Havoc

A year ago November out in Seattle a snowstorm raised havoc with telephone and power lines.

"Havoc." Quite a word. And yet it's commonplace in Baltimore radio. That's what W-I-T-H raises twenty-four hours a day in this big five-station town!

For it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in Baltimore.

Are you using W-I-T-H in this sixth largest city? You owe it to your sales manager . . . to put this hard-working station to work for your toughest client.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Headley-Reed, National Representatives
HAROLD L. BANTA typifies thousands of Midwest business men—a city dweller with a strong farm interest. Harold and his family live in a recently built bungalow. The address is 1801 Peck Street in Muskegon's residential suburb, Muskegon Heights, Michigan. Mr. Banta, using a converted spare room at home for his office, is Secretary-Treasurer of the Muskegon County Farm Bureau and district manager for the State Farm Insurance Companies.

Since his business is with farm folk, Harold profits from WLS agricultural services; they keep him well-posted on markets, crop conditions, weather and farm legislation. But there's more to it than business. "I like WLS because ... the announcer seems to enjoy what he's saying and to be sincere in what he says about the products."

Mrs. Banta likes our musical programs, spotted through the day—Judy and Terry Lee have several favorites, including Lum and Abner. Harold hears Dinner Bell Time, Farm Bulletin Board, and various market and weather broadcasts. The family gets together on their radioing for the WLS National Barn Dance.

This is the Harold L. Banta family of Muskegon Heights—one of the thousands of fine young families in Midwest America. For 23 years, our microphones have focused on such families—giving them service to fill genuine needs—entertainment for the whole family's wants. As a result, we have their confidence and listening loyalty—guarantors of sound advertising results.
Available Oct. 1
America's Top Detective Show

PHILO VANCE
Amazing! Romantic! Exciting! Amusing!
9:00 - 9:30 p.m.
Wednesday Evenings

Exclusively on full Intermountain Network
in Utah, Idaho, Wyoming, Montana

THE INTERMOUNTAIN NETWORK Inc.
Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

Published every Monday. 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D.C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
LAMBERT PHARMACAL Co., St. Louis (Listerine toothpaste) through its agency Lambert & Beasley, New York, currently looking for fall network show.

SURPRISE for NAB conventioneers will be combination wire-air transmission of television signal from New York to Atlantic City. understood RCA will pick up programs from New York studios of three networks, carry signals via coaxial cable to Philadelphia and then relay across New Jersey via two booster stations. Projected pictures at least 6 x 8 feet will be shown on screen in boardwalk hotel.

GENE AUTRY, cowboy singing star, reported to have loaned management KOWL Santa Monica, Calif., in excess of $80,000 with option to buy within year proportionate share of stock in enterprise which is owned by Arthur Crogan.

STANDARD OIL of Indiana, through McCann-Erickson, may be one of first national advertisers to sponsor Mutual's new co-op Information Please. Client and agency currently negotiating in New York for sponsorship of programs on 62 Midwest stations.

N. W. AYER & SON, New York, reportedly building an audition show featuring Alan Young in comedy motif. Program to be presented to Plymouth autos as possibility for network show.

EAGER glances directed at WQWW Washington, on market after disastrous experience as semi-commercial station, by Potomac Broadcasting Cooperative, holder of permit to operate FM station in nation's capital. Potomac financed by group of cooperative enterprises and likes 570 kc facility of WQWW, managed by Edward M. Brecher, Blue Book collaborator.


CHARLES HULL WOLFE, BBDO executive, whose article answering critics of radio commercials in Broadcasting (March 24) aroused much comment, is writing book tentatively titled Modern Radio Advertising expected to be released by Funk & Wagnalls' next January. Including more than 50 chapters, book will be comprehensive and practical analysis of radio advertising.

WORK advancing on installation of equipment in Big bomber to be used by Westinghouse Electric Corp. in second phase of Stratovision. (Continued on page 80)

Upcoming

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


Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J. (Other Upcomings page 67)

Bulletin

RALPH B. AUSTRIAN, president, RKO Television Inc., resigned to join Foote, Cone & Belding, New York, as vice president in charge of television effective Sept. 10. Prior to affiliation with RKO Television Mr. Austrian was vice president of RCA Mfg. Co., and during war, member of Planning Committee, War Production Board. Television Dept. RKO Television will thereafter be under RKO Pathé.

P. LORILLARD CO. (Old Golds) begins sponsorship of new record program featuring Bob Elson and Ernie Simon 11:11:30 a.m. (CST) over WJJD Chicago. Company sponsors both White Box (WJJD) and Chicago Cubs (WIND) jointly with Walgreen Drug Stores, and also planned to sponsor hockey matches over WIND but was unable to clear because of previous commitments by Chesterfield Cigarettes. Elson is WJJD sports commentator and Simon has been giving baseball rundown following daily games.

NEWSMEN ON RIO TRIP

FOUR network commentators scheduled to accompany radio tube developed by National Bureau of Standards' Tube Laboratory. Known as microtube, it grew smaller through process of evolution. After scientists designed tube 4-inch in diameter, they found design simplifications already used made further size reduction possible. New tube has various military applications but Bureau won't yet discuss commercial potentialities.

TINY TUBE

SMALLER than eraser on lead pencil and only trifle larger than grain of rice is new radio tube developed by National Bureau of Standards' Tube Laboratory. Known as microtube, it grew smaller through process of evolution. After scientists designed tube 4-inch in diameter, they found design simplifications already used made further size reduction possible. New tube has various military applications but Bureau won't yet discuss commercial potentialities.

Business Briefly

GE RESUMES General Electric's appliance and merchandise dept. plans to resume sponsoring the Houseparty on CBS five-weekly, 3:30-3:55 p.m. starting Dec. 1. Prize paid to be $1,250,000 net. Houseparty now heard as CBS co-op, 5:53-6:00 p.m., Mon. Fri. GE sponsored show from 1945 through Jan., 1947. Agency, Young & Rubicam, New York.

REXALL CAST Jimmy Durante Show, which returns to air Oct. 1, sponsored by Rexall Drug Co., Wed. 10:30-11 p.m. on NBC will have following cast aside from Mr. Durante: Peggy Lee, Arthur Treacher, Candy Candido, Tommy Harmon, Howard P. Roy Bargy and orchestra. Agency, N. Ayer & Son, New York.

NAMES AGENCY American Home ucts, Inc., New York (Kolynos tooth pr tooth powder) appointed Duane Jones, New York, to handle Front Page Fare times weekly on NBC.

TEEL RETURNS Life of Riley 8:30 p.m. on NBC, sponsored by Pr. Gamble Co. (Teel), returns to air S Agency, Biow Co., New York.

WWVA NAMES PETRY WWVA Wheel ing, W. Va., member of Storer group, names Edward Petry & Co. as national representative.

WMAN APPOINTNS WMAN Marinette, Wis., names Radio Advertising Co. as national representative.

SSC&B TO HANDLE PALL MALL AMERICAN Cigar & Cigarettes Co., New York (Pall MALL cigarettes) appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle radio campaign. Advertiser will sponsor Show of the Year Wed., 10:10-10:30 p.m. on NBC. Don Stauffer of SSC&B has been preparing program in Hollywood. It will feature rebroadcasts of leading programs (top variety, dramatic, mystery, etc.) [Broad casting, Aug. 11]. Pall Mall formerly handled by Foote, Cone & Belding, New York, and sponsored Frank Morgan in same period last year.

MBS saturday shifts

MBS announced reshuffling Saturday schedule to permit coverage Army football games this fall, sponsored by Army Recruiting Service. Sports Parade, formerly 3:30 to 4 p.m., moves to 6:30-6:30, P. H. LaGuardia from 7:45-8 p.m. to 6:30-6:45, Cecil Brown to Sun., 1:15 p.m. from Sat., 6:30-6:45, p.m., What's the Name July 27, 8:30-9 p.m. Sat., from 9:30-10 p.m. Wed., The Better Half moves to 9:30-10 p.m. from 8:30-9 p.m., High Adventure from Sat., 9:30-10 p.m. to Tues., 9:30-10 p.m. All changes effective Sept. 27.
Noted above are a few of the products and services that Philadelphia housewives have come to know better (and to buy more often) because of skillful promotion on Ruth Welles' "Home Forum" program... on KYW each weekday morning at nine.

A few participations are available. Advertisers will find them a tremendously effective way to sell the nation's third market at remarkably low cost. NBC Spot Sales has all the details.

Reach Philadelphia Women with RUTH WELLES on KYW

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

KYW
50,000 WATTS
NBC AFFILIATE
WE TAKE PLEASURE IN ANNOUNCING the APPOINTMENT of

TAYLOR-HOWE-SNOWDEN
Radio Sales, Inc.

AS NATIONAL REPRESENTATIVE Effective Immediately

THE TEAMWORK BETWEEN TWO TOP-QUALITY RADIO STATIONS IN TWO OF THE SOUTH’S BEST MARKETS AND THE SIX SALES OFFICES OF

TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.

MEANS “RESULTFUL” ADVERTISING

Taylor-Howe-Snowden Radio Sales, Inc.
Offices in New York • Chicago
Atlanta • Dallas • Los Angeles
San Francisco
My! How You've Grown

September 1, 1944
5 Stations in 2 States

September 1, 1947
32 Stations in 16 States

T H S

TAYLOR-HOWE-SNOWDEN Radio Sales INC.

BROADCASTING • Telecasting
SWEENEY & MARCH ARE READY!

We've measured them against 8 top-comedy shows
and we know they can make your sales-chart laugh!

A man named Ernest M. Walker invented a machine that unsentimentally measures the laugh-response of radio audiences.

He measured the response to eight of the top-comedy shows of last winter (whose average Hooper was 22.1)!

And now he's measured four recent broadcasts of “Sweeney & March”, the brilliant CBS madcap comedy-team.

Mr. Walker’s machine reports precisely that people are now laughing louder and more frequently at “Sweeney & March” than they did last winter at the eight top-comedy shows.

<table>
<thead>
<tr>
<th>Programs Tested for Laugh-Power</th>
<th>Average Volume per Laugh</th>
<th>Average Length of Laughter</th>
<th>Average Time Between Laughs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWEENEY &amp; MARCH</td>
<td>78.8%</td>
<td>3.1 sec.</td>
<td>10.7 sec.</td>
</tr>
<tr>
<td>8 TOP-COMEDY SHOWS AVERAGING 22.1 HOOPER</td>
<td>74.1%</td>
<td>3.1 sec.</td>
<td>12.2 sec.</td>
</tr>
</tbody>
</table>

But that sage of show-business—The Hollywood Reporter—also spotted this, without a machine just a few weeks ago; it said flatly:

"Another CBS offering that would pay its way on the sales-chart is, 'Sweeney & March'. If we could, we'd buy 'em ourselves."

You know...as every top-flight comedian knows...it takes performing time as well as talent to develop the pace and punch of great radio comedy today. “Sweeney & March” got enough time on CBS because their talent was evident from the beginning.

They are ready now. Ready to put laughter to work.

Ready to lift a big sales-curve.

If you haven't heard them in the past few weeks, you haven't heard “Sweeney & March”!

Tune in CBS Saturday evening at 8:30 EDT and you will hear for yourself that...“Sweeney & March” are ready.

A CBS PACKAGE PROGRAM
Feature of the Week

The "Padre" and some of his Gremlins face a KRLD mike.

RADIO, often blamed for contributing to juvenile delinquency, has hit upon a scheme that is daily taking young would-be gangsters off the street and making "gremlins" out of them.

"Gremlin" is the badge of honor for ex-juvenile delinquents who have reformed to become members of KRLD's special "Kids' World," a radio-sponsored club built around an Episcopal minister named Vern Swartsfager.

Each week in Dallas KRLD airs "Padre's Kids' World," a program in which each dramatic incident demonstrates how Father Swartsfager redeems his charges. The actors are former delinquents.

But the program is not all. The "Padre" has a seven-day-a-week job, and being curate of St. Matthew's Cathedral is only part of it. His Gremlins have responded to a new sort of preaching. The "Padre" tells them that crooks are cowards and "coyotes," and promises that he'll tell them how to be real "tough guys, mentally, physically and spiritually."

Under his tutelage the boys learn fair play, box with each other (Continued on page 65)

Sellers of Sales

STANLEY SCHLOEDER has always wanted to be in the advertising field. He achieved that ambition recently by becoming active in radio advertising when he was named timebuyer with BBDO, New York.

Stan was born on April 9, 1919, in Richmond Hill, L. I., N. Y. His first job was with Fairchild's Aerial Camera Corp. Later, in the summer of 1938, he joined the research department of J. Walter Thompson Co., New York. Soon he was transferred to the agency's radio department.

In 1941 Stan joined the Army. He started in the Medical Corps, was transferred to the Infantry, then to the Air Corps and ended up in an Army weather outfit as a radio mechanic with the grade of staff sergeant.

When he returned to civilian life he rejoined the J. Walter Thompson Co. radio department as head of radio contract group on the timebuying section. Resigning that position on Aug. 16, 1946, he joined BBDO's contract department. Soon afterward he became an assistant timebuyer. And in August 1947 [BROADCASTING, Aug. 11] he was appointed timebuyer.

Stan handles timebuying for the United Fruit Co. account and Squibb & Sons. He is buying a spot announcement campaign for the latter account in 42 markets on approximately 150 stations starting Sept. 1.

Last year Stan attended a special night course in radio timebuying and marketing at New York U. He plans to take another timebuying course given in conjunction with NYU at CBS this fall.

The serious, handsome, six-foot, brown-eyed young man dislikes flattery in any form and as a warning to any of his visitors, a little framed verse on his desk says: "Flattery is a web sugar-spun on air. See the foolish little flies, caught and dangling there!"

Stan's hobbies are skiing and swimming plus other active sports.

The Schloeders were married on Feb. 22, 1942. Stan's wife is the former Janet Lorraine Kable. They live in an apartment in the Bronx, New York.
SERVING! the public interest in 1946 by giving free time to 146 public service organizations, totaling 6,945 hours.

SERVING! the public interest in 1947 by giving free time to 60 public service organizations in January, 53 in February, 59 in March, 64 in April, 65 in May, 69 in June, 62 in July.

SERVING! 98,770 radio homes in our primary service area with outstanding program service—197 hours weekly—more than half of which is pure sustaining.

SERVING! 99 local accounts and 27 national accounts with a powerful sales record (more than two-thirds have been with us for years).

SERVING! San Antonio, America's 36th market, with both AM and FM—balanced programming—public interest features—complete sports coverage—local, state, and world-wide news.

