryan spins an Irish yarn or two. Children have invited li- censees to write in their own way and help select a name for their program.

Safety Drive

TO HELP lovers of streets and highways of Ontario safe for both drivers and pedestrians, the Ontario stations of Trans-Canada Net- work have been known for years as "Safety First" program. Each week program highlights of the week's值得实际 happenings. Program is produced in co-operation with Ontario Dietz and Right Costumes, and sponsored by many auto dealers.

Great Plays and Life Dramas

THE stage realism and realизма in the form of new play which has been bought are not new. Litvack and Bivian Davis of of "Mlle, Davis Inc., New York radio producer, called "The American Repertory Theatre on the Air," show is reported by being nego- tiated by NBC for a weekly, twelve-week, 5:30-7:30 p.m. addition to plays and dramas, each show presents contemporary drama critics. Dr. Frank Black of NBC News, who wrote a review of the original scores for each show. Cast will include stars in the screen and radio.

Labor News

NEWS ABOUT trade union activities in the Toronto district and views of union leaders is being heard every Thursday evenings on CJCB Toronto, in a program named "Labor News." Program consists of five minutes of union leaders and other the- sion or interviews, Program is arranged by the Canadian Council of Labor Organizations (CIO) and Toronto District Trades and Labor Council (APL).

Dog Tales

SHOW designed to give helpful hints on the care of small pets between 7:15-8 p.m. nightly presented by ELZ Daheer, Sun. 2-4, 11:45 a.m., 5:30-7:30 p.m., Thursday. Howard, a breeder of setters and point- ing dogs, is the host. His program brings prominent dog fanciers to mike, presents sidelights on various

BROADCASTING • Telecasting
WCCM Lawrence - Lowell
Underway As Daytimer

WCCM, operating with 1 kw daytime on 800 kc, is on the air as newest Lawrence-Lowell, Mass., outlet, according to George H. Jaspert, president of the Lawrence Broadcasting Co., licensee of WCCM. Studios are located at 64 Essex St., Lawrence, and 11 Kearney Square, Lowell.

Officials of the station include Gordon S. Ley, treasurer and general manager; William C. Engel, commercial manager; Arthur (Roxy) Rothafel, program and promotion manager; Nelson Lawson and Paul Hur, engineers. Announcers are Tom Frank, Nick Caruso, Louis Rocks and William Mogila.

Work Begins on 250-w
Ishpeming, Mich. Outlet

CONSTRUCTION has begun on WJPD, new 250-w outlet of the Ishpeming Broadcasting Co. on 1240 kc in Ishpeming, Mich., it was announced last week by J. P. Deegan, president of the permittee.

Installation of studio and technical equipment will be supervised by Carl H. Meyer of The Andrew Co., Chicago. WJPD plans to use AP and Lang-Worth services.

Westinghouse Campaign

J. H. STICKLE, Westinghouse Electric Corp. advertising manager, last week announced plans for an advertising and sales promotional campaign by the Westinghouse Home Radio Division in support of the new public relations and merchandising program of the Radio Manufacturers Assoc. Two of the three Westinghouse promotion packages for fall release are built around the RMA's program of a radio for each member of the family. Idea will be further developed in a two-page spread in national and farm magazines during November.

Reber to Standards

GROTE REBER, radio physicist and engineer, has been appointed to the National Bureau of Standards staff, it was announced last week by Bureau Director Dr. E. U. Condon. Mr. Reber, who at present is supervising erection of a powerful radar device, will direct several new projects dealing with radio communications and particularly with radio noise.

Erwin Signs Six

ERWIN NEWS SERVICE of Washington, D. C., last week announced the signing of WLOS Asheville, N. C., as its latest client. Other recent additions include WILX North Wilkesboro, WTHG Greensboro, WSIC Statesville, WCBT Roanoke Rapids, and WEWO Laurinburg, all in North Carolina.

FIRST STEP toward construction of new FM station for WIBC, Indianapolis News outlet, has been taken with purchase of a new General Electric FM transmitter. Completing arrangements in the WIBC-GE transaction are (1 to r): George S. Peterson, GE engineer; Harry Adams, WIBC chief engineer; Richard M. Fairbanks, president of WIBC and son of a former publisher of the News; Stephen Pozgay, GE. New FM transmitter will be installed in new building which will house WIBC's 50-kw transmitter when station moves to higher power early in 1948.

POWER

'Broadcasting' Letter Aids
In Pa. Lawmaking

PROVING that the press is also powerful, a letter printed in Broadcasting, May 19 issue, has been highly instrumental in changing the action taken by the Pennsylvania legislators in regard to setting up a state-wide radio network.

The letter, by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa., favored proposed state fund for visual and audio education, but was against construction and operation of non-commercial educational stations.

Mr. Skinnell held that the existing commercial facilities could be used. "It has been my experience," he wrote, "that commercial broadcasters are always willing to provide more radio time than is ever utilized by the schools."

U. F. Goodall, educational director of WHP Harrisburg, was chairman of the committee on education by radio and agreed thoroughly with Mr. Skinnell but was without documentary presentations needed to prove his point with the legislators who were holding out for an educational network.

Then Broadcasting published Mr. Skinnell's letter, which Mr. Goodall immediately placed before the board members. The bill was amended, with provisions for a division of radio and audio-visual education within the Dept. of Public Instruction, but with the statewide network plan out.

PRESENTATION of a television receiver to the Poor Richard Club of Philadelphia, was made by WPIL Philadelphia, and The Philadelphia Inquirer set will be installed in Club's television room for entertainment of all members.

BERGEN SHOW RESUMES
SEPT. 7 ON NBC - CBC

STANDARD BRANDS INC., New York (Chase & Sanborn coffee), following 14-week summer vacation, on Sept. 7 resumes "Charlie McCarthy Show" on 146 NBC and CBC stations, Sun., 9-8:30 p.m. (EDST).

Besides Edgar Bergen with his wooden Charlie McCarthy and Mortimer Snerd, cast will include Anita Gorden, vocalist; Pat Patrick, comic, as Ernie Twing; and Eddie Mayehoff, comedian. Ray Noble continues as musical director, with Ken Carpenter as announcer. J. Walter Thompson Co., New York, is the agency.

Outside name talent will be added to program on special occasions. First three broadcasts are to originate from Hollywood. Program also will travel to New York, using name radio talent there on an exchange basis.

WORD Makes Deal

WORD SPARTANBURG, S. C., which has been presenting a daily newscast from a remote studio set up in the newroom of the Spartanburg Herald-Journal, has worked out a unique arrangement whereby the newspaper can call the station at any time and take the air to broadcast a big news break. The arrangement has worked out very well, according to Walter Brown, president of WORD.

5000 Watts
Now! Day and Night
570 KC

WWNG-Ashville
THE HUB

WESTERN NORTH CAROLINA!
Serves ALL of Western North Carolina BEST
Represented by
HEADLEY - REED COMPANY

August 25, 1947 • Page 67
In the Public Interest

Missing Man Found
WHEN Honolulu authorities were unable to locate one Willy Shafer, who had been last heard from when he left the Hawaiian capital four months earlier for Maui, one of the outer Hawaiian Islands, the Red Cross called upon KMVY, new MBS affiliate in Wailuku, Maui, for assistance. The station reports that four minutes after it had broadcast a description of the missing man and an appeal for aid in locating him a contact was made and he was found.

Contacts Sailors on Ship
FATE stepped in when WLAC Nashville, Tenn., was asked to locate a sailor stationed on a ship in Gulf of Mexico and inform him of a death in his family. With only his name to go on, WLAC made a 15-word announcement with the hope the sailor would hear it. The sailor was tuned to WLAC at exactly the right moment, heard the announcement and next morning was home in time to attend funeral services.

Neighbors to the Rescue
WHEN the floods ruined crops and delayed further planting operations in Iowa, a critical shortage of early maturing soybean varieties developed overnight. Dealers were completely sold out of soybean seeds that would feature a crop before frost, and farmers needed from 10 to 15 thousand bushels of seed immediately. After checking with farmers, WMT Cedar Rapids broadcast an appeal for information on early maturing seed supplies. Chuck Worcester, farm service director for WMT, made a "neighbor to neighbor" request to farmers further north to make seed available to Iowa farmers. Response was great and over 15,000 soybean varieties were located. Lists were promptly prepared by WMT and made available to farmers requesting the information.

Golf Clubs for Vets
GOLF BALLS and clubs poured into WOL Washington, after a request made by Art Brown on his Five Star Review program. He asked his listeners to send in their unwanted balls and clubs to be sent to convalescent veterans at Washington’s Walter Reed Hospital. Special arrangements were made with the local Yellow Cab Co. for listeners to send in their donations via Yellow Cab or phone their address and a cab was dispatched to make the pick-up.

Youth Identified Thru WKGV
JUST before signing on the air one morning, WKGV Charleston, W. Va., received a call from a local funeral home saying a young boy had been seriously injured in front of the firm’s office and police were requesting that WKGV appeal to radio audience for identification. Station reports that in three minutes after the appeal was made a call was received which identified the youth.

Help Comes From 500 Miles
WHEN a call for help with trucks and combines during the great Texas wheat harvest came from Pampa Chamber of Commerce, WOAI San Antonio, Tex., 500 miles away, appealed to its listeners for help with the 115,000 acres of wheat ready for harvest. Station reports that numerous volunteers for equipment were received.

A MINORITY GROUP fighting for all minorities is the theme of Laugh It Off, a public interest feature presented last month on WEAN Providence, by the Providence Urban League. WEAN doctored the time for this presentation (7:15 to 7:30 p.m.) and asked listeners to send their comments to the station—"Tell us what you think of this special commentary on the great American comedy of intolerance... Written and produced by Frank and Bettina Jones of Radio Productions, Providence, Laugh It Off dramatizes incidents of intolerance due to race, color and creed—and even regional intolerance—which occur in our nation. Radio Productions is offering this script to any local, non-commercial group for broadcast, with the only restriction the requirement of a credit line to its writers.

WINS Defendant’s Freedom
CONVICTED of a petty larceny charge in connection with the passing of a worthless check, Albert Russell, defendant, now has been cleared of all charges, thanks to Carl Schroeder, associate news editor of WNRD Syracuse. Mr. Russell was found guilty at a Syracuse police court trial and was fined and sentenced to 60 days in the penitentiary. Mr. Schroeder rounded up witnesses to prove his innocence and was instrumental in making a second trial possible. At the second trial, Mr. Russell was acquitted

and the prior conviction was set aside. The judge stated that he was "deeply grateful" to Mr. Schroeder for his work on the case.

SPEECH marking presentation of merchandise gifts to Mrs. Lois Wright (I), 100,000th patron of WRVA Richmond’s Saturday night Old Dominion Barn Dance, is made by C. T. Lucy, general manager of station, and broadcast over WRVA.

Tell your story to TOP MANAGEMENT where it really counts
9 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of Marketing.
Men like this SALES MANAGEMENT subscriber:
Mr. Ray Jones, 12-13
Philips Morris & Co., Ltd., Int. 17/17
1:20 - 5th Ave.
New York, N. Y.

You can reach thousands of these top men in SALES MANAGEMENT
New York * Chicago * Santa Barbara

Page 68 • August 25, 1947
Petition in Providence FM Case Raises Policy Question

IS FCC'S POWER to assign frequencies subject to the wishes of a municipal government? May a newspaper applicant be required to change its editorial policies before it can get a station grant? These questions, in effect, are now awaiting FCC hearings. They were raised in the Providence (R.I.) FM case, after the State House of Representatives passed a resolution asking the Commission to hold further hearings on the application of the Providence Journal Co.

There were six FM applicants for Providence and enough channels to go around. FCC granted five but withheld action on the Journal's pending further study of the House resolution [BROADCASTING, June 16].

The House, with a Democratic majority, questioned the justification for giving a grant to the Journal, an independent Republican newspaper. It claims included a contention that "it has been necessary for citizens of the State to purchase advertising space in the Providence Journal and Evening Bulletin to reply to news articles and editorials affecting their reputation and character."

The resolution asked for further hearings and particularly requested FCC to get the opinions of the mayors of Providence, Woonsocket, and Pawtucket.

In response to the Commission's subsequent request, Providence Mayor Dennis J. Roberts submitted a resolution by the City Council asserting that "it appears that there is no present need for the construction and operation of another FM broadcasting station within the State of Rhode Island, and particularly within the city of Providence." The resolution also challenged the newspaper's editorial policies.

Mayor Embrose R. McCoy of Pawtucket submitted a statement contending that six FM stations already have been assigned in Rhode Island and that a grant to the Journal would be a "disservice" to the people. FCC's records did not indicate a reply by Mayor E. E. Dupre of Woonsocket.

The Commission has not yet indicated whether it will call for further hearing. One hearing already has been held in the City Hall at Providence—when the Journal pledged its proposed station to provide equal time for opposing sides in controversial issues, without indicating any change in the newspaper's partisan editorial policies. There was no opposition to a grant of the Journal's application at the hearing.

Control of WHUM Passes to Greigs

ACQUISITION of control of WHUM Reading, Pa. (1240 kc, 250 w), by President Humboldt J. Greig, ABC sales representative, and his wife was approved by FCC last Thursday. The transaction involves the $52,941 sale of 54.5% interest by six of the present stockholders to Mr. and Mrs. Greig, WHUM General Manager Robert G. Magee, and Thomas P. Robinson, manager of ABC's sales service department.

Mr. Greig, who already owns about 27% interest, will have 36.3%; Jessie P. Greig, who has about 18%, will own 27.3%; Mr. Robinson also will have 27.3%, and Mr. Magee will have 9.1%. The approximately 27% interest held by Mr. Greig before purchase of the additional stock, FCC authorities reported, included about 9% which he acquired, after the transfer application was filed, from Murray Carpenter, president and general manager of WPOR Portland, Me. Mr. and Mrs. Greig and Mr. Magee were formerly associated with Oliver Broadcasting Corp., which bought WPOR early this year [BROADCASTING, Feb. 10]. Sellers of the 54.5% interest in WHUM are G. F. Landon, Betty W. Landon, Lucinda Converse, Dorothy B. McCall, Patricia Bacon and Max O'Rell Truitt.

Murray New KQV Head

JAMES F. MURRAY was named manager of KQV Pittsburgh last week, succeeding G. S. Wasser, who resigned. The two men were responsible for building KQV into a recognized station and together helped launch the MBS Opinion-scope. Their report of the power strike in Pittsburgh won them a national service award. Under Mr. Wasser's general management Mr. Murray served as commercial manager. Mr. Murray is a former Pittsburgh Press sports writer while Mr. Wasser was manager of WJAS-KQV until the FCC duopoly ruling.
August 20 Applications

ACCEPTED FOR FILING

Modification of CP

KNGS Hanford, Calif.—Mod. CP which authorized new standard station to change type trans., make changes in DA, change trans. location and specify studio location.

WBRC Indianapolis, Ind.—Mod. CP, also mod., which authorized new standard station for extension of completion date.

Assignment of CP

WKIC Hazard, Ky.—Voluntary assignment of CP to ESM Broadcasting Corp.

Modification of CP

KRUS Huston, La.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WABJ Adrian, Mich.—CP to change frequency from 1500 to 1490 kc., change hours from D to un., and make changes in trans. equipment. (Continuing on WJRE, grant to change frequency)

Modification of License

WCAR Pontiac, Mich.—Mod. license to change name of licensee from Pontiac Best, Co. to WCAB Inc.

AM-1400 kc.

Motor State Best, Co., Ypsilanti, Mich.—CP new standard station 1440 kc 250 w un., Contingent upon grant of WJML for new facilities.

AM-1550 kc.

The Montclair Network, Billings, Mont.—CP new standard station 1550 kc 1 150 w in., to install DA-N and change trans. location.

Modification of CP

KOJM East St. Louis, Ill.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Modification of CP

KLAS Las Vegas, Nev.—Mod. CP, as mod., which authorized new standard station to change trans. and studio locations.

AM-1460 kc.


Modification of CP

WGJJ Rochester, N. Y.—Mod. CP which authorized new standard station to change DA-DN (DA-2) to DA-N and to specify audio location.

AM-1270 kc.

Peters Best, Co., East Liverpool, Ohio—CP new standard station 1790 kc 1 kw D.

AM-1390 kc.

KRCB Emid, Okla.—CP increases 1 kw DA-DN.

AM-1390 kc.

K绑 Asters, Oreg.—CP change frequency from 1230 to 1230 kc., install new trans. at Studio and change DA-DN.

AM-1320 kc.

KRTA Portland, Ore.—CP change frequency from 600 to 590 kc., install new trans. at Studio and change DA-DN.

AM-1320 kc.

WNLN Camden, N.J.—Mod. CP, as mod., which authorized change in frequency from 1150 to 1250 kc., change broadcast classes and or expansion occurs during continuous program.

AM-1390 kc.

Mt. Pleasant Best, Co., Mt. Pleasant, Tex.—CP new standard station 1300 kc 250 w un., AMENDED to change frequency from 1300 to 1250 kc., power from 250 w to 1 kw, hours from un., to D., change type trans. and change studio location.

Modification of CP

WDEV Hartford, Conn.—Mod. CP which authorized change in hours, in location and in station ownership, to an applicant for approval of DA system.

AM-1390 kc.

WKVW, owned by Lloyd E. Squier, surviving partner of the late L. W. Ricker d/b/a Radio Station WVDV and a registered alien, and W. C. Ricker, deceased, and W. C. Ricker, trustee of W. C. Ricker, deceased, to Lloyd E. Squier.

AM-1400 kc.

WNLN Camden, N.J.—Mod. CP, as mod., which authorized changes in FM station to change broadcast classes and or expansion occurs during continuous program.

FM-102.7 mc.

Lake Shore Best, Co., Evanston, Ill.—FM station (Class B) on Channel 274, 107.2 mc., ERP 30.5 kw.

KFWM-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

FM-91.5 mc.


FM-98.1 mc.

WYLY-FM Syracuse, N. Y.—Mod. CP as mod., which authorized new FM station for extension of completion date.

FM-91.5 mc.

WBML-FM Macom, Ga.—Same.

Redick, Inc., Lockport, N. Y.—Same.

WMNL-FM Macom, Ga.—Same.

KBML-FM Macom, Ga.—Same.

KFPM-FM Fort Smith, Ark.—Mod. CP, as mod., which authorized changes in FM station to change broadcast classes and or expansion occurs during continuous program.

FM-102.7 mc.

Lake Shore Best, Co., Evansston, Ill.—FM station (Class B) on Channel 274, 107.2 mc., ERP 30.5 kw.

KFWM-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

FM-91.5 mc.

KBML-FM Macom, Ga.—Same.

WYLY-FM Syracuse, N. Y.—Mod. CP as mod., which authorized new FM station for extension of completion date.

FM-91.5 mc.

WHUP-FM Biggers, Ark.—Mod. CP which authorized new FM station for extension of completion date.

FM-91.5 mc.

WYLF-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

FM-91.5 mc.

WBML-FM Macom, Ga.—Same.

WFYX-FM Newberry, S. C.—Same.

KBML-FM Macom, Ga.—Same.

KDML-FM Macom, Ga.—Same.

KWML-FM Macom, Ga.—Same.

WBML-FM Macom, Ga.—Same.

KFBQ-FM Biggers, Ark.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM-91.5 mc.

KPSM-FM Savannah, Ga.—CP new standard station 1490 kc 250 w un. (WNGC is vacated by WQHJ)

Modification of CP

WSLV Savannah, Ga.—Mod. CP requesting change from non-DA to DA, and DA to D, be 5 days earlier or later than sunrise or sunset whichever last occurs, to be 5 days earlier or later than sunrise or sunset whichever last occurs.

AM-1390 kc.

Taggart, fiancee of Indian John I. Kaiser, in permitting corporation to be adopted by Keith Warner.

August 21 Decisions

BY A BOARD

FM Authorizations

Authorized additional grants for two Class B FM stations. Granted CPs one Class A and two Class B outlets; cond. Also authorized CPs in lieu of previous cond. for two Class A and two Class B stations. See story this issue.

Hearing Designated

R. L. Best, Co. and Inter-City Best, Co.—Designated for consolidated hearing applications for Class B FM stations.

Modification of CP

WDNC Durham, N. C.—Granted mod. CP, as mod., which authorized changes in DA and mount FM on AM tower; engineering cond.

Transfer of Control

KBKE Best, Co., Inc., Best, Mo.—Granted permission to transfer of control to Best, Co., Inc., for extension of completion date.

Petitions Granted

WHBQ Memphis, Tenn. and KWTO Springfield, Mo.—Adopted decision and order granting petitions insofar as each requests Commission to mod. grant or allowance for new remote pickup and or make changes in FM station.

Northern Californians are enthusiastic about Northern California stations. Many discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,322 licensed, 623 construction permits, 690 applications pending; of that (92% are in hearing); FM—52 licensed, 871 conditional grants, 663 CPs (part of CPs come from conditional grants, other by actions from hearing proceedings), 150 applications pending (86 in hearing); television—six licensed, 55 applications pending (three in hearing); noncommercial educational FM—six licensed, 56 CPs, seven applications pending.

Petitions Granted

KOSA Odessa and KBST Big Spring, Tex.—Three applications each requesting change of facilities to 1220 kc 250 w un., Mississippi Best, Co. Inc. and The Arkansas Best, Co. Inc., Arkadelphia, Ark.—Designated for consolidated hearing applications for new stations 1220 kc 250 w un., Lockport Union-Regular and Journal Independent Best, Co., Lockport, N. Y.—Designated for consolidated hearing applications for new stations 1220 kc 250 w un., at Lockport and Buffalo.