SERVING! Our share of a half-million listeners to the Mutual Broadcasting System, world's largest network.

SERVING! Are we serving your client? We're ready, able and willing to, with a carefully planned promotion and merchandising service, prepared and executed by 38 alert, experienced employees.

"TOWERS of STRENGTH in SAN ANTONIO"

Represented Nationally By

JOHN E. PEARSON CO.
If you think you'd have to mortgage your factory to buy the kind of radio show that can attract a big audience in New York—well, Sir, have another think!

WMCA, New York’s leading independent station, has lots of shows that can do the job for regional and national-spot advertisers—do the job inexpensively. Tommy Dorsey’s Disc Jockey Show, for example (and you know what that means, in terms of audience!).

Spot radio, as offered by Free & Peters, is Bull’s-Eye Radio. Alone among all other forms of advertising, it hits the kind of prospects you select, in the markets you select, and even at your own selected time of day. How about letting us quote some figures?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932
Too Many Conventions, Managers Feel

45% Find Excess; Most Valuable Is NAB

FORTY-FIVE per cent of radio station managers believe there are too many conventions, with 42% feeling that the number of meetings is about right, according to responses to the ninth questionnaire in Broadcasting's series.

Top rating in value of meetings to the industry is given the NAB convention, network-sponsored meetings and NAB district meetings. Sharpest expression of opinion in the series of replies was found in convention sites, with 75% feeling that the NAB convention should be held at different places each year.

The survey was conducted for Broadcasting by Audience Surveys Inc. A representative cross-section of the managers of commercial AM stations was polled in July and asked: (1) whether there are too many, too few, or about the right number of industry conventions and meetings; (2) how many they attended; (3) how they rated the sessions; and (4) how, when, and where the annual NAB convention should be conducted.

Results of the survey follow:

"Radio station executives are invited to participate in various conventions and meetings throughout the year. Do you feel that there are too many, too few, or about the right number of such sessions?" (See Table I.)

Of the panel members, 45% feel that there are too many conventions and meetings, while approximately the same number (42%) feel that the number of these sessions is about right. Only 3% reported that they felt there were too few such meetings. 10% either had no opinion, or declined to answer the question.

Since the vote was almost evenly divided between "too many" and "about the right number," the question of which meetings the station managers were invited to attend, and which they did attend, becomes important. To establish station manager attendance and preference, the panel was asked:

"Some of the meetings to which many broadcasters are often invited are listed below. During the last 12 months, which of these have your station been invited to attend, which have you (personally) attended, and how many other members of your staff attended?" (See Table II.)

More stations were invited to attend the NAB convention (92%) than any other meeting. More station managers attended the convention personally (75% of those invited) than attended any other meeting except those sponsored by the networks, and more other staff (Continued on page 75)

Networks, Justice Dept. Discuss AFM

Meeting With Union Head Scheduled Next Week

In Chicago

DEPT. OF JUSTICE inquiry into possible violations of the Lea Act and Taft-Hartley Act by James C. Petrillo and the AFM was broad-ened last week as its Criminal Division obtained information on the network side of the FM music duplication picture from the four national hookups.

Vice presidents of NBC, CBS, ABC and MBS were questioned Thursday at the Department by Peter Brown and Hugh A. Fisher, special assistants to T. Vincent Quinn, Assistant Attorney General in charge of the Criminal Division. They had questioned FM Assn. executives the previous week [Broadcasting, Aug. 20].

Network representatives were reported to have told Justice representatives that although FM is not specifically mentioned in written contracts now in force, the subject was plainly discussed during negotiations with the union. At that time it was orally agreed that the contracts pertained only to AM broadcasting, it was said.

The Government is going into the situation to determine if AFM activities are of a criminal nature.

FMA Seeks Opinion

In an effort to sound out opinions of FM stations on the Petrillo duplication ban, Bill Bailey, FMA executive director, on Friday sent a questionnaire to nearly 1,000 FM stations, grantees and applicants. Pointing out that no person has gone to the trouble to find out what those most affected by the ban are thinking, he said FMA would do the job.

Members and nonmembers alike will receive the questionnairenaires, accompanied by a letter in which Mr. Bailey asks for answers to a series of questions. These questions ask if station operates both AM and FM outlets; data on network affiliation; any duplication of network music on FMs; does network permit broadcasting of its music on FM; views on effects of Petrillo ban on FM; how station is programmed; employment of live musicians. Mr. Petrillo last week accepted an invitation of the four networks to reconsider the duplicatio-n problem. The conference will be held Sept. 8, during the four-day FMA International Executive Board meeting at the Blackstone Hotel, Chicago.

The networks had sent this telegram Tuesday to the union head:

In reference to your wire of Aug. 21 granting our request for a meeting to discuss duplication of music on AM and FM stations, in view of public importance of this issue, desire our meeting to be held as early as possible. Therefore, our representatives will meet with you and the International Executive Board in Chicago 10 o’clock Monday.

Signing the telegram were the (Continued on page 75)

September 1, 1947
Expansion of Joske Plan Is Proposed

NAB Advisory Unit Endorses Idea at New York Meeting

EXPANSION of the successful radio-clinic method first used at Joske's of Texas was proposed last week at a New York meeting of the Retail Advisory Subcommittee of the NAB Sales Managers Executive Committee. The idea would be extended to other types of retailers such as specialty stores, automobile and appliance dealers, independent and chain grocery and drug stores, banks and others.

Results of the Joske one-year radio experiment were far beyond fondest hopes of broadcasters, leading to development of highly efficient methods of using the medium.

Entrance of many new stations, FM and AM alike, into the field creates need for development of new business, with the retail field a fertile spot, according to the committee. Need for more study and research at the local level was emphasized.

The committee voted to cooperate with National Retail Dry Goods Assn. in its second annual radio contest for retailers, to be held during the NRDGA convention next January. Classification of entries and basis for judging will be worked out Sept. 15 during the Atlantic City NAB Convention in a joint meeting of the sales group and the NRDGA Radio Committee.

Instances of new and enlarged use of radio by retailers as a result of the first NRDGA contest were recited. The subcommittee praised the retail advisory service started by NAB under direction of Lee Hart, Assistant Director of Broadcast Advertising, attending the meeting were J. Robert Gulick, WQAL Lancaster, chairman; Gordon Gray, WIP Philadelphia; William R. Alford Jr., WSYR Syracuse; Frank E. Pellegrino, NAB Director of Broadcast Advertising.

Rodeo Campaign Starts

MADISON SQUARE GARDEN, New York, started a three day (Aug. 24, 25, 26) spot announcement and chain break campaign to promote advance ticket sale to the rodeo opening Sept. 24 in New York on following stations: WCHS WBNC WJZ WMCA WNEW WINS WOR WHN. A second spot campaign which will run for three weeks during and before the rodeo, will start on Sept. 15. "Deadlin-Wood & Malone, New York, is agency.

Rose Sponsored

R. B. SEMLER Inc., New York (Kremi Shampoo and Hair Tonic) and Musteloid (Musterole cold tablets), effective Oct. 15 begin sponsorship of Billy Rose, night club owner and Broadway columnist, on MBS, Monday-Friday, 8:30-8:55 p.m. Seiler will carry the program, which will be based on Mr. Rose's syndicated newspaper column, "Pitching Horseshoes," on Monday, Wednesday and Friday while Musteloid will sponsor the show on Tuesday and Thursday. Agency for both sponsors is Erwin, Wasey & Co., New York.

Ponder Replacement

THE BORDEN Co., New York, reportedly is scheduled to make a decision on the replacement of Arthur's Place, Friday on CBS, sometime this week. Advertiser is considering two shows, one a musical program featuring Mark Warnow and his orchestra submitted by Kenyon & Eckhardt, agency currently handling Arthur's Place, and the other a musical show with Ted Dale and his orchestra through Young & Rubicam, New York, the agency that handled the Borden account last year.

B & W Renews

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes and pipe tobacco), Sept. 9 resumes Red Skelton Show on 169 NBC stations, Tues. 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

Poppelle Requests Equal Rights for TV at Series

(See also story on page 89)

A REQUEST that television "be accorded equal rights with other services in covering the world series" was contained in a telegram sent last week by J. R. Poppelle, president of the Television Broadcasters Assn., Inc., to A. B. Chandler, commissioner of baseball.

Text of Mr. Poppelle's message follows: "Television Broadcasters Assn., Inc., representing major networks and television station operators in the U. S., is deeply concerned that television be accorded equal rights and privileges at World Series games as radio, motion pictures and press. Although television coverage for games, if played in East, would be limited to only a few East Coast areas, television, like radio, will help build box office returns in major league baseball by stimulating public interest in games. We strongly urge favorable consideration by you and league officials in permitting telecasting of World Series this year."

Pillsbury Participates


One-Eyed Expression of Robert A. (Bob) Schmid, MBS vice president in charge of station relations, can be attributed to evidence presented in window-box display. The figure, 67, and printed matter alongside it tell the story of Mutual's addition of 67 stations in the 1-kw to 5-kw class in one year. Network reports that total number of its affiliates has increased 90% since July 1946.
Music Crises Keynote NAB Convention

Agenda Outlined For Annual Meet
Sept. 15-18

By J. FRANK BEATTY

CONFRONTED with a series of critical music problems, ranging from Petrillo's pressure tactics against networks and FM to copyright troubles and the disc jockey feud, the NAB 25th convention in Atlantic City Sept. 15-18 will deal with the search for formulas to ease the pressure against station and network operators.

Starting with the pre-convention network meetings, continuing into the Monday specialized clinics and winding up in the board's Friday meeting, music will provide a dominant theme.

Strong stand against the AFM president's tactics, designed to keep networks off balance and harass FM, is expected by Rep. Leonard F. Lea (R-Calif.), author of the law bearing his name. Rep. Lea has been working in seclusion on his own convention speech, scheduled at the Tuesday convention opening.

Strong stand against latest Petrillo gestures against duplication of FM and his tactics in advance of network negotiations is expected from Rep. Lea.

The music contract situation is slated for discussion at a Monday meeting of the NAB Employee Relations Committee as well as at the labor clinic to be held that afternoon. The clinic will be open only to station managers.

Position of the networks on FM duplication was explained Thursday to the Dept. of Justice at a Washington conference (see separate story).

NAB President Justin Miller will go into the music problem in his Tuesday morning keynote speech. Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, scheduled to follow Judge Miller on the program, is expected to outline the Canadian music policy.

Study Petrillo Problem

The FM Executive Committee, which last week took a stiff stand against Petrillo for his refusal to permit duplication of network music on FM, meets Monday and will resume discussion of the question (see separate page story 13).

New feature of the all-day Program Managers Clinic Monday will be a panel on "Using Music." Paul Whitman, ABC music director, and also a disc jockey, will appear on the panel along with Sydney Kaye, BMI vice president and general counsel. Mr. Kaye will handle copyright aspects.

With the industry convention only a fortnight away, NAB last week rushed work on the intricate arrangements for the meeting. An office will be opened in Convention Hall tomorrow.

ALL-AMERICANS ARE THESE five broadcasters, selected as the "All-America Radio Team" for the Sept. 17 broadcast advertising panel at the NAB convention. Members of the team are (1 to r): Leonard Reinhosch, Cox stations, as station president; Norman Boggs, WLOL Minneapolis, as sales manager; Donald Davis, WHB Kansas City, as program director; Thomas D. Connolly, CBS New York, as sales promotion manager; Howard S. Frazier, management consultant, as chief engineer.

Plan to Cut FCC Log-Jam Proposed

Bar Assn. Group Presents Processing Speedup Suggestions

PERMANENT new FCC procedure designed to speed processing of applications and break the log-jam through elimination of paper work on routine matters was proposed last week by the Committee on Practice and Procedure of the FCC Bar Assn.

The recommendations were made by the committee after long study. Committee members are Leonard H. Marks, chairman; Philip Bergson, Omar Crook, Robert Irwin, David Tolman and Vincent Welch.

Final association action will be taken in mid-September by the Executive Committee. The recommendations then will go to the FCC for its consideration. Under FCC procedure, proposed changes in the rules would be considered at a public hearing.

Heart of the recommendations is a new type of perpetual freeze procedure by which applicants would know at the end of 90 days if any competing applications will be considered by the Commission. At present applications become involved in endless procedural complexities caused by engineering studies of co-channel and adjacent channel applications which must be submitted in connection with each particular request. This is especially troublesome in the case of proposed directional antennas, with reports often subject to several separate engineering reviews before receiving Commission attention.

The committee proposes adoption of a new rule under which the Commission would consider an application without regard to any application filed more than 90 days after the original application. Local advertising procedure was recommended. The bar committee unanimously recommended the 90-day aspect of the recommendation but added the advertising requirement by 4-2 vote.

Proposed New Rule

Proposed new rule follows:

Upon the filing of an application for new facilities, change in frequency, hours or power of an AM station, the applicant shall advertise the filing of such application twice a week for three weeks in a daily newspaper of general circulation in the city in which the station is to be located. Thereafter, no action will be taken by the Commission for a period of 90 days from the date of filing during which time any person may propose a competing application. The filing of such another application shall terminate the filing of the original application.

New procedure is recommended to the Commission review of applications. After considering an application, the committee urges that the FCC (1) grant the application; or (2) if there are objections, advise the applicant by letter of the objections. If the applicant desires, he may amend within 30 days to supply additional information answering the objections.

After receiving the amendment, the FCC again reviews the application and if it is not satisfied, the case goes to hearing.

Idea of this new procedure is to prevent many routine hearings which hold up processing of applications. At present objections are cured by filing of petitions for action by the Motions Commissioner. The procedure is designed to eliminate paper work in the Motions Section and expedite matters for the Commission.

The bar committee contends that 90% of the motions now considered are routine, not requiring appearance of counsel for either the petitioner or other parties. It rec (Continued on page 66)

September 1, 1947 • Page 15
OPERING CHART for NAB's FM Dept. was prepared at meeting of FM Executive Committee last Monday. Present were (1 to r): A. NAB executive vice president; Arthur C. Stringer, news department head; Matthew Bonebrake, KOCY Oklahoma City; Chairman Leonard Asch, WBCA Schenectady; Everett Dillard, WASH Washington; Cecil Masten, WNFB-FM Binghamton, N. Y.; Clarence Leich, WMLL Evansville, Ind. Meeting was held at NAB's Washington headquarters.

FM Gets Formal NAB Recognition

Business, Program Aids To Encourage Medium Are Planned

PRACTICAL recognition of FM broadcasting as a full-fledged commercial advertising medium was given by NAB last week in adopting a program of business and program aids designed to encourage this new facet of the industry.