Transfer of Control

WHUW Reading, Pa.—Granted consent to transfer control of 94.5% common voting stock from G. P. Landon, Petty to Best Beoch, Co., Inc., for extension of completion date.

WKBW New Kensington, Pa.—Granted renewal of license for period ending May 12, 1950.

KWOC Norwich, Conn.—Granted renewal of license for period ending Aug. 1, 1950.
AUGUST NEW
250 W
TENSION
BE
TERMINE OPERATING
BROADCASTING
KENT
STEEL
DIRECT MEASUREMENT
ANT.
USED
FOR AUX. PURPOSES WITH
CARTHAGE, AS MOD.,
AS MOD., WHICH AUTHORIZED INCREASE IN
POWER, CHANGES IN FACILITIES AND DA FOR EXTENSION OF DATE.
LICENSE FOR CP

WJCK New York, N.Y.—License to cover CP, as mod., which authorized new station to make changes in loca-
tion and to determine operating power by direct measurement of ant.
AM—1370 KC

WBNJ New York, N.Y.—License to cover CP, as mod., which authorized new station to make changes in
facilities from 1260 to 1370 kc, power from 250 W to 1 kw and change trans. and ant. location. AMENDED TO
CHANGE FREQUENCY TO 1370 KC, WITH INSTALLATION OF NEW TRANSMITTER AND ANTENNA.
AM—1370

WJXK New York, N.Y.—License to cover CP, as mod., which authorized new station to make changes in
facilities and DA for extension of date.
AM—1490

WKNX Lima, Ohio—Mod., CP, which authorized new FM station for extension of completion date.
AM—850

WFRT Allentown, Pa.—Same.
MI—920

WPAM-FM Pottsville, Pa.—Same.
MI—920

WTCI-FM Greenville, S. C.—Same.
MI—920

WGBS-FM Hailey, Tex.—Mod., CP, which authorized new FM station for extension of completion date.
MI—920

WRKA Port Columbus, Ohio—Mod., CP, which authorized new FM station for extension of completion date.
MI—920

WLLE-FM Richmond, Va.—Mod., CP, which authorized new FM station for extension of completion date.
MI—920

WIBA-FM Madison, Wis.—Mod., CP, which authorized new FM station for extension of completion date.
MI—920

WSOY Decatur, Ill.—License to cover CP, which authorized new remote pick-up station WSSA.
AM—1430

THE EILLERMANS keep it in the family as Bernard (seated), presi-
dent of H. Eillermans Sons Inc., Covington, Ky., buys a six-a-week 15-minute sport new show on WZIP, new 250-watt taking the air Sept. 1 in Covington. Art Eillerman (i), youngest of the three brothers, is president of WZIP and Bob Eillerman (r), is treasurer of H. Eillermans Sons. Bernard was also vice president of Northern Kentucky Radio Corp, which had sought an outlet in Covington.

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Wagner Seeks KINY Juneau; Nine Others Ask FCC Consent

IF FCC SHOULD approve acquisition by William J. Wagner of KTKN Ketchikan and KINY Juneau, Alaska, as requested in applications tendered for filing at FCC last week, the owner of KFQD Anchorage would become operator of 62.5% of Alaska’s broadcast outlets. Mr. Wagner is to pay $140,000 for the two stations to their present owner, Edward F. Klaphake of the Far North Broadcasting to devote more time to his Seattle interests. Mr. Wagner also is permitted for new stations in Fairbanks and Seward.

Other new transfer applications at FCC include sales of KSMA Santa Maria, Calif., for $32,500 and WVOS Liberty, N. Y., for $15,000 plus. One addition requests also have been filed for changes in ownership status: KGIL San Fernando, Calif.; KFXR Omak, Wash.; WFLF Claire, Wis.; WCOS Columbia, S. C.; KKIN Visalia, Calif.; KBBL McCook, Neb., and WKIC Hazard, Ky.

Mr. Wagner is two-thirds owner of Northwest Radio Advertising Co. and Alaska Life Publishing Co. and sole owner of Pacific Alaska Sales Co., merchandising firm, all in Seattle. In the KTKN-KINY sale applications he stated that because of business increases in Seattle he is required to divest himself of either those two or his Alaskan stations. The applications continued further that he believes an Alaska resident can operate the stations more in the interest, convenience and necessity of the public.

Seeks Better Programming
Mr. Wagner, who with his wife owns Alaska Advertising Co., was reported in the applications as hoping to assure better programming and service through the combined operation. Programs would be exchanged and the stations eventually would be interconnected for a better overall Alaska service, it was stated. The applications also pointed out that Mr. Wagner plans to devote full time to the radio in Alaska and that since the cities are very small a better organization can be built up through the operation of several outlets.

KTKN is assigned 1 kw on 930 kc while KINY operates on 1460 kc with 5 kw. Mr. Wagner’s KFQD is licensed for 1 kw operation, 700 kc and holds commitment permit for power boost to 5 kw. The new Fairbanks station, KFRB, is assigned 1 kw on 1290 kc while outlet will operate specified hours on 1340 kc with 250 w. KFQD, KINY and KTKN in the fall of 1946 were organized as charter members of Alaskan broadcasting and are seeking to be the first Alaskan network [BROADCASTING, Sept. 16, 1946]. At the time of the agreement

Mr. Wagner gave Mr. Kraft a loan of $50,000 which is slated for other than broadcast use, according to the application. When the transfers are approved, the note is to be cancelled and in addition Mr. Wagner will pay $25,000. The remaining $65,000 is to be covered by notes.

KSMA requests Commission approval for assignment of license to Santa Maria Broadcasting Co. Present owners must dispose of the station because of illness of Hugh G. Shurtleff, only partner with radio background. Mr. Shurtleff, application said, has had nervous breakdown and has been under a doctor’s care. His KSMA associates are Charles A. Shurtleff, Marbury Cardella (Della) Shurtleff andadoop Agner.

Santa Maria Broadcasting is headed by Raymond H. Hardenbergh, onetime FCC radio inspector and former design engineer at Elton Beckley Co., Inc., Sullivan Bros. & Co. and chief engineer; William J. Davidson, program director of KECA Los Angeles, vice president and general manager, and Frank Garrish Moreland, secretary. Firm will issue 325 shares, $100 par. Mr. Hardenbergh is to acquire not less than 200 shares and Mr. Davidson not less than 90 more for 125 shares, according to an agreement given in the application.

KSMA is assigned 250 w on 1450 kc.

WVOS Sale
Sullivan County Broadcasters, a new firm, purchases WVOS from Bernard K. Johnson at cost, according to the application. The consideration is based on a to-date cost plus that which will be extended by Mr. Johnson before WVOS goes on the air. Station is assigned 250 w on 1240 kc.

Transfer request states that the high altitude of Liberty might adversely affect Mr. Johnson’s heart condition, his physician, and certain other affections acquired in the war. Sullivan County Broadcasters is composed of: David A. Kyle, freelance writer, president and 14%; Donald A. Corgill, otodentology trainee at Barnes Hospital, St. Louis, vice president; and Donald V. Murray, circulation manager, Sullivan County Evening News, Monticello, N. Y., secretary, 14%; Arthur L. Cooper, commercial manager WWSC Glen Falls, N. Y., treasurer, 14%; Harriet M. Kyle, wife of Judge Arthur C. Kyle, director, 20%, and Max H. Rhulen, president and 75% owner. Max H. Rhulen Insurance Agency, 20%. KGIL asks consent to transfer of control from C. P. M. Allen, deceased, to Helen Ruth Allen, his wife. Mr. Allen is both executive and chief beneficiary of his estate. Mr. Allen was secretary-treasurer and 56.4% owner of KGIL. No money is involved. J. G. Paltridge is to continue as president and general manager, according to the application. KGIL is assigned 1 kw on 1290 kc.

KTYL requests assignment of license from present partnership to Sun Valley Broadcasting Co. Inc., a new board of directors consisting of the same individuals and reflecting the interest changes which have occurred since formation of the original partnership. Although all were to have equal interests in the partnership, the partners subsequently have acquired varied interests. Two were unable to acquire unpledged veterans loans while several others received various interests for services rendered.

Holdings in the new firm, corresponding generally to partnership interests, are: Howard L. Roberts, president and 18%; Bert A. Randall, vice president, 20.77%; Elmo Howard, secretary, 20.77%; Lorenzo W. Johnson, treasurer, 5.56%; Donald Ellsworth, director, 13.87%; Samuel F. Curtis, director, 13.87%; Joseph M. Standage, director, 2.76%; and Ernest J. Burgi, director, 13.87%.

Mr. Howard, new addition to the organization, acquires at cost half of the interest held by Mr. Randall. The last $11,500 invested in the partnership. KTYL assignment is 250 w on 1490 kc.

In the WRFW transfer, John I. Kaiser sells his right to 30% interest...
est at cost, $1,688.75, to Keith Werner, secretary-treasurer, who also sells one-fifth of his 25% interest to Thomas K. Werner, president, for $1,000 and another 5% for valuable consideration." Mr. Kaiser withdraws to devote more time to his other interests, application said. When the shuffle is approved, the ownership would be: T. K. Werner, 10%; William J. Kutsch, vice president, 16%; Keith Werner, 50%; William E. Keefe, 16%; and James A. Riley, 8%. WRWP is assigned 1 kw day on 1050 kc.

Voluntary assignment of license of WCOS is requested from Carolina Broadcasting Corp. to Radio Columbia, parent firm. Transfer constitutes liquidation of the subsidiary holding. Officers and ownership of both firms are the same. WCOS operates on 1400 kc with 250 kw.

KKIN seeks voluntary assignment of license to KKIN Inc., new firm of which D. O. Kinnie, present KKIN licensee, is president and sole owner. Other officer is Madge K. Kinnie, vice president, and Gareth W. Honk, secretary-treasurer. KKIN has same facilities as WCOS.

Partnership incorporation is requested by KKRL with present co-partners taking same interests in new firm. Assignee, McCook Broadcasting Co., includes: William J. Cox, president; LeRoy W. Lanwell, vice president; Arthur V. Henri, treasurer, and Edward Cooper, secretary. KKRL holds CP for 250 w on 1450 kc.

Similarly, WKIC Hazard, Ky., seeks assignment of CP from present partnership to BMG Broadcasting Corp., new firm comprising same owners: Fred B. Bullard, president; Charles W. Metcalfe, vice president, and Richard H. Goodlette, secretary-treasurer. WKIC assignment is 1340 kc, 250 Kw.

Move Again Denied

FCC LAST WEEK denied petition of WFCI, West, Ill., requesting reconsideration and grant of its application to move main studios from Pawtucket to Providence. WFCI is ABC affiliate, assigned 5 kw on 1420 kc.


LT. GEN. JAMES GUTHRIE HARBORD, U. S. Army (retired), former president and chairman of the board of RCA, died on Aug. 20 at his home in Rye, New York, after a brief illness. He was 81 years old.