Recognized FM Aid

A series of business and programing aids was recommended for FM, including the following: A series of FM Dept., cooperating with the Research Dept., of receiver ownership. A simple formulata showing ownership in a given area for use of advertisers, agents and others will be developed. An outline of the technique for such a survey will be made available to all NAB members. The data will not conflict with any existing program rating service.

Other Exhibits Readied For N. Y. Convention; Denny to Speak

NEW low-price FM sets, which FM Assn. believes will speed the sale of receivers and expand the medium's listening audience, will be shown for the first time at the FMA's first national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York. FCC Chairman Charles R. Denny will be featured speaker.

FMA had practically completed arrangements last week for its exhibit of FM equipment, according to Bill Bailey, FMA executive director. Twenty-two manufacturers have contracted for space, with one or two others having indicated they plan to participate. Exhibit space on the hotel mezzanine includes one room of 1,000 square feet and three adjoining rooms. New transmitters, including a 10-kw model, and many types of receivers will be shown. One table model FM receiver will retail for $24.95.

Speakers at the convention banquet will be Chairman Denny and Max F. Balcom, Sylvania Electric Products, president of Radio Manufacturers Assn. Chairman Denny will be the first FCC head to broadcast over an FM network, since Continental plans to carry banquet proceedings.

Friday Banquet

The banquet, scheduled for Friday evening, will have as its host, KGOF Houston and FMA president, as toastmaster. Chairman Denny will be picked up at 8:30 p.m. by Continental. Everett L. Dillard, WASH Washington, FMA vice president, will speak briefly on development of Continental.

WDEL, WNHC Get Television Permits

Wilmington, New Haven Actions Raise TV Total to 67

Two commercial television stations were authorized last week by FCC to bring the total number of TV authorizations to 67. The grants went to The Elm City Broadcasting Company licensee of WNHC New Haven, Conn., and WDEL Inc., licensee of WDEL Wilmington, Del.

There presently are six commercial television stations licensed in the U. S. The new grants boost the number of outstanding construction permits to 61. About a dozen stations are pending.

The New Haven TV grant calls for use of Channel 6, 82-88 mc, with visual power of 1.82 kw and aural power of 997 w. Antenna height is 510 ft. above average terrain.

For Wilmington the CP covers Channel 7, 174-180 mc, 1 kw visual and 500 w aural with a 281 ft. antenna above average terrain.

WNHC is an independent local outlet on 1380 kc with 250 w. Estimated cost of its new video plant is $100,000, according to the application.

WDEL, an NBC affiliate, operates with 5 kw on 1150 kc. Its television venture initially will cost an estimated $114,500 according to its application.

Bonebrake, KOBY-FM Oklahoma City; Everett Dillard, WASH Washington; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNFB-FM Binghamton, N. Y. Representing NAB were President Justin Miller; A. D. Beigiar Jr., executive vice president; Mr. Stringer; Richard P. Doherty and David Farber, director and assistant director of the Employee-Employer Relations Dept.
ALL the audience-knowledge required to do a successful radio job in Iowa is contained in the "1947 Iowa Radio Audience Survey"—a masterful study by Dr. F. L. Whan, recognized research authority of the University of Wichita. It compiles and visualizes the answers given by 8,682 Iowa radio families to almost every question that any radio advertiser could ask about the stations to which Iowa people listen most, the areas in which each station is preferred, the times at which Iowa people listen, the types of programs they like and dislike, and to dozens of other questions which determine the success of any radio effort in the State.

The 1947 Survey is the tenth annual edition. Countless times we have been told by top-notch agencies that the Iowa Radio Audience Survey is the most authoritative and helpful audience study in America—that any large agency would gladly pay thousands of dollars for its exclusive use, because it enables them to PLAN better and BUY better in Iowa.

WHO believes that what helps you also helps radio and us. Hence we gladly offer a free copy of the 1947 Iowa Radio Audience Survey to every agency, advertiser and sales executive in America, until the edition is exhausted. Get your copy NOW. The coupon is for your convenience.

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 ........................
**Telecast for the Mid-Summer of 1947**

**Audience, Industry Show Growing Acceptance**

TELEVISION'S POST WAR GROWTH is emphasized in BROADCASTING's Telestatus report which shows that as of mid-summer of this year, 11 commercial stations were serving the 58,500 sets then sold. Sentiment of advertisers, agencies and listeners has grown more strongly in favor of the programming improves with results that demand for sets. From this pedestal of accomplishments (tabulated on this page), television bids fair to apply the fulerum of added stations, more promotion and better programs that will raise video to even greater heights in the fall-winter of 1947-1948.

Sports telecasts represent the heaviest share of television time. During week of July 7-13 (see table below) sports telecasting led with 120% hours. Dramatic presentations were second with 26 hours. and news third with 19% hours. Educational telecasts during the week occupied 13% hours, and not far behind were musical programs with 11 hours. Shows with children's shows with well over 10 hours. Nine hours and thirty-five minutes were devoted to variety programs. Comedy was at the bottom of the list with three hours. Telestatus shows:

- **58,500 Television sets**
- **47,500 in homes**
- **11,000 in public places**
- **TV in less than 1/10 of 1% of 60,000 radio homes in the U.S.**
- **11 commercial television stations offering regular video program service**
- **59 construction permits for commercial television stations**
- **11 applications on file for commercial television stations**
- **593 persons employed by stations, full-time or chiefly in television broadcasting**
- **248 hours and 37 minutes of video program time telecast during week of July 7-13, 13 hours, 13 minutes was sustaining; 106 hours, 24 minutes was commercial, sponsored by 62 advertisers and with $36,885 at gross (one time) rates, equal to roughly 2/5 of 1% of the gross weekly income of U. S. radio stations.**

**VIDEO BUSINESS, July 7-13, 1947**

<table>
<thead>
<tr>
<th>Sponsor(s)</th>
<th>Time</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABD</td>
<td>Mon. 7-7:30 p.m.</td>
<td>Rath Brookes</td>
</tr>
<tr>
<td>WFBT</td>
<td>Thu. 8:45-9:11 p.m.</td>
<td>Scheer Adv. Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Fri. 8:45-9:11 p.m.</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sat. 8:45-9:11 p.m.</td>
<td>Keaney &amp; Eckhardt</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sun. 8:45-9:11 p.m.</td>
<td>Campbell-Ewald Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Mon. 12:30-1:30 p.m.</td>
<td>Alfred J. Silberstein</td>
</tr>
<tr>
<td>WWBT</td>
<td>Tue. 8:45-9:11 p.m.</td>
<td>Best Goldsmith, Inc.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sat. 8:45-9:11 p.m.</td>
<td>Ortho Chemical Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sun. 8:45-9:11 p.m.</td>
<td>Doherty, Clifford &amp; Shanfield</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sat. 8:45-9:11 p.m.</td>
<td>Dittofield Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Wed. 8:45-9:11 p.m.</td>
<td>Packard Adv.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sun. 8:45-9:11 p.m.</td>
<td>Shaw Products Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Mon. 8:45-9:11 p.m.</td>
<td>Caples Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Tue. 8:45-9:11 p.m.</td>
<td>J. Paul Reubens Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Wed. 8:45-9:11 p.m.</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Thu. 8:45-9:11 p.m.</td>
<td>Ivan Hill Co.</td>
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<tr>
<td>WWBT</td>
<td>Fri. 8:45-9:11 p.m.</td>
<td>Scheer Adv. Agency</td>
</tr>
<tr>
<td>WWBT</td>
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<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Sun. 8:45-9:11 p.m.</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>WWBT</td>
<td>Mon. 12:30-1:30 p.m.</td>
<td>Jones-Frankel</td>
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<tr>
<td>WWBT</td>
<td>Tue. 8:45-9:11 p.m.</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>WWBT</td>
<td>Wed. 8:45-9:11 p.m.</td>
<td>Benton &amp; Bowles</td>
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<tr>
<td>WWBT</td>
<td>Thu. 8:45-9:11 p.m.</td>
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<td>Benton &amp; Bowles</td>
</tr>
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**PROGRAM BREAKDOWN BY HOURS AND MINUTES**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Sponsored</th>
<th>Sustaining</th>
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</thead>
<tbody>
<tr>
<td>News</td>
<td>32</td>
<td>31</td>
</tr>
<tr>
<td>Sports</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>Musical</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Educational</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
<td>Social</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Religious</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Drama</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Special Events</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Variety</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>

**TELECASTING**

**Page 18 • September 1, 1947**
why take the core...

when you can have the whole apple?...

The core may be the middle of the apple—but it’s not necessarily the juiciest part.

Most people would rather have the whole apple.
Advertisers, thinking it over, feel that way, too, we find.
That's why we want to remind all and sundry that—although the city of Syracuse is
the core of the big Central New York market—the whole apple is five times as big.
Other stations offer you the core. Only WSYR gives you the whole apple...
all 23 BMB counties of it!
And for years, in every major study conducted in this sales-happy region, WSYR has
held first place, day and night.*

Why take the core when you can have the whole apple? Ask us or any Headley-Reed office.

*Pulse of Syracuse for 1947, Certified Audit Study, Crosley Farm
Study, Farm Opinion & Research—and, yes, many more.

WSYR
SYRACUSE
“A Quarter Century of Service”
570 kc.—5000 watts
NBC in Central New York
Represented by Headley-Reed

Other H. C. Wilder Stations are WTRY, Albany-Troy-Schenectady, and WELI, New Haven
Adopting almost as the reason, it has been clear that Mr. Vadeboncoeur labors under serious misconception and misunderstanding about the Associated Press membership arrangement and relationship. In view of the short time available before Broadcasting Magazine's deadline, there is no opportunity to prepare the detailed response which will be made in due course.

Frank J. Starzel
Assistant General Manager

STATEMENT BY ASSOCIATED PRESS

MR. VADEBONCOEUR's apparently personal letter to Mr. Gramling arriving in the latter's absence out of business hours, it is obvious that Mr. Vadeboncoeur labors under serious misconception and misunderstanding about the Associated Press membership arrangement and relationship. In view of the short time available before Broadcasting Magazine's deadline, there is no opportunity to prepare the detailed response which will be made in due course.

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Vadeboncoeur Says That Agreement Is Not Fair to Station

REASONS for refusal of WINR Binghamton, N. Y., to accept an associate membership in the Associated Press, as stated by E. R. Vadeboncoeur in a letter under Aug. 22 to Oliver D. Gramling, the AP's New York head-office.

"Vadeboncoeur says that the Associated Press stations will have no say in AP and that no voice will be given by by-laws or Mr. Vadeboncoeur de-\nWINR cannot accept and elects to contention contract services.\nVadeboncoeur objects pointedly to the Associated Press stations being barred. His view: \n... his own...\n... accept the, their contract he sent for Station WINR.\nBy regret is very sincere. I know how hard you have worked on this plan. In my discussions and correspondence with you on this subject, I have been impressed with your personal anxiety to work out something that would be fair to radio station clients.

However, the contract for associate membership for radio stations in the Associated Press is so unfair and one-sided that I do not believe any broadcaster, or for that matter, in good conscience, can accept it.

Because this associate membership plan is actually the most important new phase in radio news service, AP entered the radio field, proposed by the members of the Associated Press. Therefore, they will have no voice in the writing of by-laws or amendments thereto. They will be subject completely to the decisions of newspaper operators, who openly and often with frank hostility, accuse radio stations of being unwelcome competitors and who, in many towns, are carrying out unfortunate feuds with their radio "competitors." There has been no secret, for a long time, of the resentment of many AP members over the fact that radio stations have been able to purchase new facts from the Associated Press without being subject to assessments. No sensible cautious radio station operator can conscientiously agree to bind his station to arrangements under which radio stations will have no voice and no representation. This is a principle which goes all the way back to a tea party in Boston Harbor a couple centuries ago.

WINR cannot agree to rules made and imposed upon it without the right to vote on those rules. I do not believe that so large and growing an industry as radio can decently submit to such unfair domination by newspapers in the field of radio news. WINR would probably accept a membership which would give it the right to vote on matters vitally affecting it. WINR cannot agree to anything less. The fact that certain newspaper owners on the AP board of directors also own radio stations, does not, in my opinion, give WINR or radio, as such, any representation in the voting councils of the AP. For reasons too obvious to be worth listing here.

2—Article Two of the contract you sent me reads as follows: "The Member agrees to pay, weekly in

"death" line of WOKO for another month by continuing the effectiveness of its temporary operating authority to Sept. 30.

Governor Dongan was preferred over Van Curler and Joseph Henry chiefly on local ownership basis. The latter of the three, Joseph Henry, was especially ruled out because of his personal properties and strong interest in WOKO and as such were declared legally responsible for past errors revealed in that proceeding. The qualifications of Raymond Curtis, identified with both WOKO and Joseph Henry, were closely reviewed.

Concurring in Adoption

Concurring in the adoption of the recommended decision were William H. R. Denny and Comrs. Paul A. Walker, Ewell K. Jett, E. M. Webster and Clifford J. Durr. Comm. Rell. H. Hyde did not vote. The recommended decision was circulated among the Commissioners to secure their consent. It is believed this to be the first major case considered by Commission to the AP board of directors. It may not be a "death" line of WOKO for another month by continuing the effectiveness of its temporary operating authority to Sept. 30.

Against the AP decision was the Commission extended the Aug. 31 hearing schedule is not completed and it may remain so until the Full Commission can act upon it. Following completion of the activities at Atlantic City. An exception might be the Oct. 6 B/WAL Baltimore proceeding, another FCC case to which the Commissioner Hyde is slated to hear the case.

Civil Service requirements to cover the hearing examiners still are to be completed. Nor have the examiners been assigned quarters. Latest speculation is that a room will be provided for them outside of FCC headquarters in Temporary Bldg. T. Hearing rooms also may be provided there.

Earlier phases of the Administrative Procedure Act became effective last Dec. 11 [Broadcasting, Dec. 16, 1946] and last Sept. 11 [Broadcasting, Sept. 9, 1946].

The Albany proposed decision is declared somewhat unusual in that although it prefaces a new FCC administrative procedure, it may not be typical of its kind. It is expected that many similar decisions may be redone by the Commission from the examiner's recommendation. If a recommendation is not substantially that of the Commission's (Continued on page 70)

Midway . . .  S. S. America! Wherever there is water, there float mighty ships made in Virginia. The tradition of building good ships is a part of Virginia's present great industrial empire . . .  an empire well served by the institution which is Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . .  STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
Western Electric
1304 Type Reproducer Sets
Hit a New High in Quality!

Here's Why!

1. Wide Response... Famous 9 Type Reproducers bring out the full quality of today's finest recordings—vertical or lateral.
2. Constant Speed... Entirely new drive mechanism provides constant speed operation at 33⅓ and 78 rpm—eliminates trouble from "wows" and rumble.
3. Rapid Acceleration... Goes from standstill to stable operating speed of 33⅓ rpm in one-half revolution.
4. Vibration-free... Mechanical filters isolate turntable from vibration in motor, driving mechanism and cabinet.
5. Electrical Speed Change... New electrical method of changing speed eliminates clash-gears or planetary ball devices—permits quick speed change while turntable is running.

The 1304 Type Reproducer Sets will be in production during this year. For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

-Quality Counts-
AMERICAN DEFENSE and World War II medals worn by this group of ABC employees, all Navy veterans, were awarded by Comdr. William T. Vrooman, USNR, of the Navy Recruiting Service, at ceremonies at network's headquarters in New York on Aug. 7. Standing (1 to r): Alan Koenig, Kirby Chandler and Gene Homan, all in office management; John McDermott and Anthony Cusumano, traffic; Rodney Chip, engineering; James L. Middlebrooks, chief facilities engineer; George Fisher Jr., engineering; Sheldon Van Dolen, presentations, and John J. Sparkowski, building and maintenance. Seated (1 to r): Jack Webb, news; Bud Hayes and John Gambarani, office management; Virginia Walker, network sales; Joseph Recouso, controller's office; Kent Paterson, account executive, and Ernest Lee Jahnecke, manager of network's Station Relations Dept., Eastern Division.

TELEVISION CARAVAN IS SUCCESS IN DALLAS OVERFLOW audiences of up to 1600 persons were reported at each performance of the RCA Victor-Allied Stores Television Caravan at the Ritchie-Gettinger Co. store in Dallas, Tex., Aug. 19-22. John Wilson of KIXL Dallas moved his John Q. Public show to the television studio for each of the morning telecasts. Bill Boyd of WRR Dallas appeared for two afternoon shows. John Sewell, the store's television coordinator, reported, "We knew the show was good from the wonderful reports we had received but it exceeded our fondest expectations both in entertainment value and the store traffic it drew."

Earlier, the caravan had made its 12th stop on Aug. 13 at Joske's of San Antonio, Tex., and as far as the television audience was concerned the double 13 proved lucky. After seeing the program, people most often asked . . . "When will we have a television station in Texas?"

Advance publicity consisting of complete newspaper and radio coverage preceded the arrival of the caravan and on Aug. 11 a motor-cycle police escort met the caravan at the outskirts of San Antonio and led it through the city. Three shows were televised daily Wednesday through Friday, and two shows were done on Saturday.

RWG-CBS Sign Pact RADIO WRITERS GUILD has concluded two year pact covering newswriters with CBS Hollywood. New agreement, retroactive to July 22, 1947, grants raises in two categories for senior and junior writers. Raises are as follows: seniors, first year, $73 and $83 thereafter; juniors, first year, $41 and $52.75 thereafter. Contract may be reopened after one year if cost of living index rises 12.5%.

Bomb's Rush AS SOON as Dave Henley, man-on-the-street for WDAY Fargo, N. D., broke open the wooden crate addressed to him the other day, a studio technician yelled, "Take it away, it's a bomb!" He saw part of the battery-like contraption. The police gingerly wrapped the "thing" in blankets and took it to an isolated river bank where they shot four bullet holes into it. Nothing happened.

On close examination it proved to be a module consisting of a burned-out light bulb, broken olive jar (no olives), aluminum foil and several other odds and ends. The cylinder was labeled "Experimental noise eliminator—not to be used except on dead B batteries". It was said to be helpful in sidewalk broadcasting.

HUFFMAN AGAIN HEADS WISCONSIN NETWORK WISCONSIN NETWORK Inc. stockholders re-elected William F. Huffman, owner of WFHR Wisconsin Rapids, president for his seventh successive term and accepted WPYG Green Bay as a member at their annual meeting Aug. 19 at Lake Geneva. WPYG plans to start this fall in affiliation with WPYG-FM, the Green Bay Press-Gazette's FM outlet already on the air [BROADCASTING, Aug. 18].

In addition to being reelected president, Mr. Huffman, who is also publisher of the Daily Tribune at Wisconsin Rapids, was re-named treasurer. Other reelected officers are A. Matt Werner, WHBL Sheboygan, vice president, and G. E. Seeman, vice president and managing director. John Welter, WPYG-FM, was elected secretary.

Plans for broadcasting U. of Wisconsin football games and other programs of statewide interest were discussed. Host at the meeting was Sidney Bliss, WCLQ Janesville, who entertained the group at his summer home on Lake Geneva.

Affiliates of the Wisconsin Network, which maintain offices in Wisconsin Rapids, are: WHER, WHBL, WCLO, WPYG, WIBU Pouyette-Madison, KPIZ Fond du Lac, WHBY Appleton and WSAU Wausau.

KHON Tests of New 5-kw Transmitter Are Started KHON Honolulu has started operating its 5-kw transmitter, authorized April 30 by the FCC. The station shifts from 1400 to 1880 kc with the increase from 250 w to 5 kw.

KHON has named John Blair & Co. as national representative, according to Ralph M. Fitkin, president. The station, along with others in the Aloha Network [BROADCASTING, Feb. 10] is a Mutual and Don Lee affiliate. KHON is managed by Webley Edwards, with Ira Mercer as chief engineer. KIPA, fourth station in Aloha Network, began tests Aug. 19 on 1110 kc with 1 kw power and hoped to be in full operation by early September. Manager of KIPA is

Mr. Huffman

Pulse Indicates Drop In City Sets in Use Stations Carrying Baseball Run Counter to Trend SETS IN USE in New York, Philadelphia, Boston and Chicago dropped an average of 3.2% per quarter hour from May-June to July-August, The Pulse Inc., New York, reported last week.

At the same time, The Pulse noted a "summer slump" in program ratings generally, although it reported that stations carrying baseball were counter to this trend.

Baseball Ratings High The average July-August baseball ratings were 19.6 for all games Saturday and 19.1 for Sundays, better than any "top ten" show for the same period.

Average quarter hour sets in use were Boston, 21.9; Chicago, 21.7; New York, 21.2, and Philadelphia, 20.1.


Top ten daytime shows were Breakfast Club 6.4, Rosemary 6.6, Big Sister 6.6, Ma Perkins 6.3, Young Dr. Malone 5.8, Guiding Light 5.8, Helen Trent 5.9, Our Gal Sunday 5.7, Arthur Godfrey (11) 5.5, and My True Story 5.1.

Saturday and Sunday daytime shows were Stars Over Hollywood 6.2, Grand Central Station 6, Theater of Today 5.3, True Detective 5.6, Undersea 5.1, County Fair 4.9, One Man's Family 4.9, House of Mystery 4.7, Let's Pretend 4.7, and Abbott Mysteries 4.3.

FIFTH ANNIVERSARY Radio City (Milwaukee) Host To 651,213 Since Opening MILWAUKEE JOURNAL'S Radio City celebrated its fifth anniversary Aug. 23. During the five years 651,213 persons—more than Milwaukee's population—have visited the modern radio plant, the Journal management reports.

Plant was first ever designed to house all three types of broadcasting—AM (WTMJ), FM (WTMJ-FM) and television (WTMJ-TV). Television operation is scheduled to begin about Dec. 1. Television transmitter has been installed and control room of the City for the video studio has arrived.

Many stations contemplating building have visited the Journal's Radio City for ideas on construction. Last year a series of Radio City nights featuring motion pictures and features of a Journal and Radio City personnel was started. Programs held two nights a week for 27 weeks drew approximately 17,500 people, according to Journal tabulations.

September 1, 1947 • Page 23
Here are seven—count 'em—seven of the fastest moving transcribed shows in radio... ever! And every one is hot as a two-dollar pistol... and almost as low in cost!

No more shooting in the dark... whatever audience you're out to get is yours. Because you're selling with proven shows, produced, acted, written, and directed by the tops in radio talent... the people who know how to make each quarter hour and half hour sizzle with sales!
IN THE COWAN GALLERY OF GREAT SHOWS, ON TRANSCRIPTION

BIG STARS!  BIG LAUGHS! ... BIG SALES!

the SMITHS of Hollywood


The great new half-hour transcribed comedy hit of the year!

S@Il... with the voices that sell a thousand products!

THEATRE OF FAMOUS RADIO PLAYERS

half-hours of drama, adventure and comedy

HEARTWARM! ESISTIBLEI SALEABLE!

Barber Shop Harmonies

by the gaslight quartette
156 15-minute transcribed programs.

RED RYDER

A sensational merchandising, selling "pick-of-the-air" show now available on transcription—a proven hit!

Take your choice of disc jockey, situation comedy, mystery, drama, or music. They're ready to go to work for you ... to give each station and sponsor top local coverage.

Remember, share-the-load transcriptions keep costs comfortably light.

Get your facts today!

For local and regional sponsorship!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
the Inside Story

Built of the finest materials by skill-
ed craftsmen. De-
signed by engin-
eers with years of practical ex-
perience in sta-
tion operation assuring you of the best.

Gates transcription turntables are chosen by many stations, large and small, because they know that besides exterior style they get interior quality. Oilite bearings, broached bushings, ground and polished shafts contribute so much to the velvety smoothness throughout its long life.

Pictured here is the famous CB-11 chassis as used on the CB-10 transcription turntable,—the only master control turntable. Complete information is yours for the asking. Delivery is prompt.

Gates Radio Company
QUINCY, ILLINOIS, U.S.A.
FOR EVERY BROADCAST NEED—DEPEND ON GATES—ALL WAYS
The 50th Birthday of radio broadcasting was celebrated in Western Canada when the Radio Committee of the Canadian Association of Broadcasters met on September 1, 1947, in Winnipeg. This meeting was held to discuss the future development of radio and television in Western Canada, and to consider the role of the Radio Committee in advancing the interests of broadcasters in the region.

The meeting was presided over by Bert Cairns, President of the Canadian Association of Broadcasters, who was joined by other key figures in the industry. The agenda included discussions on the growth of radio and television in Western Canada, the role of the Radio Committee in promoting the interests of broadcasters, and the importance of maintaining a strong relationship with the community.

Among the topics discussed was the need for broadcasters to continue investing in new technologies and programming to keep pace with the changing needs of the public. The meeting also considered the importance of maintaining a strong relationship with the community, and the role of the Radio Committee in promoting the interests of broadcasters in the region.

The meeting concluded with the announcement of the selection of the 50th Birthday of radio broadcasting as the theme for the upcoming annual convention. This decision was made in recognition of the importance of radio and television in bringing people together and providing a voice for the community.

The meeting was a significant event in the history of broadcasting in Western Canada, and it marked a new chapter in the development of the industry. The Radio Committee played a key role in promoting the interests of broadcasters in the region, and its work continues to this day in ensuring that the voice of the community is heard.

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**SCOUTS AWARD**

The WFLI Plan Recognition of Outstanding Deeds

Outstanding feats of service by Philadelphia's Boy Scouts will be recognized by special citations presented by WFLI, Roger W. Clipp, general manager, announced. WFLI will present 12 monthly awards and a special annual award for a Scout's service "to another individual, to his community, to the nation, or to any worthy undertaking that is designed to aid his fellow citizens in keeping with the Scout Oath and Law."

Monthly award will be framed citations for both the Scout and his unit, both of which will be presented on a special WFLI broadcast. Year's winner will receive a watch, a tour of WFLI radio and television studios and a group party at an outstanding sports or entertainment event.

Winner will be selected each month from all nominations submitted by another Scout or a private citizen. Final judging will be done by a special selections committee. First monthly award will be given in October to the Scout selected for September. First annual award will be presented during Boy Scout Week in February 1948.

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**Unexpected Voice**

Voice of A BABY only a few minutes old was heard on RTU Tulsa's Experient Fathers' Show (Mon-Fri, 1 p.m.) on Aug. 21 while the baby's father, Gene Mathey, 32-year-old Tulsa machinist, was being interviewed by Cal Tinney, originator of the show and editor of the Broken Arrow (Okla.) Ledger. Shortly after Bert Kennard, M.C. of the show, had interrupted the interview to announce that Mr. Mathey had just become the father of a girl, a nurse brought the new Miss Mathey to the microphone for a brief squawk. Program was broadcast from Tulsa's Hillcrest Lying-in Hospital.
Coast Regional Sales Outlook Bright

Population Rise Makes Area a Lucrative Reservoir

REGIONAL sales look healthy to the four networks viewing for radio's share of the western advertising dollar.

Competition among advertised products has induced some of the spending. New distributors recognize their only hope for marketing survival lies in advertising. Market-wise, the Pacific Coast represents a lucrative sales reservoir as a result of population growth. The sales stories of the networks vary, but each looks forward to a healthy fall and winter. ABC is emphasizing improved coverage through acquisition of additional affiliates as well as increased power of established stations. Numerically, this means addition of 23 stations and increased power for six facilities.

CBS represents its position as through "primary coverage in every one of the major Pacific Coast distributing centers," which in turn are the vital markets accounting for major part of West Coast sales.

Don Lee Broadcasting System stands on the delivery of "inside and outside coverage," contending that its listeners are outside metropolitan areas as well as within.

NBC's Promotion

NBC Western Division takes as its chief selling point the fact that it is "America's number one network," and in addition it claims the majority of listeners wherever they live.

ABC is enjoying the regional prestige which has stemmed from the S.R.O. sign hanging on its transcontinental daytime operations. With further improvement in sight for its nighttime schedules, sales are expected to be bolstered on the regional plane. Some new regional business has been acquired, but the network's progress has been slow by contrast rather than in actuality.

CBS gross billings for the first six months of 1947 have matched the comparable period of the previous year for its Pacific operations. Among new business, a noteworthy factor has been the entry into regional radio of nationally advertised firms seeking to court the enlarged western market. Examples include Miles California Co. and the Pepsodent Division of Lever Bros.

From CBS experience, sponsors seem to be buying more stations and increased business placement appears to be originating on West Coast with 75% of time sold on CPN coming from Hollywood and San Francisco. However, some of the regional picture will not take into account its network business has been ascertained.

The owned operation of KNX Hollywood is 33% ahead of last year. Spot-wise, KNX is 18-20% ahead of last year.