Because of failing health, Gen. Harbord recently requested retirement as chairman of the RCA board of directors and on July 11, 1947, the board acceded to his request. He was named honorary chairman and continued as a member of the board of directors. At the same time, David Sarnoff was elected to serve RCA as its chairman as well as its president.

Gen. Harbord joined RCA on Jan. 1, 1923 and served as president until 1930 when he was elected chairman of the board of directors.

His colorful army career began in 1889 when he entered the army as an enlisted man. He saw service in Cuba, the Philippines and on the Mexican border, and on May 1, 1917 General John J. Pershing selected him as Chief of Staff of the First American Expeditionary Force in France. In August 1919 President Wilson named him Near East Chief of the American Military Mission to Armenia. When Gen. Harbord applied for retirement from the army on December 29, 1922, to succeed Edward J. Nally, first president of RCA, the Secretary of War approved it with the following comment: "The industry into which you are going is still in its infancy and offers a large field for your activity. Being a gallant leader in the army, there is no doubt that you will prove to be an equally great leader in the industrial and commercial field."

Gen. Harbord's executive connections included: Chairman of the board of directors of RCA Communications Inc.; chairman of the board, RCA Institutes Inc.; director of NBC; director of Marvin Telegraph Cable Co.; director of Bankers Trust Co.; director of The Atchison, Topeka and Santa Fe Railway and director of the New York Life Insurance Co. Surviving are his wife, Anne Lee Brown Harbord and two step-children, Lt. Col. Lewis Brown and Mrs. Anne Brown Whiting, both of Rye, N. Y.

Funeral services were held Friday morning in New York and burial with full military honors was at Arlington National Cemetery in the afternoon.

Radio Stocks Show Best Trend on N. Y. Exchange

LATEST TABULATIONS of Securities and Exchange Commission, Philadelphia, show common stocks of radio manufacturers listed on New York exchange had the best upward record of 27 different industries in the four weeks ending July 12.

Composite increase was 3.2, 3.1, 8.8 and 4.9% of the industry index for each of the four weeks respectively. Only eight other industries showed a gain for each of the four weeks. They were agricultural machinery, chemical, drug and cosmetic, industrial machinery and tool, merchantile oil producing and refining, public utility holding, tire and rubber.

WORL BOSTON LICENSE EXTENDED TO NOV. 30

WORL Boston, facing deletion Aug. 31 for alleged concealment of ownership, was granted an extension of temporary license to Nov. 30 by FCC last week.

The extension, authorized Thursday, was not unexpected, since the Commission earlier had called for oral argument on Sept. 25 on the station's petition for rehearing [Broadcasting, Aug. 11].

The petition for rehearing is merited because renewal was denied on a 3-to-1 vote, with less than a majority of the Commission deciding the case, and because of changes in both the Commission and its staff since the case was heard.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!
Justice
(Continued from page 18)
cussion was of an exploratory na-
ture first of a series to be con-
ducted by the Department to de-
terminate whether formal complaint
should be filed.
It is understood the Department
has examined the record of the
House Subcommittee hearings at
which Mr. Petrillo had testified
that he exerted personal control
over the FM policy of the AFM
and that he expects to get many
jobs for musicians as FM devel-
opers. The Department did not ask
AFM to file formal complaint
against AFM or its president.
Presidents of the four major net-
works met in New York Wednes-
day to discuss the Petrillo decision.
After the meeting it was stated
that the networks already had been
in touch with the Dept. of Justice
and that a meeting would be ar-
anged.
The networks, in their reply to
Mr. Petrillo, said his refusal to
allow duplication "will seriously
retard the development' of FM broad-
casting." They called his ac-
tion "clearly contrary to the
public interest.
Text of the telegram, signed by
Mark Woods, ABC; Frank Stan-
ton, CBS; Edgar Kobak, MBS, and
Niles Trammell, NBC, follows:
We regret exceedingly your decision of
yesterday regarding duplication of
network programs on FM stations.
Your action will seriously retard the de-
velopment of FM broadcasting, and we
therefore feel, is clearly contrary to the
public interest. We urgently request a
further meeting as soon as possible to
brought about such FM to this problem.
NAB's FM Executive Commit-
tee, convening at 10 a.m. today
(Monday), was slated to go into
the subject in detail. The matter
was added to the agenda last week,
since the original call for a meet-
ing had been issued before the Pe-
trillo denial.
Chairman of the NAB com-
mittee is Leonard Asch, WBCA Sche-
nectady, independent commercial
FM station of many years' stand-
ing. Mr. Asch is a member of the
FMA board of directors. Among
other pioneer FM operators on the
NAB committee are Walter J.
Damm, WTMJ Milwaukee; Gordon
Gray, WMIT (WSJS) Winston-
Salem, N. C.; Everett Dillard,
KOZY Kansas City-WASH Wash-
ington; Wayne Coy, NAB board
liaison member, and a member of
the FMA board.

Miller Statement
NAB’s position in the FM music
situation was stated Tuesday by
President Justin Miller who said
the action would mean serious de-
atal to development of FM. He
predicted continuance of the stale-
mate and explained NAB many
times has asked the union to
lift his FM ban.
Shortly after the Petrillo reply to
the networks was made public
Tuesday Mr. Bailey said that
Dept. of Justice and FCC inter-
cvention would be sought. Opin-
on of Mr. Marks that FM stations
could broadcast programs of their affili-
ated AM stations as a result of the
Lea Act decision was recalled by
Mr. Bailey, who said:

We take the position that FM is an
advancement in the art of radio broad-
casting and is not a separate service.
We sincerely believe that within a few
short years FM will replace AM or ordi-
nary radio entirely. At the same time
we are content that the refusal of Mr. Petrillo to permit the duplication of
musical programs on FM stations
will serve as a deterrent delay in the
development of a broadcast art which the
FCC has termed "useless." If music
programs are denied FM at this
time, the art's development, we fear,
will be seriously delayed.
It is our contention that under the
Lea Act and Taft-Hartley Law, neither
Mr. Petrillo nor any other individual,
corporation or organization can law-
fully deprive FM of live musical pro-
grams which are available to radio sta-
tions affiliated with networks.
The major networks, now serving
the ordinary radio stations and few FM
stations, take the position that their
contracts with the APM do not include
nor do they provide for the duplication
of musical programs on FM. On the
other hand, network programs without
music are made available to FM sta-
tions.
The FM Assn. contends that the net-
work-APM contracts now in force do
not, on their face, preclude the duplica-
tion of musical programs on AM and
FM stations simultaneously.
The contracts provide for the em-
ployment of musicians for "radio broad-
casting purposes." FM is broad-
casting, in an advanced sense, to
network-APM contracts do not restrict
the music of musicians on AM sta-
tions or sustaining programs to any
specific number of radio stations. For
instance, one commercial program may be broad-
cast by only 25 or 30 stations while
another may be carried by 150 or more
stations. The rates for employment
of musicians are based down on giga-
cories of commercial and sustaining
programs.
Insanely much as FM is providing service to the public—and I might add a ser-
vice comparable to AM stations (with the exception of radio stations), FM cannot see how Mr. Petrillo draws
a distinction between AM and FM.
We do not feel, as does Mr. Petrillo,
that making network or other live
musical FM stations affiliated with
network or AM stations, violate inde-
pendent FM stations with no affiliation
at a disadvantage.
Of the more than 1,000 ordinary radio
stations on the air today, less than
two-thirds are affiliated with networks,
yet those independent stations are per-
forming a public service and in many
instances are employing live musicians
and other talent.
We feel that the issue at stake is far
greater than the duplication of inde-
pendent FM stations against those with
network or AM affiliations. It is a
question of depriving the public of a
service. FM is that the listener's right
and privilege to tune in Kate Smith,
Jack Benny, the NBC Symphony and other programs on ordi-
nary radio. It should be his right and
privilege to enjoy those programs over
the better facilities of FM transmission
and reception.
The FM Assn. pides itself in the
public interest.

In Chicago radio circles disappoin-
tment was expressed over the
Petrillo ban on FM duplication.
Frank P. Schreiber, general man-
ager of the ABC network, which oper-
ates WGNB with special AFM con-
tact for live studio orchestras),
said he was "keenly disappointed." He
added, "The cost of broadcast-
ing is so tremendous that almost
any station needs every advantage
today to be able to compete in the
field." Mr. Schreiber was one of the
three major representatives who attended
the July 31 meeting of network offi-
cials and Mr. Petrillo at which
lifting of the ban was asked.

'Can Afford to Pay'

In announcing his telegram to the
four network heads, Mr. Pe-
trillo told reporters FM stations
in the buying composite fee. "I concede
that this is extremely unlikely but if the
boys want music as bad as they say
they do they can afford to pay for it," he
said.

Asked to clarify this statement,
Mr. Petrillo mumbled something
incoherent and changed the sub-
ject.

His plan to enter the recording
business has been abandoned on ad-
vice of counsel, he said. The threat
to put AFM into recording was
made at the subcommittee hearings in
July. "They tell me they have
checked the legality of the idea and
the there might be some danger
of violating the anti-trust laws," he
said. "Anyway we've given up the
idea—temporarily, anyway."

Reaching into his desk, Mr. Pe-
trillo produced several pages of fig-
ures which he reeled off, pounding
the desk with his fist to make va-
rable points. He said that of some

KFMB
sells
SAN
DIEGO

There's no pro-
con when it
comes to results on KFMB. Our
listeners get results:
- increased sales
- increased profits
Why?
Because San Diego good
listening centers around
KFMB. Sell from "the in-
side" and you sell more at
less cost.

KFMB
Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and managed by JACK GROSS
Represented by BRANHAM CO.
Page 74 • August 25, 1947

Heard by most...
PREFERRED by more
in the BUYING Ark-La-Tex

KWAH
50,000 Watts
BROADCASTING • Telecasting

The Sherwood News Station
The Sherwood News Station


ewer

ewer
New York-Chicago-Mississippi Video Network Loop Is Seen

A TELEVISION network loop "in the near future" extending from New York to Chicago, south to Jackson, Miss., east to Atlanta, and north to Washington and New York was foreseen by FCC last week as a result of new links in AT&T's coaxial cable.

Intermediate points of the "loop," FCC said, would include St. Louis and Memphis on the circuit from Chicago to Jackson, and Charlotte, N. C., on the route from Atlanta to Washington. Only television use of the cable now is on the link from New York to Philadelphia to Washington.

One of the projected new links—from Augusta to Atlanta—will complete the transcontinental cable route from New York to Los Angeles via Atlanta and Dallas, FCC declared.

There was no indication, however, as to when coast-to-coast network television might develop. AT&T has indicated that at virtually all points, along the southern route and elsewhere, the availability of network video facilities will depend to a great extent upon demand [BROADCASTING, June 16].

The new coaxial links were included in a $10,540,000 expansion program for which FCC last Thursday granted blanket authority to AT&T and four of its subsidiaries. The program will supplement existing facilities by the addition of 512 miles of cable (470 miles of coaxial), 780 miles of copper wire, 4 "L" type and 2 "K" type carrier systems, "to provide immediate and future relief in the Augusta-Atlanta, Minneapolis-Den Moines, St. Louis-Memphis, and Frankfurt, Ky., sections.

The St. Louis-Memphis link, FCC reported, will be the first in the St.-Louis-New Orleans coaxial cable which, upon completion, will provide a complete route from New York to New Orleans. When these facilities are completed, Memphis will be tied into the coaxial network.

Output of Receivers Drops Off in July

OUTPUT of broadcast and television receivers declined in July, Radio Manufacturers Assn. announced Friday. The decline was spread through all types of receivers and was ascribed to seasonal factors such as vacations.

Production for the month (figures cover five full weeks) totaled 1,155,456 units, of which 70,649 were FM-A&M and 10,007 television receivers. FM-A&M output in June totaled 76,724 sets, television 11,484 sets, with an overall total of 1,213,142 units.

Though the month's totals are down from production levels during the last week, amounting to 357,240 units. The July television total far exceeds any other month this year except June.

FM receivers produced by RMA member companies (about 90% of the set industry's production), 14,178 were table models, 4,85 consoles, 55,937 radio-phonograph combination consoles and one table model radio-phonograph combination.

Total production of 9,766,100 sets for the seven months of 1947 includes 619,212 FM-A&M models and 56,396 television models.

New Don Lee Outlet

KYAK Yakima, Wash., operating on 1400 kc with 250 w, replaces KIT, that city, as Don Lee Broadcast System affiliate effective Sept. 1. New DLBS outlet is headed by Robert S. McCaw as president and general manager. Elroy McCaw is vice president and Tom Olson serves as secretary-treasurer.
San Francisco Business
(Continued from page 18)

with Jack for do ness way sively buss Hon.

“I our bill to date has been 60% above 1946 and may go higher. Sixty per cent of these sales are going into program time. We have seen the first rates this fall that rival any since the war.”

Carl Nielsen, San Francisco manager of NBC spot sales, also reported: “The future looks encouraging. Following are some accounts currently using radio and which plan to remain on the air through the fall and winter and into next year. These are tapping the markets in select areas due to the war.”

Typical comment among the station representatives was that of Jack Hall, of W. S. Grant Co. He stated: “I find that most of the local merchants using radio plan to stick with their time commitments—and in many cases are increasing their budgets.”

Billings Up

Philip G. Laskey, general manager of KFSD, declared: “Billings on this station are well ahead of last year and prospects for the future months look more substantial than was true earlier in the year. We are累累 new fields.”

San Francisco, for example, continues to use long-tune-sponsored spots of the “Standard Symphony Hour” and “Firing School of the Air” during the fall, has started a new campaign in the major cities. Spot announcements are being used. It is printed: “All-Star Western Theatre,” a half-hour, on the Arizona network; “Fair Highlights,” a half-hour, on KFI, Los Angeles, and “Farmers Digest” on KPO, San Francisco. Agency is BBDO.

Another representative—Earl H. Smith, San Francisco manager of Edward Petry & Co.—stated that business has bounced back since the slump last January and February and that the future looks bright.

Lindsey Spight, San Francisco manager of John Blair & Co., was more optimistic as well: “Our billing to date has been 60% above 1946 and may go higher. Sixty per cent of these sales are going into program time. We have seen the first rates this fall that rival any since the war.”

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Philips Up

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Canadian Business to Rise This Fall

Spot Advertising Leads Way for Another Banner Year

By JAMES MONTAGNES

Canadian radio advertising prospects, as seen by agency executives, station representatives and network officials at Toronto, look good for the coming season, but many advertisers are holding back definite commitments until late this month. Transcription firms point out they have never given as many presentations as this year, but national and regional advertisers were a little slower than usual in buying shows.

“Too early” was general comment when data on specific accounts was asked by Broadcasting.

From information that is available it appears Canadian commercial broadcasting will be up from last year, with a greater tendency to spot business and local advertisers taking more time and coming in for programs instead of spot announcements. None of the executives interviewed was pessimistic or talked recession; all felt that there would be a slight upward trend, at least.

Budgets Higher

Canadian advertisers do not like to divulge what they are spending on radio advertising, and agencies are repeatedly requested by the majority of advertisers not to reveal close figures, and in some cases entire campaigns, in advance. This makes it difficult to obtain specific percentage or amount increases in business. However, agencies that it was learned, however, that advertising budgets are up, some as much as 15%, to take care of greater competitive selling as well as increased rates of stations and of talent, both transcribed and live.

“From all indications, the business situation for the fall and winter months looks good,” said Doug Scott, director of broadcast advertising of the Canadian Assn. of Broadcasters. “There is still a substantial amount of potential power available from wartime savings, added to which is the increased money available to large segments of the wage earners through post-war wage adjustments. If the Marshall Plan materializes, it will mean increased production needed to supply these heavy demands for export goods. A greater number of sector groups to pay the prevailing high prices for staple lines must be noted, however.

Summer Slack Easing

“Indications are that more and more national advertisers will be using radio as an important part of their campaigns in the high-ly competitive period we are now entering. There is a noticeable increase in the interest shown in national spot programs among Canadian advertisers. Canadian stations are making available improved sources of pertinent information such as standards of audience measurement.”

While Canadian representative pointed out that about 30% of the business handled through his office is now booked from one to three months in advance, an additional number of national and regional accounts are not renewing fast enough or not making decisions quicker, local advertisers are stepping up their business. Several major market stations are being renewed, with the result that national and regional accounts have less availability on that station.

He also pointed out that there is a tendency among national and regional advertisers to use a constantly smaller number of stations because of increased station rates. Smaller stations are losing out under this policy. In the New York market, where agencies have been absent in recent years are planning to come back this fall. Most advertisers who have not used radio in the spring will be back on the air, some with transcribed programs instead of live network shows. Food product advertisers are waiting definite commitments on the crop prospects, but are expected to use more radio time. Heavy industry advertisers such as automobile manufacturers, have not yet made definite commitments to return to the air in Canada. At least one car manufacturer is known to be auditioning Canadian programs with intention of going network this winter. One agency reports that at least one new Canadian advertiser is going on American stations to advertise his Canadian products in the United States. (Canadian breweries have for some years used American border stations to advertise their beer to Canadians, because of advertising restrictions in Canada.)

Spot announcement campaigns are reported by more than one agency to be increasing frequency and using more stations.

The Canadian network picture, according to the Canadian Broadcasting Corp. commercial department, looks good, with just about everything on the board before the summer hiatus being renewed. A number of new advertisers are in line for the Dominion daytime network, Evening time on the Trans-Canada and Dominion networks.

(Continued on page 78)
NAB Code on Convention Agenda

Complete Airing Slated At Atlantic City Meeting

By J. FRANK BEATTY

NAB's proposed new Standards of Practice will be unveiled at the Sept. 15-18 convention in Atlantic City and laid before the industry for full debate [CLOSED CIRCUIT, Aug. 14].

Still strictly a secret document, the code awaits minor burnishing of rough edges before a perfected version is submitted to members of the Special Standards of Practice Committee and board.

President Justin Miller is to preside at the convention discussion of the code. He has indicated a desire to give all interested persons a chance to voice their views, and believes that a thorough going-over on the floor will avoid later charges.

Canadian Business (Continued from page 77)

works is pretty well sold as solidly as the CBC can sell in view of its policy of sustaining program percentage. One life insurance company (London Life) is going on the Dominion Network with intercollegiate football game broadcasts, an innovation in the financial field. A number of important Canadian advertisers are dicker ing for new sustaining shows which have been aired on CBC nets this summer. Unlike recent years there will be little government advertising on the air this year. A campaign for all stations in connection with a new Canada Savings Bond drive is set for October.

Most Canadian stations will offer advertisers improved equipment as new 1 kw and 5 kw transmitters have been installed by most stations which had ordered this equipment. Advertisers will also hear from a number of new stations which have gone on the air in recent months.

that it was railroaded or that it was conceived by a small group and therefore not representative of industry sentiment.

Are the Tuesday morning general session of the convention will be devoted to code discussion, under present plans. Copies of the document likely will be made available early in the convention to provide a chance for advance perusal. Procedure has not yet been decided, but thought has been given to the idea of submitting a copy of the code to each delegate at time of registration.

Joint Sessions

Advertiser and agency sentiment on the proposed standards was obtained last Tuesday at a meeting in New York of NAB spokesmen with officials of Assn. of National Advertisers and AAAA. It is understood they voiced general approval and commended NAB for prompt and thorough action in producing so complete a document in view of its controversial nature.

The advertiser-agency groups will have another chance to voice their views at a scheduled meeting of the NAB board with boards of ANA and AAAA. This meeting, probably a dinner session the evening before floor discussion of the code, will be the first gatherings of boards representing the three associations.

Attending late Tuesday's conference, held in New York, were Judge Miller and Harold Fair, director of the Program Dept., and Robert D. Sweeney, MBS vice president and code committee chairman, all representing NAB; Frederic R. Gamble, Harold Beckjorden and A. Brockway for AAAA; Paul B. West, Eric Haase and A. Halberstam for ANA.

Plans for the Atlantic City convention moved forward last week as a tentative agenda was proposed. The agenda is not yet complete, with several speakers and one or two special features not yet announced.

The exhibit of broadcast equipment, to cover two-thirds of an acre of convention floor space, will be under direction of Arthur C. Stringer, NAB director of Special Services. Three additional exhibitors were added to the list last week—Alen Products Co., Brock ton, Mass.; Wrecoc, Detroit; WFIL Facsimile, Philadelphia Inquirer, in cooperation with Radio Inventions Inc. Robert W. Ferebee, general manager, is arranging a special facsimile exhibit using Radio Inventions equipment. The Alden firm will also have a facsimile demonstration in its booth.

Both Alden and Radio Inventions are understood to be planning separate facsimile demonstrations in convention hotels.

The special display of AM, FM, TV and combination receivers will be held in the lounge, between the convention auditorium and the equipment exhibits. A number of leading set manufacturers have been invited to show latest models, some never before displayed to the public, in the set show which is offered as a special concession feature and does not require associate membership or entail an exhibitor fee.

Monday will be devoted to specialized clinics covering broadcast advertising, programming, engineering and employee relations. A new feature of the employe relations clinic, to be conducted by

INTERNATIONAL RADIO TO BE ON NAB AGENDA

INTERNATIONAL BROADCASTING will be brought up at the NAB Atlantic City Convention on Sept. 15 by Justin Miller, it was learned last week.

Mr. Miller is also planning to establish a committee of board of directors to deal with the subject which is of particular interest to private broadcasters as long as the United States continues its involvement with the Allies.