Big Year for Don Lee

Don Lee Broadcasting System has climaxxed one of its best business years, according to sales reports, with acquisition of more than $1,000,000 in regional billings during summer.

KHJ, its owned Los Angeles outlet, has enjoyed a sellout in spot announcement field from fall of 1943 until June 1947 when first availability appeared. A comparable situation is expected to prevail in fall as result of newsprint shortages.

NBC regionally is sold out save for one quarter-hour time availability which is expected to be gone by fall. Minimum regional time is available on this network as result of heavy business on transcontinental networks.

Specifically, the network sales heads view the fall as follows:

Frank Samuels, ABC Western Division sales manager: "Regionally, as well as nationally, business looks better than any time in the network's history. Manufacturers and retailers already have begun to feel the pressure of products not widely advertised and known by the purchasing public. Increased prices of merchandise in a large number of manufacturing lines plus a gradual dwindling in war savings of the consuming public has given consumers a new impetus to buy only those products which are known and acceptable to them because of their familiarity through advertising media."

Wayne Steffner, CBS Western Division sales manager: "In recent months, many advertisers who have been former long-term users of other media have been discussing West Coast regional radio with us. This, together with renewals of old accounts and the rapidly increasing commercial development of the West, leads us to the opinion that our West Coast (Continued on page 48)
Evelyn Sibley Lampman • Educational Director

KGW subscribes to the wisdom of the old proverb, "As the twig is bent the tree's inclined." Working through Portland schools, with broadcasts direct to classrooms, KGW for 14 years has supplemented regular grammar school courses of study with dramatized scripts. Evelyn Lampman is well qualified to direct this important phase of KGW's public-interest work. Mother of two school-age children, whom she calls her "guinea pigs", and with a radio writing background extending from 1929, Evelyn recently has added to her laurels by authoring a children's book scheduled for early publication by Doubleday and Company, Inc. For three consecutive years she has placed in the top ten of the Dr. Christian Awards, with her plays broadcast on a transcontinental network. During 1947-48 Evelyn will serve as radio chairman of the Portland chapter of the Oregon Parent-Teachers Congress. Such well-rounded program policies, backed by such ability, have established KGW irrefutably as "one of the great stations of the nation."

Next Week
GEORGE MOORAD
KGW News Analyst
Caribbean Commission Plans Broadcast Series

RADIO DIRECTORS of seven Caribbean islands attended the Caribbean Commission Broadcasting Conference at Port of Spain, Trinidad last month and completed plans for Caribbean Review, a series of broadcasts commencing Sept. 6.

Those in attendance were Denis Glick, Jamaica; J. M. Laing, Barbados; A. A. Gagan, British Guiana; E. R. Weeseels, Dutch Guiana; M. Villeneuve, Martinique; Harwood Hill Jr., Puerto Rico; William MacLurg, Trinidad; G. DeFreitas, Trinidad, and A. F. Raymond, information officer representing the Trinidad government. Henri de Mauduit, deputy secretary general of the Commission, presided and D. F. Greening of the Secretariat was translator.

The Brannan Network

Chicago and Hollywood chairmen are E. R. Boroff, vice president, American Broadcasting Co., Chicago, and Lewis Allen Weiss, chairman of the board, Mutual Broadcasting System, and vice president, Don Lee Broadcasting System, respectively.

Advertisements featured will stress civil liberties and use a torch as campaign symbol and slogan "Freedom is Everybody's Job." Space will be provided for messages by advertising sponsors mentioned by name. American Heritage Foundation is cooperating with council in campaign which will include radio, in addition to newspapers, magazines, billboards, and other media.

NBC BOOKLET EXPLAINS STAND ON WHITE BILL

COPIES of a booklet containing the statement Niles Trammell, President of NBC, made concerning the White Bill before a Senate subcommittee on June 23, 1947, were sent to NBC owned and operated stations, top government officials, leaders throughout the country in business, labor, religion and education, the press, trade and welfare organizations as well as NBC clients and agencies.

Mr. Trammell said in a note sent with the booklet that although "congressional action on the White Bill to amend the Communications Act of 1934 has been postponed, radio legislation, however, is likely to recur, together with at least some of the controversial issues which were raised by the proposed law, and that the attached booklet represents NBC's viewpoint on those issues.

In addition to Mr. Trammell's statement the booklet contained exhibits submitted as table of NBC stations and daily newspapers in NBC network station cities, a short background of NBC reporters, commentators, and editorial supervisors at home and abroad and a table of NBC evening programs.

Lowman Elected Director Of TBA; Succeeds Vogel

LAWRENCE W. LOWMAN, CBS vice president in charge of television, has been elected a director of the Television Broadcasters Assn. Inc., the TBA announced last week.

Mr. Lowman will fill the unexpired term of Ernest H. Vogel, whose resignation from the Farnsworth Television & Radio Corp. also caused a vacancy on the TBA board.

Mr. Lowman joined CBS as traffic manager in 1927, and in 1938 CBS named him vice president in charge of network operations. He was granted leave from the network in June 1942, to become chief of the communications branch of the Office of Strategic Services.

CBC Bans Liquor Ads

NO LIQUOR OR BEER advertising by radio will be allowed in Ontario for the time being, according to the CBC station relations department. This decision follows that of the Ontario Liquor Commissioner, whose recent ruling on allowing institutional liquor advertising does not cover radio. Institutional liquor advertising is allowed with limitations in publications, on billboards and streetcars, but the Ontario official has ruled that none will be allowed on radio at present.

THE BRANNAN COMPANY

Page 30 • September 1, 1947
WBAL's "New World of Tomorrow" studios will be ready for experimental programming by September with regular broadcasts in November. Advertising agencies and independent producers will be permitted to experiment with the equipment and with their own program ideas in these studios.

Here's still another important station getting ready to bring television to a metropolitan area. By November 1st, Station WBAL-TV—affiliated with the Baltimore News-Post—plans to serve the Baltimore area with a picture signal power of more than 30,000 watts. Everything needed to put this station on the air is now in production by RCA...when delivered, it will give WBAL-TV one of the most comprehensive television layouts of the year.

Like most television stations now being constructed, WBAL-TV will use RCA's efficient 5,000-watt transmitter...feeding an RCA Super Turnstile antenna which boosts the total radiated video power to 32,000 watts.

WBAL-TV will also use RCA's "television studio on wheels," capable of moving swiftly to points where news is being made...of picking up and monitoring all such events as they take place. A portable microwave radio relay will link the mobile unit with the station transmitter...provide practically unlimited freedom of movement around the Baltimore area.

Studio equipment will be similarly complete. In addition to the customary cameras and monitoring equipment, WBAL-TV will have two RCA television-type motion picture projectors and a film camera for the presentation of station breaks, commercials, and standard film programs. RCA switching and control equipment will help simplify and co-ordinate programming techniques...assure bright, steady, crystal-clear pictures at all times.

Everything needed to get a television station...your station...into regular operation is now in quantity production at RCA. Let us know your plans now to assure early delivery of equipment. Write Dept. 18-I.

KOBAK SCORES MACPHAIL OPPOSITION TO VIDEO

EDGAR KOBAK, president of MBS, last week deprecated published reports that Larry MacPhail, president of the New York Yankees, is opposed to televising the new World Series, and pointed out that the ultimate decision in the matter rests with A. B. "Happy" Chandler, baseball commissioner, rather than with Mr. MacPhail.

The latter was quoted earlier in the week as saying he felt there was "a definite possibility" that video coverage "may hurt attendance" at the series, but he conceded that conversely "it may promote baseball a great deal."

Mr. Kobak explained that Mutual has a middleman's role in the matter . . . the Gillette Safety Razor Co. has bought the rights to the series broadcasts over MBS.

The video rights to the baseball classic, if Mr. Chandler decides to permit their sale, must be bought through Mutual, which has "first refusal" on them.

CBS PRESS LUNCHEON at New York's Waldorf-Astoria fortnight ago honored Joseph C. Harsch, (second from l) network's news analyst who recently returned from a 10-week tour of European capitals. Pictured here, l to r: Davidson Taylor, vice president and director public affairs; Mr. Harsch; Wells Church, director of news broadcasts, and Hubbell Robinson Jr., newly appointed vice president and director of programs.

WLB LAWRENCE, Mass, was featured in an article titled "WLB-A New Top Power Voice from New England," in July issue of Western Electric Oscilator magazine.

Thrifty Choice

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

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

WTAR again TOPS the nation in AUDIENCE DELIVERY, with the highest ratings of any station in any Hooper city on 6 of the 15 top night-time shows: delivering 124.1! Hooper points in excess of national ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947) "Sensational!"—says The Billboard.

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

Let WTAR be your partner for THRIFTY SELLING...

National Representatives: Edward Petry & Co.

WTAR Norfolk, Virginia

NPFS Exhibit

NEWSPAPER Publishers Facsimile Service, New York, and WAAT Newark, N. J., will maintain a three-man editorial and art staff at the NAB convention in Atlantic City beginning Sept. 15 to supervise a complete exhibit of home console facsimile recorders, studio monitors display recorders and studio scanning equipment. WAAT program schedules will illustrate the display and bulletin type of program especially suited to public demonstration. WAAT's FM affiliate WAAW will inaugurate regular facsimile service this fall.

Announces Policy

FULL COMPLIANCE with provisions of the Taft-Hartley Labor Law was reported last week as the policy of the National Assn. of Broadcast Engineers and Technicians. Announcement was made by Allen T. Powley, president of the union. Mr. Powley stated that all locals had filed affidavits with the U. S. Dept. of Labor, ascerting that no communists held offices in the union and offering full financial statements.

PHILCO TV PROMOTION

Gough Industries Will Spend

$20,000 on KTLA

To coincide with arrival of Philco Video sets in Los Angeles area, Gough Industries, distributors there, have contracted for telecast time estimated at more than $50,000 on KTLA, Paramount television station, starting in September. Deal was set between James Kerwin, Gough vice president; John Parsons, West Coast Philco merchandising manager, and Klaus Landesberg, station director.

To date RCA has been only active set maker in area. With announced Philco plans, it appears that RCA will withdraw for present, allowing latter to carry promotional ball of daytime programming as dealer aid.

Gough Industries has contracted for two hours of daytime programming six days weekly on 26 week contract. First hour will consist of test slides and recorded music aimed directly at dealers; second hour will be divided equally into women's and children's interest segments. Twice weekly this period will be utilized to teletcast baseball from Wrigley Field, when Los Angeles Angels are playing at home.

Football With Philco starting Sept. 14 will commence on KTLA in twice weekly 15-minute format giving results Saturdays and preceding Sundays. Contract calls for 12 weeks. When hockey season of Los Angeles Monarchs begins in October firm will assume sponsorship of all Saturday night home games during course of season which extends through March.

Page 32 • September 1, 1947
a big audience... for a SONG!

the David Street Song Shop
ON TRANSCRIPTION

117 quarter hours
for local and regional sponsorship

You can count on the counter of THE DAVID STREET SONG SHOP for fast-moving sales! David Street is the new romantic singing star who made an instant hit on the Old Gold and Sealtest shows over NBC. He's an outstanding recording artist . . . the singer Twentieth Century-Fox is grooming for top billing in every theatre in the country. (You've heard him in Bing Crosby's "Going My Way."

There's more! Lucille Norman, bright new NBC star, adds her voice to this wonderful 15 minutes of music. Hear familiar tones? It's the Mello-Larks, the vocalists whose styling made them famous with Tex Beneke and his Glenn Miller Orchestra. Orchestra Magazine rates them the singing group of 1947. Another find is the sparkling background music of Gene Plummer and his men.

Yes, here's the kind of musical show that makes your customers say, "I'll buy it!" It's easy listening all the way. So get your facts today on this high-quality, low-cost program. THE DAVID STREET SONG SHOP brings the shoppers to you!

starring DAVID STREET
Twentieth Century-Fox
singing sensation

starring DAVID STREET
Twentieth Century-Fox
singing sensation

at last! the BIG
15-minute song show! from

LOUIS G. COWAN, INC.

NEW YORK: 465 Madison Ave.,
New York 22, N.Y., Plaza 9-3700

HOLLYWOOD: Guaranty Building,
6331 Hollywood Blvd. Hollywood
28, Calif

CHICAGO: 8 S. Michigan Ave.,
Chicago 3, III., Randolph 2022

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS
Three Networks Name Representatives For NAB’s Atlantic City Convention

MBS, NBC & CBS have listed network executives who will attend the NAB convention to be held Sept. 15-18 in Atlantic City, N. J. They are, for MBS, Edgar Kcbak, president; Robert D. Swezey, vice president and general manager; E. P. H. James, vice president in charge of advertising, promotion and research; Robert D. Schmid, vice president in charge of station relations; Jess Barnes, vice president in charge of sales; Philip Carlin, vice president in charge of programs; A. A. Schechter, vice president in charge of news, special events and press; Charles Godwin, director of station relations; Norman Knight, Robert Carpenter, Don Isot, James Mahoney, station relations department; Earl Johnson, director of engineering, and Francis X. Zuzzulo, assistant director of press.

NBC executives, together with representatives of managed and owned stations and the Central and Western divisions attending the convention, are Brig. Gen. David Sarnoff, president and chairman of the board, RCA, and chairman of the board, NBC; Niles Trammell, president; Frank E. Mullen, executive vice president; William S. Hedges, vice president in charge of planning and development; Ken R. Dyke, administrative vice president in charge of program continuity acceptance and public service department; John F. Royal, vice president in charge of television; O. B. Hanson, vice president and chief engineer; Sidney N. Strutz, vice president in charge of the Western Division; Frank M. Russell, vice president in charge of the Washington office; I. E. Showman, vice president in charge of the Central Division; James M. Gaines, manager of owned and operated stations; Hugh M. Beville, Jr., director of research; James V. McConnell, manager of national spot sales; Willis B. Parsons, manager of Thesaurus and syndicated sales; Easton C. Woolley, director of the stations departments; Sheldon B. Hickox, Jr., manager of the stations relations department.

From NBC Stations

Vernon H. Pribble, manager of WTMAM Cleveland; Carleton D. Smith, manager, WRC Washington; John W. Elwood, manager, KPO San Francisco; Lloyd E. Yoder, manager, KOA Denver; A. W. Kaney, manager of the Central Division station relations department; Jennings Pierce, manager of the Western Division public service and stations relations department; John De Bussy, assistant manager of national spot sales.

Full Coverage

NBC’s NEWS and special events department disclosed last week that six of the network’s commentators will originate broadcasts from the NAB convention site in Atlantic City on Friday, Sept. 12 and Saturday, Sept. 13. They are Robert McCormick, Morgan Beatty, Richard Harkness, John Cameron Swayze, Henry Cassidy and W. W. Chaplin.

and Sydney H. Eiges, manager of the press department.

CBS executives to be present at the NAB convention are: Frank Stanton, president; Joseph H. Ream, executive vice president; Herbert V. Aleierberg, vice president in charge of station relations; Julius F. Brauner, secretary and general attorney; Ed Becklew, CBS Western Division manager of station relations; Carl Burland, general manager of WTOP Washington; Wendell R. Campbell, general manager, KM0X St. Louis; Thomas D. Connelly, director of program promotion; George Crandall, director of press information; Frank Falknor, assistant general manager, WBBM Chicago; Harold H. Pellois, manager of New England operations and general manager of WEEI Boston; Earl Gammons, vice president in charge of Washington offices; William Gittinger, vice president in charge of sales; Gibson Gray, director of editing; Ralph Hatcher, manager of CBS co-op sales; Arthur Hull Hayes, general manager of WCBS New York; Merle Jones, general manager of WCCO Minneapolis; John J. Karol, sales manager; William Lodge, director of general engineering; Howard S. Meighan, vice president in charge of station administration; Charles E. Midgley Jr., sales service manager; William A. Schutte Jr., Eastern Division manager; J. Kelly Smith, director of station relations; Davidson Taylor, vice president and director of public affairs; D. W. Thornburgh, vice president in charge of the Western Division; Jack Van Volkenburg, general sales manager of radio sales; Frank White, vice president and treasurer; Elmo C. Wilson, director of research; Adrian Murphy, vice president, and Lawrence W. Lowman, vice president.

Philco Sales Rise

Second Quarter sales of Philco Corp. rose to $57,754,000 against $50,931,000 in the first period and $96,581,000 in the second quarter. Company reported that it had reduced its bank loans from $9,000,000 on April 30 to $3,000,000 currently.
The BEST method of modulating...

RAYTHEON

Simplified
Phase Shift Modulation

Radio engineers agree that the best method of Modulating is Phase Shift. Investigate FM by Raytheon and you'll agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT provides greater stability and efficiency.

DIRECT CRYSTAL CONTROL of mean carrier frequency provides inherent stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

CIRCUITS COMPLETELY SHIELDED to eliminate radiation, interaction and parasitic oscillation.

INCREASED POWER readily attained, by addition of another unit. All units matched in size, styling, colors.

CONVENIENT CUBICLE SIZES of units facilitate moving through doorways and installing.

LOW FIRST COST and low operating costs... achieved by greater operating efficiency, low power consumption and long life tubes and components.

COMPLETE 1KW OR 3KW TRANSMITTER

Transmitter of either power includes exciter unit in left compartment and amplifier in right.
Open Mike
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

This is the fellow radio doesn't reach with its safety announcements and those ridiculous throw-away-appeal-and-music pleaders by celebrities. He needs the devil beat him out of him with SHOCK treatment—not encouragement from a star seeking a higher Hooper and a shrieking audience which laughs at anything. After all, do we kid CARE and the Cancer Drive? Isn't death and how to prevent it common to all three? Wouldn't it be wise to use the blue pencil on traffic jokes and unite radio in a solid drive to kill death on the highway?

Dick Joy, General Manager, KCMJ
Palm Springs, Calif.
Aug. 22, 1947

'Rebuttal' to Ads
For Station Staff

This is not in answer to any ad, this is in rebuttal to all of them. Just suppose we were interested in your new station which is advertising for one, two, three men... or a complete staff. This is what we would want to know about you:

How much do you and your stockholders know about radio? How much about advertising in general? What is the per capita income of this thriving community of yours and what is the general market picture?

How many radio stations are there in this vicinity, what is their frequency, power and hours of operation? With what networks are they affiliated?

And, while we're on the subject, what network are you planning to sign to for a modest stipend (and, naturally)? Why? How many new stations are contemplated in your territory and how many have already filed applications? Come now, your ear-to-the-ground department is functioning.

What is your capital stock, and how good is your credit value as an organized enterprise? For personalities. We would like pictures of you and your stockholders, and the names of three responsible citizens of your community who will be on your out reservation these men who are backing the station. No floating stockholders, hair splitters or penny-pinches for us. And, how much return do you expect for their investment in, say, one year? Two years?

Furthermore, we would be vitally interested in the community itself... the climate, living conditions, maid situation, apartment availabilities, parks, swimming pools, libraries and civic projects. How wide are your streets and how do you handle traffic? How many new industries have located there since the war?

Of course, the first question is the most important. If the answer to that is a definite, negative, no, the query is, "why, you're 'thru'," (as we say in the South). You've had it, brother, before you start. The woods are full of fresh-wiped-behind-someone owners and staffed by inexperienced incompetents and we want none of it. If we're going to give out information about ourselves, we want to know to whom... and why.

Kay Lee
John Harbrader
Roanoke, Va.
Aug. 18, 1947

McKim Thinks Joske Story is Useful

This is not in answer to any ad, this is in rebuttal to all of them. Just suppose we were interested in your new station which is advertising for one, two, three men... or a complete staff. This is what we would want to know about you:

How much do you and your stockholders know about radio? How much about advertising in general? What is the per capita income of this thriving community of yours and what is the general market picture?

How many radio stations are there in this vicinity, what is their frequency, power and hours of operation? With what networks are they affiliated?

Lee Hart, assistant to NAB director of broadcast advertising, who addressed Hollywood Advertising Club recently, was given a pair of Arabian horses, handiwork of Southern California ceramics makers.

L to r: Mark Finley, public relations director of Don Lee Broadcasting System; Robert C. Coleson, assistant to NAB president in charge of western states; Miss Hart; Jennings Pierce, NBC Western Network director of station relations and public service.

BROADCASTING  Telecasting
HURRY! HURRY! HURRY!

Already Sold in More Than 40 Cities

ABBOTT & COSTELLO

...But many important markets are still open for sponsorship!

IT'S A SCOOP! The American Broadcasting Company scoops the field with the first all-star comedy variety show ever offered on a LOCAL cooperative basis. Advertisers in markets of all sizes, located everywhere— are getting in on it. YOU can too!

More than 40 markets already sold—but plenty of cities are still available. You can buy one or as many markets as you wish (subject to prior sale). But you must move fast!

ABBOTT & COSTELLO, a top-notch show with a ready-made audience, is especially produced and transcribed in Hollywood and will be broadcast from there over ABC every Wednesday at 9:00-9:30 PM Eastern time, and 8:00-8:30 PM in all other time zones, beginning October 1, 1947.

WHAT A SEQUENCE! And look at this all-star program sequence—a Murderer's Row of talent and high-rating programs—to build maximum audience for your ABBOTT & COSTELLO sponsorship. It's one of the strongest line-ups offered in radio!

8:00-8:30 PM (Eastern) .......... MAYOR OF THE TOWN
(with Lionel Barrymore)
8:30-9:00 PM ................. VOX POP
(with Parks Johnson and Warren Hall)
9:00-9:30 PM ............... ABBOTT & COSTELLO
9:30-10:00 PM .............. JACK PAAR
(Lucky Strike's sensational new comedian)
10:00-10:30 PM ............. BING CROSBY
10:30-11:00 PM ............ HENRY MORGAN

IT'S THE CHANCE OF A LIFETIME! ABBOTT & COSTELLO is one of radio's top-rating comedy shows (average Hooperating under Camel sponsorship: 17.7). YOU can tie YOUR sales messages to this big-time variety show! (In addition to Bud and Lou, there are vocalists and a superb chorus!) Although it costs ABC thousands of dollars each week, your costs are a mere fraction of this figure, because you pay only for your own area. Yet you're in a class with the biggest advertisers in radio!

DON'T DELAY! For full details, including costs in your area, contact your local ABC station or station representative today. For a group of markets, write, phone or wire—

CO-OPERATIVE PROGRAM DEPARTMENT

American Broadcasting Company

New York  Chicago  San Francisco
33 West 42nd St.  Civic Opera Bldg.  155 Montgomery St.
Los Angeles ...1440 Highland Ave.  Detroit ...Stroh Bldg.

September 1, 1947  •  Page 37
KAISER - FRAZER'S SPOT DRIVE BRINGS RESULTS
ENTRY of Kaiser-Frazer Corp. into national spot radio has produced a sensational sales increase since debut four weeks ago, according to agency, Swaney-Drake & Bement, Chicago.

Using 232 stations, including all 50-kw stations except WTIC Hartford (no availability), agency reports increase of 10 to 20% in number of orders at all distributor points. Agency spends $100,000 monthly on Kaiser-Frazer campaign. At start of drive agency was buying morning spots but has dropped daytimes in favor of 6-11 p.m. segments whenever possible on a 3 a day—5 times weekly basis. Glenn Thornton, account executive, says he has been guided in choice of markets by BMB and is using 50% or more family coverage at all distributor points.

NBC PARADE OF STARS
Network Opens Promotion Campaign by Mailing Special Kits to Affiliate Stations

NBC will undertake a unique and self-liquidating promotion campaign to distribute 100,000 sets of colored caricatures of its stars throughout the country, it became known last week.

Under the plan the network will prepare the 100,000 sets, each containing about 50 drawings by famed caricaturist, Sam Berman, and distribute them to affiliated stations at a cost of approximately 35 cents per set. Stations may absorb the cost and distribute the cartoons for nothing or may sell them at cost to listeners either through their own sales facilities or through stores in their localities.

NBC's Parade of Stars campaign for 1947-48 was opened fortnight ago with the dispatching of these kits.

Announcement of the campaign was made by Charles P. Hammond, NBC director of advertising and promotion, at a press party at the Waldorf-Astoria, New York.

Mr. Hammond said that the objective of the campaign was "to put the most effective audience promotion possible behind the greatest shows in radio and to enable our stations to build the NBC programs to new heights of popularity on a year-round basis."

The kits, which were prepared under the direction of Roy Porteous, NBC audience promotion manager, also contain sets of newspaper advertising mats, glossy pictures and biographies of featured stars, program data sheets and press releases to be sent to local newspapers. Transcriptions for station break promotion were included for some programs.

NILES TRAMMELL, president of NBC (center) looks with approval at book of caricatures of NBC stars, part of annual Parade of Stars promotion, as Sam Berman, the artist (l) and Charles P. Hammond, NBC director of advertising and promotion, look on.

CBS Shift
CBS ANNOUNCED last week that the Robert Q. Lewis Show is being expanded from a half-hour to 45 minutes, effective Oct. 5, and will move from Saturdays at 1 p.m. to Sundays, 2-2:45 p.m., replacing the Weekly News Review and singer Bob Reid. Starting Oct. 7 CBS Is There will return to the air in the Tuesdays, 10-30-11 p.m. slot, replacing Return Engagement. Starting Oct. 1 Escape goes into the Wednesday, 10:30-11 p.m. period in place of Doorway to Life, which will shift to a Sunday slot to be announced later by CBS.

GE Adds Two
TWO NEW additions to General Electric's line of receivers are under construction and will reach dealers within the next 30 days, the company announced last week. Model 354, an FM-AM-radio phonograph combination priced at $385, is equipped with the Electronic Reproducer and an automatic record changer. It has eight tubes plus a rectifier tube. Model 201, the other new one, is a white plastic variation of Model 202, already on the market. The solid plastic cabinet, according to GE, will not chip. The set has five tubes, a rectifier tube and an RF stage amplifier. It sells for $37.95.

Sterling Issues Report
NET PROFIT of Sterling Drug Inc. and subsidiary companies for six months ended June 30 was $7,085,238, before deduction of preferred dividends but after Federal and foreign income taxes, according to the firm's president, James Hill, Jr. Comparable net earnings by Sterling for the corresponding period of 1946 were $7,620,861. Sterling sales for the first half of 1947 were $66,447,482, Mr. Hill announced, an increase of about 10% over $60,140,003 for the same period last year.

STEWART W. PHILLIPS, Gen. Mgr.
Represented Nationally: Radio Advertising Company
New York • Chicago • Los Angeles • San Francisco
KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined!

Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.
Zink Appointed Program Head of GE Video Outlet

AL ZINK, program supervisor of WGY Schenectady and a member of the staff since 1939, has been appointed supervisor of programs at WRGB, GE's television station, it was announced last week by G. Emerson Markham, station's television and broadcasting manager.

Concident with Mr. Zink's promotion, the company named Caleb Paine, supervisor of WGFM programs as acting successor to the post of WGY program supervisor. William Mulvey, new to radio, becomes acting supervisor of WGFM programs.

Victor H. Williams

VICTOR H. WILLIAMS, sales promotion manager of KOIL Omaha, died last Monday in Minneapolis, following an emergency appendectomy.

Smoking hot proof that...

North Carolina is the South's No. 1 State
And WPTF is North Carolina's No. 1 Salesman!

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

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

With Men Who Know Tobacco
Farmers Best, It's WPTF 2 to 1!

*78 counties with 50-100% BMB penetration

KAGH Opens

KAGH Pasadena, FM station owned and operated by Andrew G. Haley, Washington, D. C. radio attorney, held formal opening ceremonies on Aug. 26 with transcribed greetings from all parts of the world. Station also utilized Pasadena Civic Auditorium to introduce itself to community with live program. Greetings came from Hawaii, Ireland, Czechoslovakia and Luxembourg as well as from various well known personalities in this country.

RECEPTION of a television signal from WCBS-TV New York in St. Charles, III., 30 miles west of Chicago, was reported to the CBS New York video station last week.

R. E. Nord, who received the signal on a 30-tube table model, wrote WCBS-TV that the picture came through "just as clear and distinct as if it were a good clear snapshot."

CCNY Explains Rules for the 1947 Awards

City College of New York last week mailed to broadcasters, advertisers and agencies announcements of its 1947 National Radio Awards in recognition of the achievements of commercial radio.

As in previous years, certificates of merit for the best commercial programs and for the best program, station and network promotions will be presented to the winners at the college's annual conference of radio and business, held each spring. In addition to the certificates which are awarded to competitors in a number of classes of stations, as well as networks and agencies, two plaques will be presented for the top achievement in commercial programming or promotion.

Entries in the program class are this year limited to sponsored programs. Public service sustaining broadcasts, formerly included, were eliminated on the grounds that they are singled out for honor in other competitions, whereas the City College awards are the only ones primarily aimed at recognizing the achievements of commercial radio. Entries will be judged by the editors of radio and advertising publications.