Meanwhile, it is understood that Assistant Secretary of State William Benton has written to Mr. Miller urging that international broadcasting be included on the NAB Convention agenda as an important issue. The letter was written before Mr. Benton was appointed as delegate to Congress. He planned a discussion of international broadcasting.

The State Department is also planning tentatively for some kind of government-industry committee to work out details of an International Broadcasting Foundation Plan to perhaps replace the prewar Advisory Committee. The Department sponsored committee, however, would include "distinguished citizens" outside the immediate radio field on the theory that broadcasting in general involves more than just radio and government interests. No one has as yet been invited to participate since the list of names has not been drawn up.

By Richard P. Doherty, will be the appearance of Samuel Ganz, assistant director, Wage and Hour Division, Labor Dept. Mr. Ganz will discuss overtime, bonus, special fees and other problems. He will be available during the convention for consultation by members.

The employee relations clinic will be held Monday afternoon, with the Employer-Employee Relations Committee meeting Monday morning.

The broadcast advertising clinic will be devoted into three phases—retail advertising, the more general, a joint session with program clinic at lunch; general advertising discussion in afternoon. The program clinic will be an all-day session.

Monday will be featured also by meetings of the Music Advisory Committee, FM Executive Committee, Public Relations Executive Committee, Convention Committee and Research Committee.

Mestre to speak

General sessions will open Tuesday morning with the keynote by Judge Miller on the second anniversary of his presidency. Goar Mestre, owner of CMQ Havana and various American Broadcasters Assn., will speak at the morning session. He will substitute for Emilio Azcarraga, owner of XEW and XEQ Mexico City, who was expected to speak. Mr. Azcarraga informed NAB last week that he would be unable to take part in the convention since he must be in Mexico City in mid-September.

Featuring the Tuesday luncheon will be the appearance of Rep. Clarence Lea (D-Calif.), who will receive the industry's greeting for his legislative achievements. Rep. Lea's speech is one of the high spots of the convention.

The Tuesday afternoon general session, tentatively titled "Radio Management Tomorrow—Problems of Service and Survival," will be used by some Powers models to emplee relations clinic.

Under auspices of the Small Market Stations Division, headed by J. Allen Brown, the session will dramatize illustrate increasing cost of operation. A huge dollar bill labeled "station income" will be hung in the center of the stage. The bill will be perforated into sections identified as services purchased by the station. Scantily clad girls will rip off portions of the dollar to show where station money goes. The girls will be dressed as Miss ASCAP, Miss BMI, Miss SESAC, Miss BMB, Miss New Service, Miss Transportation Service, etc. Mr. Brown will be master of the session and produce the show.

Broadcasters taking active part in the program will be Wayne W. Cribb, KHMO Hannibal, Mo.; Suburban Broadcasters Association; Executive Committee, who will preside; Michael R. Hanna, WHCU Ithaca, NAB District 1 director; John F. Meagher, KYSM Mankato, Minn., District 11 director; Simon...
Mr. Hanna will discuss community leadership; Mr. Goldman will speak on techniques for increasing acceptance of a station, increasing revenue, developing a local news bureau, improving public interest features, keeping up with program trends; Mr. Meagher will offer "A Formula for Creating Selling"; Mr. Guyer will take up office management, billing practices, instruction for program logging; Mr. Mason will speak on music cost and trends, and program balance; Mr. Higgins will discuss sales promotion; Mr. Spokes will take up local and national news programming; Mr. Pengra will review operator requirements.

George E. Sterling, FCC chief engineer, will participate in the discussion on operator requirements and state the Commission’s position.

A no-host dinner will be held by the Small Market Stations Executive Committee and district small market chairmen Sunday, Sept. 14 at 6 p.m., at the Ambassador Hotel.

On the Wednesday morning agenda are two topics—Broadcast Measurement Bureau and research. With SMB slated for continuing operation, the membership will have the chance to voice views on the industry audience survey since the winter-spring series of district-area meetings.

Another star speaker is scheduled for the Wednesday lunch with appearance of FCC Chairman Charles R. Denny. At last year’s convention Mr. Denny divulged his “Blue Book won’t be bleached” doctrine.

Another section covering all aspects of employee relations is scheduled Wednesday afternoon under leadership of Mr. Doherty. A broadcast advertising panel discussion will feature an All-American Radio Team. Makeup of this team follows: Station president, Leonard Reinsch, Cox stations; sales manager, Norman Boggs, WLOI Minneapolis; program director, Donald D. Davis, WHB Kansas City; sales promotion manager, Thomas D. Connolly, CBS; chief engineer, Howard S. Frazier, management consultant.

The All-American team will cover the principal phases of broadcast advertising. If Mr. Reinsch accompanies President Truman on his South American trip, another All-American station president will participate.

The Thursday morning session will be devoted to the Standards of Practice. Plans for the luncheon have not been announced. Music, resolutions and election of directors-at-large are scheduled in the afternoon.

Meeting of the retiring board of directors will be held Sunday in advance of the convention. The new board will meet Friday.

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NATIONAL NETWORK HOOPERS

EVENING AUGUST 1-7, 1947

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mr. District Attorney</td>
<td>133</td>
<td>Bristol-Myers Co.</td>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
</tr>
<tr>
<td>2. Take It or Leave It</td>
<td>160</td>
<td>Eversharp, Inc.</td>
<td>The Blows Company</td>
</tr>
<tr>
<td>3. The Big Story</td>
<td>159</td>
<td>American Cigarette &amp; Cigar Co.</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>4. Inner Sanctum</td>
<td>150</td>
<td>Emerson Drug Co.</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>5. Crime Doctor</td>
<td>146</td>
<td>Phillip Morris &amp; Co., Ltd., Inc.</td>
<td>The Blows Company</td>
</tr>
<tr>
<td>8. Suspense</td>
<td>71</td>
<td>Roma Wine Co.</td>
<td>The Blows Company</td>
</tr>
<tr>
<td>10. Your Hit Parade</td>
<td>160</td>
<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding</td>
</tr>
<tr>
<td>11. Adventures of Sam Spade</td>
<td>156</td>
<td>Wildroot Co., Inc.</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>12. Murder and Mr. Malone</td>
<td>68</td>
<td>Wine Growers Guild of Lodi, California</td>
<td>Henig-Cooper Co.</td>
</tr>
<tr>
<td>13. Dr. I. Q.</td>
<td>128</td>
<td>Mars, Inc.</td>
<td>Grant Advertising, Inc.</td>
</tr>
</tbody>
</table>

† Includes second broadcast.

DAYTIME AUGUST 1-7, 1947

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ma Perkins (CBS)</td>
<td>75</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>2. Big Sister</td>
<td>69</td>
<td>Procter &amp; Gamble Co.</td>
<td>Compton Advertising, Inc.</td>
</tr>
<tr>
<td>3. Romance of Helen Trent</td>
<td>84</td>
<td>Whitehall Pharmacal Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>4. Our Gal, Sunday</td>
<td>84</td>
<td>Whitehall Pharmacal Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>5. Young Dr. Malone</td>
<td>45</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>8. Right to Happiness</td>
<td>142</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>9. Lorenzo Jones</td>
<td>142</td>
<td>Sterling Drug, Inc.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>10. Young Widdler Brown</td>
<td>142</td>
<td>Sterling Drug, Inc.</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
</tbody>
</table>

LET’S DIVVY-UP network-affiliate time more fairly

Regardless of the hour of the day or night... regardless of the time zone in which your station is located... regardless of whether you have Daylight Saving Time or not... you CAN have uniform, constant time periods for local shows—the 3rd ¾ hr. out of every hour. With the Mosby Plan, this ¾ hr. can be guaranteed to local sponsors or held for your own public service program. Uniform local time all year-round builds station audience and sponsors’ sales.

The Art MOSBY STATIONS

KANTO - KANAPOLITAN - KANAGRA - KANAGRA

LOCAL TIME

EST CST MST PST

Regardless of the time zone in which your station is located...

Regardless of whether you have Daylight Saving Time or not...

you CAN have uniform, constant time periods for local shows—

the 3rd ¾ hr. out of every hour. With the Mosby Plan, this ¾ hr. can be guaranteed to local sponsors or held for your own public service program. Uniform local time all year-round builds station audience and sponsors’ sales.

The Art MOSBY STATIONS

KGVO - KANAPOLITAN - KANAGRA - KANAGRA

LOCAL TIME

EST CST MST PST

August 25, 1947  Page 79
Help Wanted

Three combination engineer-announcers needed, about September 15th. New Pacific network station with FM affiliation. Terms $80,000 plus, plus good working conditions. Box 214, BROADCASTING.

Wanted: Salesman who can qualify as assistant manager. Mutual affiliation, southwestern city, $10,000. Send all details, $7.50 for 40 hours. Box 139, BROADCASTING.

Wanted: Assistant manager position is available September 1st for aggressive, broad-minded station manager. One who is familiar with selling in the national radio medium. High potential in FM market. Three references and photographs must be letter of complete qualifications. Must have experience in FM. Apply Box 278, BROADCASTING.

Wanted: General manager for new station in southeast. Must be progressive, have good reputation in present station, 5 years experience, local and national, full references, age, marital status and all pertinent data. Box 290, BROADCASTING.

Announcer -- Here's where experience will pay off. 1,000 watt, Midwest, ABC affiliate has a strong versatile commercial announcer. $75.00 for 48-hour week. Talent extra. Send qualifications, photos, and transcription. Box 238, BROADCASTING.

Advertisements

Classified Advertisements

PAYABLE IN ADVANCE--Checks and money orders only—Minimum $1.00.

Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, acceptable, $1.00 per column inch. Non-confi- minable. Deadline two weeks preceding issue date. Send box replies to Broadcasting magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted--First class engineer. Write, including full information and photo, Chief Engineer, Washington, D. C.

Engineer wanted. Must have first class license and own car. Submit qualifications, references, starting salary expected. Sleeping room for single man. Send details to Box 275, BROADCASTING.

Salesman, 250 station resort area. Send complete picture. Box 277, BROADCASTING.

Top manager position is available September 1st for aggressive, broad-minded station manager. Who is familiar with selling in the national radio medium. High potential in FM market. Three references and photographs must be letter of complete qualifications. Must have experience in FM. Apply Box 278, BROADCASTING.

Wanted: Engineer with mathematical background to work for consultant. Western city. R. O. F. Box 2497, Birmingham, Alabama.

Wanted--Reliable transmitter engineer for southeastern affiliate. Excellent working conditions. Radio Station WIMA, Anniston, Alabama.

Wanted--Combination engineer and announcer. Broad experience, liberal salary. Will own own car. Capital $5,000. Write air mail giving complete information on experience, education, references, and photo. Box 291, BROADCASTING.

Wanted--Manager--assistant, selling agent for station. Must have executive ability, wide experience, and must be progressive, hard-working and well versed in all fields of management. Please state in first reply whether you are interested in local, state or national, full references, age, marital status, and other pertinent data. Applications and negotiation held in strict confidence. Box 285, BROADCASTING.