All entries should be sent to Dr. John Gray Peatman, chairman, Committee on National Radio Awards, City College School of Business and Civic Administration, 17 Lexington Ave., New York 10, N. Y. Deadline is Jan. 31, 1948.

Sarnoff's Salary Tops Radio Executives, Treasury Reports

BRIG. GEN. DAVID SARNOFF, president and board chairman of RCA, received a $100,000 salary for the previous fiscal year to top the list of radio executives, according to an announcement last week by the Treasury Dept.

All persons who received more than $75,000 in salary, commission, bonus or other compensation for personal services are listed in the Dept's report.

Radio Commentator Walter Winchell received a total of $79,068.95 from the New York Mirror Dept. of the Hearst Corp., while Paul W. Kesten, former executive vice president of CBS, and Niles Trainell, president of NBC, were close behind with $76,784.76 and $76,408.33, respectively.

Charles E. Wilson, president of General Electric, ranked high in the electric manufacturing field with a salary of $77,750 and bonus of $31,875 for a total of $109,625.

Others high on the list are John F. Blair of John Blair & Co., station representatives, $86,806.71; Frank M. Foleson, executive vice president of RCA, $90,000; Raymond C. Cosgrove, Crosley Division-Aveo Manufacturing Corp. general manager, $89,999.92; Mark Woods, ABC president, $85,000; Chester J. LaRoche, formerly with ABC and now board chairman of La Roche & Ellis Inc., $84,976; P. W. Lennen, president of Lennen & Mitchell, $83,333.35; Richard A. Porter, vice president, Roche, Wil.

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NEW RED CROSS SERIES TO START IN OCTOBER

A NEW American Red Cross transcribed dramatic series, *In Your Name*, will be aired starting this fall, with Oct. 12 set as tentative date for first broadcast. Starring top radio and movie personalities, the series will include 26 15-minute dramatizations based on facts from Red Cross files. Format will follow the pattern of the *You Were There* series, carried by more than 300 stations recently.

Transcribed in Hollywood by NBC, the programs will be shipped direct to stations requesting them through their local Red Cross chapters.

Script for the series will be handled by Ken Greenberg, winner of 1946 Carrington Playhouse award for creative radio writing. Production will be directed by Louis Graf, Red Cross representative in Hollywood.

Story themes will revolve around the services to humanity offered by the Red Cross.
NEW YORKERS DELIVER NEW YORK

If you want to know where the West Side subway is east of the East Side subway, or why there's no water in Turtle Bay—ask a New Yorker. And likewise, if you want the most of the best of the New York Spot Radio business—ask a New Yorker!

Ask the man who knows the ways of the town. He may have come from Texas, the deep South, New England or the far West, but he has years of New York success behind him before he qualifies for this company. He knows not only where the business is today but where it used to be and how it got there. He sells radio better because he knows all other major forms of advertising. His New York friendships have been seasoned with the element of time.

In representing our stations, we have shown great care in placing and keeping New Yorkers in New York, Chicagoans in Chicago and Californians in California. Men are not shifted from city to city, thereby losing a salesman's best stock in trade. Attention to such refinements as this distinguish this company and account for its quality and success.

Paul H. Raymer Company Inc. • Radio Advertising
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO
Editorial

Convention Plethora

SURE SIGN that summer is about over is found in the Upcoming listings of this magazine. There, in small type, is a large order of business for station management—a series of conventions and meetings that will provide a busy September for all.

Unfortunately it is a fortnight away from the desk for most managers, and some of their top executives. Fortunately, some of the meetings will be worth more than their weight in the gold it takes to attend them.

When BROADCASTING first looked into this convention-itis problem last May it wondered just what managers think about all the meetings they are called on to attend. Are they worth the time lost and the money spent? Are they important to stations? To the industry?

The answers are supplied in this issue by managers themselves in a BROADCASTING TRENDS study. Apparently feeling that NAB, TBA, FMA, network, educational and other meetings are consuming too much time, 45% of the managers contacted said they believe there are too many conventions. On the other hand, 42% figure that the number is about right.

While this is not a sweeping indictment of conventions, it clearly shows all broadcast organizations and station managers are becoming annoyed at the travel burden and expense of representation at meetings.

Are they worth it? That question is logically divided into two phases—value to the station and value to the industry. Deemed most valuable to stations, the survey shows, are network-sponsored meetings, followed by NAB district, regional, and state gatherings.

The NAB convention ranks as the most important single industry gathering but is eighth in the survey in point of value to stations themselves.

It should be explained that only network, technical and advertising meetings rank ahead of the NAB convention in value to stations. On the other hand, the NAB convention is cited for first place with network meetings in the number of managers and station management at the meetings to the industry as "good." Educational institute gatherings are far down the list.

Judging by sentiments of the industry's top executives, the lesson is clear—the industry needs fewer and better conventions. Should all industry facets insist on staging as many meetings next year as they did in 1946, more and more station management may spurn some of the demands on time and energy.

Luce, Time & Radio

THE LUCE LINE has long been an object of interest to students of the American scene. First it moved to a Rockefeller Plaza version of the Indian Rope Trick and disappear in the clouds. Then Time and Life are apt to contradict each other, and be further confounded by Fortune, to the accompaniment of the New Yorker, the Quaker (Oats), and the British, and we forget. Now, all the same, the latest Luce survey has a ring of truth about it. And the survey, by the way, is a case of Mr. Luce withdraw from both of these sallies licking his wounds and since then seldom has overlooked a chance to inject a shot of Time's distilled venom into radio. Always the thrust was effective, in the indefatigable holler-than-true style which has prompted one less-than-constant Time reader to remark that the editors of Time, Life and Fortune write "as though they had God's unlisted telephone number."

In the latest March of Time radio faces all of the old, wheezy charges—frequent lack of taste, over-commercialization, poor quality daytime serials. And the patronizing observa-

Falsetto Whisper

ASSISTANT SECRETARY of State William Benton is navigating in radio-active hot water again. In keynoting the International High Frequency Broadcasting Conference last week in New York, the ebullient, expansive agency executive lamented that the United States has put itself in the position of not joining other major powers in relinquishing this activity to smaller nations. This presumably would be done to maintain international unity through radio.

Mr. Benton, it appears, doesn't know his radio spectrum. The United States now is getting the short end of the shortwave deal.

But there was a new note. Nothing quite so forthright as a bouquet, it's true, but nonetheless some left-handed compliments and a tacit admission that perhaps the right medium has some slight merit after all.

Near-praise from Olympus, indeed. Perhaps Time has brought mellowness to Luce's editorial approach, as it does to all men. No immortals, they.

SAMUEL PIERCE

O N THE AIR or in the air—that was his question. The fact that radio won over aviation is proven in Sam Pierce's position as vice president in charge of radio for Rutherfurd & Ryan Hollywood office.

In this capacity he is producer of CBS Dick Haymes Show (Auto-Lite) as well as overseeing CBS Gene Autry Show (Wrigley), NBC Amos 'n' Andy (Rinso), MBS Those Whisperers (Quaker Oat), MBS Jim Backus Show (Pharmaco).

One accident turned him from aviation to acting. Another led to broadcasting, completing the game from A to B. Fatally accident led to a friend produced the first transition and a chance meeting led to radio.

In early 1929, he turned to Little Theatre activity at Laguna Beach, Calif. And for more than two years, he worked as actor, stage manager and finally director. He even tried to produce an independent motion picture production known as "Ride 'Em Crooner," produced by Sam Pierce and starring himself. He says it was a "turkey."

In 1931 he met William N. Robson, then concluding a contract as writer at Paramount Pictures Corp., and now CBS Hollywood executive producer. Through Mr. Robson, Sam Pierce was called for an audition as an actor on Calling All Cars (Rio Grande Oil Co.). Mr. Robson had become radio director of O'Donnell-Seymour Adv. (now Hixson-O'Donnell Adv. Inc.), Los Angeles, by this time.

This in turn led to an announcing spot for Mr. Pierce at KHJ, then CBS Hollywood outlet.

Early in 1933 when Mr. Robson resigned his post, Sam Pierce was named radio director of the agency. As such, he wrote and produced Calling All Cars for next three years.

At the close of 1936, he returned to KHJ as head of dramatic shows and special events. In March 1937, he turned freelance actor on Big Town in addition to his duties at the station. In September of that year he resumed as a writer-producer doing several chores on regional dramatic programs.

One year later he joined Raymond R. Morgan Co., Hollywood agency, as head of radio production. In that capacity he produced, announced and built What's on Your Mind? for Planter's Peanut Co. Additional duties involved production of four other programs.

Fall of 1939 found Sam Pierce joining Len- (Continued on page 46)
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

No palaver—just honest, down-to-earth facts—known—proven—tested facts, form the basis of WOV'S AUDITED AUDIENCES. The complete story of WOV listeners—where they live—where they shop—what they buy—how much they spend—what they like and don’t like—inside dope to help you select the program best suited to your specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known individuals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating, accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and... “TAKE THE GUESS OUT OF BUYING!”

* WAKE UP NEW YORK with Peggy Lloyd
* 1230 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. (More than the combined population of Baltimore and Washington.)

Ralph N. Wall, General Manager • John E. Pearson Co., National Representative
ET Saves the Day

A REPEAT performance of the Milton Berle Show was put on the network transmitted last Tuesday night because Milton Berle, star of the show, became ill after the first performance of the program and was unable to do the repeat show. As a result the transcription of the first show was put on the network making it one of the few times NBC has allowed a transcribed program to be carried on the network. Mr. Berle was suffering from food poisoning and the heat.

Commercial

PETER ROBECK, former CBS Hollywood assistant director of public affairs in charge of special events, has been named commercial relations manager for CBS Western Division. He will serve as liaison for network with jobbers, wholesalers and distributors.

AMOS BARON, commercial manager of KBOA Hollywood, has effective Sept. 15 to join KSDJ San Diego. In a similar capacity Mr. Baron joined KBCA as a salesman in 1926, and has served in his present capacity since 1934. Previously he had been with WHK Los Angeles. He broke into radio as an account executive with KBLI Los Angeles in 1934 and shifted to CBS, MacGregor, Hollywood.

Mildred Wernery has joined accounting department of KTVB San Antonio, Tex.

Keanan and Eickelberg have been appointed West Coast representatives of the Courier Broadcasting Corp. and will represent both WLYC Cincinnati and WING New York.

Graley Reeves has been appointed sales manager of WLBO Carrolton, Ga. Wallace Martin has joined sales staff of WSLA Columbia, S. C.

Shirley Decker, member of traffic department of WBBM Chicago, resigns Sept. 12 to return to her home in Oregon.

Edward F. Gorman and William F. Malo Jr., will join commercial department of WAVZ New Haven, Conn. when the new 1299 kc station goes on the air sometime in September.

WBIR Chicago, television station, has 15 officially announced graduation into new advertising rates, based on tabulation of more than 5,000,000 viewers now in use in Chicago area. New rates apply until 15,000,000 receivers are installed.

Megeehan & O'Mara Inc. has been appointed national representatives for WJPG and WJPG-FM Green Bay, Wis.

WHA Marinette, Wis., has named radio Advt Co. New York, as national sales representative.

Furman and Co. have been appointed as national representative of WNCN Charlotte, N. C.

William Wyatt, formerly with NBC New York, has joined sales staff of WBNK Butler, Pa.

Bob Shackelford, former station manager of KRCN PT Worth, Texas, has joined station of the Oklahoma City, as director of market research and development.

WVOC Birmingham, Ala., and KKKL Bridgeport, Conn., have appointed Gene Grant & Co. to handle national advertising representation.

Respects

(Continued from page 44)

Mr. Baron

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New TBA Member

THE BOARD of directors of the Television Broadcasters Association, last week announced its acceptance of the application for active membership in the TBA of the Detroit News, on behalf of its video station, WWJ-TV. Harry Burt, Jr., and Edwin K. Wheeler were named as the paper's official representatives to the TBA. Other newspapers represented in the association are the St. Louis Post-Dispatch and Chicago Tribune.

ET Saves the Day

A REPEAT performance of the Milton Berle Show was put on the network transmitted last Tuesday night because Milton Berle, star of the show, became ill after the first performance of the program and was unable to do the repeat show. As a result the transcription of the first show was put on the network making it one of the few times NBC has allowed a transcribed program to be carried on the network. Mr. Berle was suffering from food poisoning and the heat.

For the Appointment Book:

Sept. 14—Atlantic City Country Club, 9:30 a.m.

Mr. Pierce lists flying and sailing as equal contenders for his leisure hours.

BROADCASTING • Telemarking

NAB GOLF tournament will be held September 14, at 9:30 a.m. at the Atlantic City Country Club. It will be the 12th annual affair. Those who plan to play should notify Maury Long, Broadcasting Magazine, 870 National Press Bldg., Washington, D.C., immediately. Transportation will be arranged for those who send entries. Broadcasting will award two silver loving cups to the winners of low net and low gross scores. Maximum handicap is 35. A blind baggy handicap system will be used.

NATIONAL Safety Council has sent a letter of appreciation to WDRC Hartford, Conn., for the cooperation it has given in a drive to reduce the accident toll in Hartford.

Page 46 • September 1, 1947
In Track Events

But in Dallas - Fort Worth it's

1 STATION . . . WFAA
2 FREQUENCIES . . . 820 - 570
3 NETWORKS . . . NBC - ABC and Texas Quality

It's as easy as 1-2-3 to sell the Dallas-Fort Worth Market with WFAA
radio service of the Dallas Morning News

Represented Nationally by EDWARD PETRY & CO., Inc.

September 1, 1947 - Page 47
SUCCESS FLASH
Radio Fashion Program Does
Job 15 Years, Store Finds

UNUSUAL radio success story has been told by Tom Rucker, promotion director of KMBC Kansas City. A program titled Fashion Flashes was launched in May 1932 on KMBC, a CBS affiliate, and is still going strong after 15 years.

According to Mr. Rucker, Fashion Flashes is one of the oldest continuous retail shows on the air. Since its inception it has remained under the sponsorship of John Taylor's, a Kansas City department store.

Fashion Flashes is conducted by Joanne Taylor, who interviews store buyers, manufacturers' representatives, customers and visiting celebrities, discussing latest styles, new merchandise and fashion trends. In program's first year, John Taylor's reported, out-of-town charge accounts were quadrupled.

Today 92% of the firm's mail orders are addressed to Joanne Taylor.

Store officials found radio advertising a highly flexible medium, Mr. Rucker said. Copy could be changed up to the time of broadcast if necessary, and small lots of merchandise could be advertised and sold profitably.