Wanted--Top flight transmitter engineer competent in AM and FM for progressive station in southeast. Box 295, BROADCASTING.

Wanted--North Carolina station has opening October 1st. Possibilities exceptional for a good man. Salary and commission. Box 204, BROADCASTING.

Wanted: Announcer, 20,000 watt network outlet. Must have own car. Radio experience necessary. Good opportunity with drawing account and high commission. Box 284, BROADCASTING.

Wanted: Two announcers, copy writing helpful, about October first. Send complete information and disc to Box 282, BROADCASTING.

Salesman--Established 5000 watt network outlet. Must be on present staff and have experience. Good opportunity with drawing account and high commission. Box 284, BROADCASTING.

Wanted: Assistant manager for new station in northern state. Must be ready to go by September 15th. Permission to return. Box 285, BROADCASTING.

Wanted--Commercial manager and outside salesmen with selling experience in southeastern city. All inquiries will be held confidential. Box 205, BROADCASTING.

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Situations Wanted (Cont'd)

San Francisco Bay area stations and networks desire engineers who have experience in establishing in 5000 watt midwest operation. Will net $8,500 in base and commissions current. Concern is wholly independent and network affiliated. Experience understanding of various FCC regulations. Desires to advance. Write Box 430, BROADCASTING.

San Francisco.-Engineer, 1st phone, 2 yr. Army Radar experience. Must have FCC license. Married. Box 315, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone, Grad leading NY technical school. Available immediately. Box 296, BROADCASTING.

Situations Wanted (Cont'd)

San Francisco.-Chief engineer-chef operator, six year experience. If you have construction permit we are the ones to place your station. Aviation, as much as a hundred and expense, or will operate existing facility. Experienced in powers from 150 watts to 5 kw directional, studio, control, announcing and recording for top quality shows. Write us, we will phone you. Box 273, BROADCASTING.

Situations Wanted (Cont'd)

Newspaper manager.-Twelve years' pre-war experience, excellent references, outstanding production and sales office background, the red on tomorrow job. Box 271, BROADCASTING.

Manager.-Experienced, proven successful general manager. Desires position in charge of department in major city. Write Box 296, BROADCASTING.

Announcer.-Here's a voice with plenty of "sell". Ad lib, disc shows, news and commercials presented in studio. Box 295, BROADCASTING.

Program director now employed as assistant to program director. University trained. Experience with all phases of broadcasting. Box 289, BROADCASTING.

Announcer.-Engineer, manager and chief engineer. Experienced, proven successful general manager. Desires position in charge of department in major city. Write Box 296, BROADCASTING.

Situations Wanted (Cont'd)

Program director.-Nine years experience, 25 kw station. Three years CBS staff announcer. Have first rate business connections in all areas west, southwest. Box 290, BROADCASTING.

An experienced announcer now with CBS 5 kw in midwest. Available September 1st. Box 131, BROADCASTING.

San Francisco.-Chief engineer-chef operator, six year experience. If you have construction permit we are the ones to place your station. Aviation, as much as a hundred and expense, or will operate existing facility. Experienced in powers from 150 watts to 5 kw directional, studio, control, announcing and recording for top quality shows. Write us, we will phone you. Box 273, BROADCASTING.

Situations Wanted (Cont'd)

General manager available, Family man, fifteen years experience, independent and dependable. Top record and present. References and qualifications. Box 129, BROADCASTING.

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FOR SALE

MIDWEST REGIONAL
A very well equipped 1 kv station located in one of the midwest's best major markets. A thoroughly new operation that has a first class studio and should produce large earnings this fall. Quick action is necessary and the price is set at almost the amount of the total investment. Terms arranged.

WRITE
BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C.
James W. Blackburn Ray V. Hamilton
525 I Street, N. W.
Washington, D. C.

FOR SALE

CONSOLE

Truseen tower-1761 feet high, galvanized steel, welded construction. Included are base supports andenguished tower lights. Price is $1750.00 F. O. B. present transmitter. Address Box 276, BROADCASTING.

FMA to Consider Board Realignment

Proposed Change in Its By-Laws Would Add Third Directors

REALIGNMENT of the FMA board of directors to give the association nationwide representation conforming to expanded membership will be considered at FMA's national convention Sept. 12-13 at the Roosevelt Hotel, New York.

With 32 states now represented in the membership of 198, suggestions that additional states be admitted in order to have been submitted in advance of the convention. Membership of the board would be increased from 12 to 15.

Minimum of one director from each of six areas is provided in the proposed amendment. The areas cover all parts of the country, in- cluding the West Coast. At present FMA directors represent only seven states whereas the rapid increase in membership has given the association a national aspect, with many requests for representation. The board consists of the original steering committee that conceived FMA.

The amendment proposes that the board consist of 15 members, at least nine of whom are FM broadcasters; three FM receiver manufacturers; two FM transmitter manufacturers; one engaged in services related to FM. Another area would be provided for the tri-year term for groups of five directors, with all directors to have three-year terms after FMA's third year.

This means seven members will be elected at the convention—five for three-year terms; one for one year; one for two-year term. Eight positions will be open to serve an additional year.

WANTED (Cont'd)

For Sale (Cont'd)

Price

Truseen tower-1761 feet high, gal-

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ize directors to give the association

Newspaper feature columns, sound

WANTED TO BUY

YWXZ--DETOUR's general man-

ly has engaged Russ Mulholland (1),

leading a large group of women in the

michigan metropolitan area, to give an

early-morning record show beginning

Sept. 1. Looking on as deal is com-

pleted is Mr. Mulholland's manager,

A. Neff.

four additional years. Another amendment provides that the board shall fix an annual operating budget based on estimated receipts from dues and other sources.

The geographical districts follow:


Area 2-Michigan, Wisconsin, Illinois, Indiana and Ohio.

Alaska--Delaware, Maryland, the District of Columbia, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama and Florida.

Area 3-Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri.

Area 4--Kansas, Oklahoma, Louisiana, Texas.

Area 5--Washington, Oregon, California and Utah.

RADIO-IN EVERY-ROOM CAMPAIGN "OPENS" INDUSTRY cooperation in the Radio Manufacturers Assn. Radio-in-Every-Room campaign was opened last week with sending of a list of announcements to be broadcast by stations. The list was approved by Arthur C. Stringer, NAB Director of Special Services, with Hugh Higgins, Assistant Director of Broadcasting, representing the NAB Sales Promotion Subcommittee.

The campaign is a year-round project separate from the National Radio Week (Oct. 20-Nov. 1) project. Purpose of the announcements is to promote broadcast listening through suggestion that listeners buy receivers for all parts of the house. Mr. Stringer points out that Nielsen research shows that families in radio homes with a second set listen 62 more minutes daily than those in single homes.

NAB President Justin Miller pledged cooperation with the RCA drive in a letter to Max F. Balcom, R N A president [BROADCASTING, Aug. 15].

CHML Hamilton, Ont., is operating a special promotion at this time by the Canadian National Exhibition, Toronto. From July 28 to Aug. 13, its daily farm broadcast will be aired via landline to Hamilton.

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A very well equipped 1 kv station located in one of the midwest's best major markets. A thoroughly new operation that has a first class studio and should produce large earnings this fall. Quick action is necessary and the price is set at almost the amount of the total investment. Terms arranged.

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10 Grants for FM Authorized by FCC

Oil City, Waterlo and Creston, Pa., received conditional grants for two new Class B FM stations and construction permits for one Class A and three Class B FM outlets authorized last week by FCC.

In addition, the Commission issued CPs in lieu of previous conditions for two Class A and two Class B stations.

Hobart Stephenson, licensee of WCNT Centralia, Ill., received a conditional grant for new Class B FM station. Permission to proceed made was 243, 96.5 mc. The facility was deleted from Herrin, Ill.

The other Class B conditional grant went to Southern Illinois Broadcasting Co., Creston, Iowa, licensee of KSB that city. Proposed frequency assignment was Channel 287, 107.3 mc, which was deleted from Shenandoah, Iowa. Both conditional grants are subject to further review and approval of engineering details.

Location plans also were made by FCC in two other areas. For Oil City, Pa., Channel 299 (107.7 mc) was deleted and Channel 293 (108.5 mc) added. Channel 264 (99.7 mc), from Waterloo, Iowa, while Channel 289 (105.7 mc) was added to that city.

In lieu of the previous assignment made by the FCC, Channel 243, 96.5 mc, was awarded the Union Tribune Pub. Co., San Diego, Calif. Operation on the new facility prior to March 1, 1947, is contingent upon clearance of image frequency interference in present aeronautical navigational aid receivers.

## Class B FM

### Calls and Grants

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<th>Location</th>
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### PROPOSAL for a frequency-sharing arrangement in the high frequency region and a pledge that the United States will do its part in giving up frequencies it currently uses for special broadcasting in order to escape the present "fantasy of the frequencies," were made by William Benton, Assistant Secretary of State in an address to delegates of 68 nations at the opening plenary session of the International Conference on High Frequency Broadcasting, held Aug. 16 in Atlantic City.

Third of a series of international communications conferences which have gone on all summer at the seaside resort city, the high frequency meetings will really begin on Aug. 26, with the major objectives of laying out a plan for assigning the frequencies within that part of the radio spectrum allocated for high frequency broadcasting by the International Radio Conference and preparing an agenda for the major conference to be held at a later date.

PRELIMINARY plenary meeting of the high frequency group followed the example of the other conferences electing FCC Chairman Charles R. Denny as chairman of the conference, Francis Colton de Wolf as vice chairman and Gerald C. Gross as secretary-general.

Committees Formed

Session also organized two committees, a credentials committee headed by T. C. Loo, chairman of the Canadian delegation, and a group of chairmen to be supplied by Luxembourg and Haiti, and a preliminary working group to be headed by the United States, with Bielorussia and Italy making up the group holding vice chairmanships.

Opening his address by telling the delegates that "the future of international broadcasting the future of the world's most potent instrument for advancing understanding among peoples — can hinge upon your wisdom, your patience and your planning during these coming weeks," Mr. Benton described the growth of international broadcasting in prewar and wartime days. He noted that there has been little reduction from the wartime peak of perhaps 800 short-wave transmitters, reporting that 739 such transmitters were operating around the globe on Aug. 1 of this year. He cited a BBC report of last week showing 602 high frequency stations were observed, 202 of them operating outside the bands allocated for international service by the Cairo Convention of 1938.

"There are obviously not enough frequencies to permit any nation unlimited and unrestricted operation of shortwave broadcasting on a worldwide basis," Mr. Benton said.

"Some type of frequency-sharing arrangement seems to be inevitable. At this conference the United States will present a proposal for engineering principles which will serve as a working basis for a detailed frequency-sharing plan to be prepared in the future.

"Frequency-sharing is an innovation in international affairs. At first glance frequency-sharing may seem to entail a loss of sovereignty. However, there is little doubt that the view of the United States. Frequency sharing appears to us in the States to be a means through which high frequency broadcasting can continue to grow in a world of peace.

"It may be necessary for some nations now to reduce their operations somewhat. The United States is willing to reduce its transmitters and we are willing to accept fewer frequencies than we are now using. If this should be the same, all of us should be able to obtain a fair and equitable share."

(Continued on page 65)
Mr. MALAND

ONE OF the nation's most active and best known broadcasters — Joseph O. Maland, vice president and general manager of WHO Des Moines and WOC Davenport — died Aug. 16 at his home in Des Moines after a protracted illness. He was 59.

Mr. Maland, who started in radio in 1923, was stricken in early 1946. His ailment was hypertension and he succumbed to a heart ailment.

Upon leaving college with a B.A., graduateMaland, who had won an honor citation for a thesis on economics, joined the Mac Martin Advertising Agency in Minneapolis.

Mr. Loyet assumes duties as resident manager of WOC, sister station of WHO, is operated at Davenport headquarters, of which he also is vice president. Mr. Evans has been active in policy direction of WHO since Mr. Maland became ill early in 1946. A former newspaperman, he has been identified with the Palmer organization since 1925.

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DEATH KNELL for WQWQ Washington as a Blue Book station seemed ready to sound last week, although the stockholders had reached no decision on whether to sell or continue.

Approximately 100 of the 181 owners, faced with a financially loss-making operation of eight months after taking the air with a policy built on Blue Book lines, in a meeting Monday night voted to...
CBS, NBC PROGRAMMING ‘VOICE OF AMERICA’

STATE DEPT. “Voice of America” will continue to be programmed exclusively by CBS and NBC with all requests—such as those from Mutual and ABC—for share of Government money being turned down by Assistant Secretary of State William Benton.

In letter to seven international licensees and others interested, Mr. Benton said that “pending the adoption of the required basic legislation, a wider dispersion of programming would make more difficult the problems of program planning and policy guidance during a period which, it is hoped, will be relatively brief.”

Mr. Benton reminded licensees that the “International Broadcasting Foundation” plan is still before Congress, inferring that legislation such as this is “basic” to any further expansion of international broadcasting by private agencies.

HINCKLEY WITHDRAWS

WITHDRAWAL of ABC Vice President Robert H. Hinckley’s request effective Co. was reported Friday, with Tri-State petitioning for reconsideration of FCC denial of its application for new 5-kw station on 1330 kc at Evansville, Ind. Mr. Hinckley sold his 25% interest at par value ($6,250) to Tri-State President J. S. Safford who becomes commercial owner, which puts control in hands of long-time Evansville resident. Mr. Hinckley, whose position as network executive and station applicant was discussed by FCC in earlier case, notified Commission before it issued decision that he would withdraw if his connection put Tri-State at disadvantage. Proposed decision was to grant Tri-State; final decision denied Tri-State on 4-2 vote, giving facilities to rival WJPS Inc. [Broadcasting, Aug. 4.]

DEMOCRATIC ABC RALLY

RADIO RALLY will be carried sustaining for Democratic party Sept. 2, 10 p.m. (EDT) by ABC on full network. Idea suggested by party. Democratic leaders will speak, with local party groups to listen, and then hear own speakers. Program will open in Washington. Speakers include Gael Sullivan, executive director, Democratic National Committee; Mayor William O’Dwyer of New York; Rep. Helen Gahagan Douglas (D-Calif.); Sen. John J. Sparkman (D-Ala.); Marshall Handley, president, Indiana’s Young Democrats. ABC offered similar hookup to Republican party.

WLS NAMES BAKER

GLENN SNYDER, manager of WLS Chicago, announced reorganization of staff effective Sept. 1 with John Baker, formerly regional director, Dept. of Agriculture, returning to station as program director. He succeeds Harold Safford who becomes commercial manager, in charge of sales, promotion, publicity, and advertising. Other changes—Jack Stubwill a as staff announcer and John continuity editor, succeeded by William Nelson, as staff announcer and John continuity editor, succeeded by William Nelson, as program director.

TWO NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for new fulltime AM station at Montgomery, Ala., and new daytime at Las Vegas, Nev., announced by FCC Friday. They were:

Montgomery, Ala.—Southern Broadcasting Co. 1170 kc, 10 kw day, 1 kw night, DA fulltime. Equal owners (brothers); Joseph G. and E. R. Mathews, in furniture and appliance business, and John C. Mathews, dentist. (Comm. C. J. Durr did not participate in decision.)

Las Vegas, Nev.—Boulder City Broadcasting Co. 920 kc, 1 kw day, only. Acquisition of company (which is also licensee of KBNE Boulder City and permittee of KELN Ely, Nev.) by Edward J. Jansen, Melvin O. Larsen, and Truman B. Hinkle was approved by FCC last Thursday.

ALEXANDER RETRACTS CHARGES AGAINST BMI

RETRACTION of charges leveled against BMI Music Information Executives by Perry Alexander, small music publisher, in letter to station managers month ago, made Friday in New York.

Writing with William S. Hedges, ABC vice president; Robert D. Swezey, CBS vice president and general manager, and Joseph A. McDonald, ABC vice president and secretary, representing broadcasters, Mr. Alexander retracted his original letter, condemning alleged discriminatory practices in BMI, was based on information from sources which later proved “most unreliable.”

WDHL BRADENTON SOLD

SALE of WDHL Bradenton, Fla. (1490 kc, 250 w) to group of businessmen headed by Jackobson, station management consultant, announced last Friday. Price: $70,000. Sellers are N. A. Perry Jr. and J. E. Foster. Buyer, Wabash Broadcasting Co., is owned by Mr. Jackson, who will be WDHL manager; Joseph McGuire of Chicago, industrialist; Clarence McGuire, Howard Hoffman, and several other businessmen including Bradenton group. Mr. Jackson identified with radio since 1922, has been associated with old WWAD Philadelphia; WLW Cincinnati; CBS, Chicago Trubine, and other interests. Sale negotiated by Blackburn-Hamilton Co., Washington and San Francisco. Sellers represented by E. D. Johnston of Washington office of Kirkland, Fleming, Green, Martin & Ellis; buyers by E. P. Morgan of Welch, Mott & Morgan, also of Washington. Sale is subject to FCC approval.

FCC APPROVAL of assignment of KWXT Waco, Tex., license (1280 kc, 250 w), with no change in owners, announced Friday. Assignment is from Texas Governor Beauford H. Jester, individually and as trustee for W. W. Callan, and his associates, to KWXT Broadcasting Co. Gov. Jester has 60% interest; remaining stock divided among seven others.

PRESIDENT TRUMAN to open Community Chest drive Sept. 26 with nationwide radio talk. Definite time not set.

Closed Circuit

(Continued from page 4)

islators from discussing Taft-Hartley Act and other labor subjects over independents.

WILDFIRE STORY SPREAD last week that International Telecommunications Conferences in Atlantic City had paved way for ten goliath stations to operate with 750,000 w power in United States. Bubble burst on disclosure of informal suggestion for so-called superpower on shortwave channels to be used domestically to provide network service to “white spaces.” It never got to proposal stage, however, because shortwaves just aren’t used for domestic coverage in U. S.

TIPOFF on roles to be played by NAB and FM Assn. in guiding FM through adolescent period may come from today’s (Aug. 25) meeting of NAB’s FM Executive Committee. Several FM pioneers also active in FMA are committee members. Some criticism heard over passive operation of NAB department as well as public name-calling by FMA.

SOME FM proponents, incidentally, take tarring and feathering over Petrin duplication ban with grain of salt. They claim FM independents don’t want rival FM outlets with AM parent- hood to enjoy network music. Furthermore, they argue, good AM properties in some cases aren’t overanxious to strengthen their FM satellites with network programming. And some AM stations wonder what AFM can do, under Lea Act, if they used network music on FM outlets without permission.

NAB last week had no opinion on dispute between WWDC Washington and WGAY Silver Spring, Md., over carrying of horse race results. Replying to correspondence from WGAY Manager Joseph E. Stackner, both Judge Miller and Don Petry, NAB general council, were noncommittal, though proposed NAB code inveighs against use of scratches and betting odds. WWDC complaint, meanwhile, awaits recommendation from Federal Trade Commission in Washington department, which evidently isn’t disposed to rush.

CHARLES S. HYNEMAN, FCC’s shortcut expert, has left early this week early for role of professor of political science at Northwestern U. [Broadcasting, Dec. 16, 1946], is leaving again in couple of weeks to go back to teaching after summer stint as FCC “executive officer.” Former head of Foreign Broad- cast Intelligence Service and assistant to FCC Chairman from August 1945 to resignation (assigned mainly to streamlining procedures), he’s been doing administrative odd jobs while Chairman Charles E. Denny is attending Telecommunications Conferences.

SPEAKING of shortcuts, FCC officials say one that definitely won’t be tried again (not a Hyneman plan) is “temporary expediting procedure for those who early this month announced their intention to be broadcasters of political science at Northwestern U. [Broadcasting, Dec. 16, 1946], is leaving again in couple of weeks to go back to teaching after summer stint as FCC “execu- tive officer.” Former head of Foreign Broad- cast Intelligence Service and assistant to FCC Chairman from August 1945 to resignation (assigned mainly to streamlining procedures), he’s been doing administrative odd jobs while Chairman Charles E. Denny is attending Telecommunications Conferences.

KHTH GETS 5 KW NIGHT GRANT to KHTH Houston to boost nighttime power from 1 to 5 kw announced by FCC Friday. KHTH is assigned 790 kc with 5 kw day and 1 kw night. With night power in- crease, station will install different DA arrays for day and night operation.
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.
Seems like I'm always "takin' bows" up here at WNAX for some new awards. But I love it... because my back has that good ol' elasticity that allows it to spring back and start bowing again. I love it... because it goes to show that we folks out here in Big Aggie Land know a bit about big time broadcasting operations. Take my last two bows... No. 1, the Skippy Peanut Butter firm, for our merchandising of the Skippy Hollywood Theatre, and No. 2, the Westinghouse Elec. & Mfg. Co., for our merchandising of the Ted Malone series. "No wonder WNAX advertisers are happy advertisers," say the Skippy folks. And we'll make you just as happy, too. Just see your nearest Katz man.

**OTHER WNAX BOWS**

- ALFRED I. DuPont Radio Award, 1945
- Variety Award, 1939 For Farm Service Station
- Variety Award, 1943 For Helping The Farmer Fight The War
- Variety Award, 1945 For Contributing to World's Food Problem
- Billboard Award, 1940
- Billboard Award, 1941
- Billboard Award, 1945
- American Public Relations Award, 1945
- Hastings Mfg. Co. Promotion Awards, 1944

WNAX in addition to WMT and KRN on the Mid-State Group. Ask the Katz Agency for rates.