FOR WAYS' Young American's Club is big stuff with small fry of Charlotte, N.C., largest city in the Carolinas. Seven thousand kids are active members. Most times Monday the one-hour weekly meeting broadcast Saturday morning over WAYS. Grownups love it too.

Love that Club!

When Station Manager "Colonel Walt" Gaan calls the meeting to order, the fun begins at WAYS' Young American's Club. And do the kids love it. FOREMOST DAIRIES, sponsors of the first half hour for five years, says, "It's the best advertising we do." Now the second half (11 to 11:30 AM) is open for sponsorship.

Sample audition disc available from WAYS, Charlotte, N.C., or Weed & Co.

Billions of dollars were spent in the final months of the depression to bring the public back to radio. Many of these promotions were successful. It was a time of innovation and creativity, as radio advertisers sought new ways to reach their audience. The success of programs like Fashion Flashes demonstrates the enduring appeal of radio advertising.
FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka
because of the constant focusing of microphones on national affairs and personalities in the Capitol. Of course, editing must be done to eliminate routine items and condense lengthy proceedings. The move must be made by the networks.


IBEW Views on Revision Of License Requirements

EDITOR, BROADCASTING:

Following is a copy of a communication directed to the FCC by LU-1400 IBEW-APL, protesting revision of Operators License Requirements. We offer this to your publication as a rebuttal to NAB in their stand on this very important matter.

To:
Federal Communications Commission

From: RBT LU-1400 IBEW-APL

Subject: Proposed Revision of Operators License Requirements

It is the considered opinion of the members of this body that any such reclassification as proposed would very definitely be detrimental to the interest of Radio Operators in general and to holders of First Class Licenses in particular since under this revision they would automatically become Second Class Operators. Further, the creation of a Third Class Operator, who would be permitted to operate stations of 1000 watts or less, would lower the standards of Operators of this class of station with the result that stations of this size would no longer hire First Class Men; thus, employment opportunities for First Class Men would be reduced. Further; while on the subject of Radio Operators License, we would like to point out that Radio Operators are required to serve in a position at a radio station for which a license is required for a period of three years out of the five the license covers, in order to have it renewed without re-examination. It would seem that this is entirely inconsistent with the requirement for other types of licenses; namely, Ships Officers, Stationary Engineers and Doctors, all of whom are required to take further examinations once the applicant has demonstrated his ability and is granted a license. Since the lives of hundreds of persons often depend upon the knowledge and skill of men in these professions, it would seem pertinent to inquire why Radio Operators have thus been separated.

William B. Boreham, President, R.B.T. Local Union No. 1400 IBEW, Baltimore, Md. (P.O. Box No. 1, Cockeysville, Md.) Aug. 15, 1947

$10,000 FM Launching Figure Declared Low

EDITOR, BROADCASTING:

I have long been an admirer of the station policies of WEAW-FM Evanston, Ill. Therefore, when I read your story of their success in the Aug. 11th issue, I felt that I should write to you and tell you how much I enjoyed the article. Only, I fail to see how Mr. Wheeler can believe that an FM station could be launched for $10,000. We recently received a grant for a Class A, and even with rented premises, our cost will only be about $20,000. I respect Mr. Wheeler's contentions but I'm afraid that I can't agree with him. In fact, I'll stake him to a spaghetti dinner during the PMA Convention in New York next month if he can point out how a station could be launched for $10,000.

Henry E. Stable, Vice President, Coast Broadcasting Co., Inc., Bayshore, N. Y. Aug. 15, 1947

POWLEY OBJECTS

Decrees Revision in Licensed Operator Requirements

IN A LETTER sent Aug. 15 to FCC Chairman Charles R. Denny, A. T. Powley, president of National Assn. of Broadcast Engineers and Technicians, decried the revision in requirements for licensed operators.

He pointed out that "the action of the NAB in attempting to influence the Commission in this instance is for one purpose only—to lower the standard of radio telephone operators in order that they may be hired at a decreased salary rate."

He cited the case of "... KPHO Phoenix, Ariz., where first class operators were discharged and third class operators were hired in their place. The manager of this station was taking advantage of the Commission's Order 91-C, which was then effect. ... We do not wish to see the present standards lowered, but suggest an up-grading which tends to improve radio broadcasting ... "

WMPs Promotion

HAROLD R. KRELESTEIN, general manager of WMPs Memphis, arrived in New York Aug. 19 to tell of station's program plans in connection with its move from 1460 to 680 kc pending formal approval by FCC. At a luncheon he gave for 45 time-sharers in Chicago Aug. 21 Mr. Krelestein said promotion would cost station $50,000 for 30-day celebration and would include over 3,000,000 newspaper impressions plus special transcribed greetings from major ABC stars. Full details of station plans for switchover could not be released at present, Mr. Krelestein said.

RADIO LISTENERS COMMITTEE of the San Francisco Bay Branch of the American Assn. of University Women has awarded commendation to nine programs heard over KPO-NBC San Francisco. John W. Elwood, general manager of KPO, in accepting commendations pointed out that it was noteworthy that a majority of the KPO programs selected by the committee are commercially sponsored shows.
THE TEXAS RANGERS
AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel - Kansas City 6, Mo.

It will soon be 630 in Savannah

BROADCASTING • Telecasting

WMT Springfield, Mo., was admitted to the National Radio Contest, a program of the National Advertising Association. The National Radio Contest was held at the Hotel Jefferson in Springfield, Mo., on March 1.

The winners of the National Radio Contest were announced at an award ceremony held at the Hotel Jefferson in Springfield, Mo., on March 1. The winners were as follows:

First Place: WMT Springfield, Mo.
Second Place: WKM Springfield, Mo.
Third Place: WHBQ Memphis, Tenn.

The winners were selected based on their performance in various categories, including news, sports, and music. The National Radio Contest is held annually to recognize the best radio programs in the United States.
**August 22 Decisions**  
**BY A BOARD**  

**AM-1170 kc**  

**Assignment of License**  
KWTX Waco, Tex.—Granted consent to assignment of license of KWTX from Best & Co., individually and as trustees for W. W. Cain, et al., to KWTX Best & Co., Texas corporation composed of same persons.

**Modification of CP**  
WGR Buffalo, N. Y.—Granted mod. CP to make changes in DA and ground sys. for extension and completion date.

KHTY Houston, Tex.—Granted mod. CP to increase N power from 1 kw to 5 kw and to add new tower and antenna.

**Petition Granted**  
Boulder City Best & Co., Las Vegas, Nev.—Granted petition for reconsideration of grant of application for new station 602 kc 1 kw D.

**Modification of CP**  
WDVE Pittsburgh, Pa.— Granted mod. CP for approval of DA system to meet engineering cond., subject to approval of proposed trans. site and ant. sys. and terrain, and provided applicant agrees to satisfy legitimate complaints of blank interference occurring with in 500 m/v contour.

**Actions on Motions**  

**By Commissioner Hyde**  

**WRMU Petition Denied**  
Martin P. Catherine, Commissioner of Education, State of New York—Dismissed petition requesting cancellation of call letters WRMU assigned to Peter Best's Co.'s station of Albany, N. Y.

**Petition Granted**  
WRUR Waterbury, Conn.—Granted petition insofar as it requests leave to amend application to specify revised DA and removal from hearing docket. Inasmuch as petition requests grant without hearing, it is dismissed.

KWK Shreveport, La.—Granted petition for leave to amend application to change Radio Station KXIT Inc. as applicant to KXIT Inc. of Shreveport, La.

**William Courtney Evans, Dover, Del.** —Granted petition for leave to amend application to specify 100 kw instead of 250 kw.

**Gila Best & Co., Winslow, Ariz.** —Granted petition for leave to amend application to specify site 150 ft higher than with 1 kw unit. Instead of 1500 kw 1 kw power.

**AM-1590 kc**  
KXMR Great Bend, Kan.—New CP which authorized new standard station to change type trans. and for approval of ant. and trans. loc. and mount FM ant. on AM tower, to make changes in DA and for extension completion date.

**WFEC Miami, Fla.—** Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc. and extend compass card.

**WMFR Jacksonville, Fla.—** Mod. CP, as mod., which authorized change frequency, increase power, install new DA-N, trans. and change trans. location and mount FM ant. on AM tower, to make changes in DA and for extension completion date.

**WRFR Fort Wayne, Ind.—** Mod. CP, as mod., which authorized new standard station to change frequency from 1170 to 1230 kc.

**Kamburgs, Ga.—** Licensed to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**VMD Peoria, Ill.—** Mod. CP which authorized installation of DA-N and increase in power to install new DA. and change in DA and mount FM station, which authorized to change type trans.

**WJKW Fort Wayne, Ind.—** Mod. CP, as mod., which authorized new standard station to make changes in DA and mount FM ant.

**WJKX Port Arthur, Tex.—** Mod. CP which authorized increase power, install new trans. and change trans. location, for extension completion date.

**AM-1230 kc**  
Hilding V. Foreen, Merrill, Wis.—CP new standard station 1230 kc 100 w. unil. AMEND to change frequency from 1170 to 1230 kc and extend compass card.

**Modification of CP**  
WBAM Austin, Tex.—CP which authorized new standard station for approval of ant. and trans. location and mount FM ant., and specify studio location, AMEND to make changes in DA. and mount FM station.

**KABC-AM Los Angeles, Calif.—** CP which authorized new standard station for approval of ant. and trans. loc. and mount FM ant., which authorized to change type trans.

**WSPU Portland, Ore.—** CP which authorized new standard station for extension of completion date.

**SRNX-FM San Antonio, Tex.—** Mod. CP which authorized new standard station for extension of completion date.

**KKRK Richmond, Ind.—** CP which authorized new standard station for extension of completion date.

**KMPX-PF-AM San Francisco, Calif.** —CP which authorized new standard station for extension of completion date.

**WIBX-Durham, N. C.—** Mod. CP which authorized new standard station for extension of completion date.

**WRKP Kansas City, Mo.—** CP which authorized new standard station for extension of completion date.

**EDA PROGRAMS**  

**To Cover The Tri-state**  

**(WEST VIRGINIA-KENTUCKY-OHIO)**

$231,837,000

**you need**

5000 DAY 1000 NIGHT

**530 KC**

**ABC PROGRAMS**

**HUNTINGTON, W. VA.**

**represented by BRANHAM**

**Broadcasting • Telecasting**

Page 52 • September 1, 1947
Educational Twist

“GOOD NEIGHBOR” writers on Tom Breneman’s Breakfast in Hollywood program on ABC will be used as a basis for a study of the last selfish acts. Making study is Prof. Pitirim A. Sorokin, Harvard University’s world-famous sociologist and author of recently published Society, Culture and Personality.

Deburetmental

WINX Washington, D. C.—CP new standard station on 936 mc, emission A-G and special for FM power 20 kw at un. in accordance with Sec. 4.363.

APPLICATION RETURNED

WVWV Fairmont, W. Va.—Mod. CP which authorized new standard station to change type of trans. and for approval of new trans. and studio location and for voluntary assignment of CP to Fairmont Bstg. Co. RE-TURNED—Should be submitted as two applications.

TENDERED FOR FILING

AM—1450 kHz

The Emery-Parkfield Bstg. Co., Em- ery, Ala.—New standard station 1450 kHz 250 w un. (Contingent on WWBT-FM, age 1250 kHz).

AM—1350 kHz

KCGH Pueblo, Colo.—To increase 500 w 1 kHz to 1 kHz 3 kHz-D, install DA-N and new trans. and change trans. location.

AM—1450 kHz

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kHz 250 w un.

AM—900 kHz

Moore County Bstg. Co., Dumas, Texas—CP new standard station 900 kHz 250 w D.

AM—840 kHz

KSFA Nogales, Ariz.—Request for additional time of regular sign off time to broadcast special events with 500 w on 650 kHz.

AM—740 kHz

Southbound, Conn.—Long Beach, Calif.—CP new standard station 740 kHz 250 w.

Transfer of Control

WBLW Lake Worth, Fla.—Consent to transfer of control from James Ed- mundson, Charlotte Edmundson, Frank R. Knutti, and Elaine Knutti, to Clarence L. Mense.

AM—1210 kHz

Panola Bstg. Co., Carthage, Texas—CP new standard station 1120 kHz 250 w D.

Western Electric 755A 8” LOUDSPEAKER

The smallest of a complete line of Western Electric speakers from 8 to 120 watts, the 755A offers quality reproduction that would make a giant proud.

Details? Here are just a few—8 watts power capacity... 70 to 13,000 cycle frequency response... 70° coverage angle...

The 755A is a high efficient, high quality reproduction loudspeaker for any application from the best home listening room to the critical recording studio.

More details? Write Graybar Electric Company, 420 Lexington Avenue, New York 17, New York—or

Ask your local Graybar representative.
FCC Actions
(Continued from page 58)
Applications Cont.: station to be operated on 1370 kc, power of 500 w. W-AM. AMENDED to use DA-DN (DA-1) and 50 change trans. location.

Modification of CP
KSPA Santa Paula, Calif.—Mod. CP which authorized new standard station to be changed from studio to trans. and for approval of trans. and studio locations.

AM—1290 kc
WINK Fort Myers, Fla.—CP to install new trans.

AM—1400 kc
Northeast Georgia Bestg. Co., Gainesville, Ga.—CP new standard station to be operated on 1400 kc, power of 250 w unti. AMENDED to change trans. location from—dt to be determined.

License for CP
WSBT South Bend, Ind.—License to cover CP, as mod., which authorized increase in power, install new trans. and changes in DA and authority to determine operating power by direct measurement of anti. power.

Modification of CP
KWGB Goodland, Kan.—Mod. CP which authorized new standard station to be changed from studio to trans. and for approval of trans. and studio locations.

License for CP
KLAL Alexandria, La.—License to cover CP which authorized to make changes in DA and D. CP authorized to change type of trans., and power and increase new trans., respectively, and authority to determine operating power by direct measurement of anti. power.

AM—1090 kc
WMSU Muskogoue, Mich.—Authority to determine operating power by direct measurement of anti. power.

AM—550 kc
KSD St. Louis, Mo.—Authority to determine operating power by direct measurement of anti. power.

License for CP
WGBB Freeport, Ill.—License to cover CP which authorized installation of new vertical ant. and height of CP mounted on top and ground system, and authority to determine operating power by direct measurement of anti. power.

License for CP
WWOS Liberty, N. Y.—Voluntary assignment of CP to Sullivan County Bestg. Corp.

License for CP
WADE Wadestboro, N. C.—License to cover CP, as mod., which authorized for new standard station for change of studio location and authority to determine operating power by direct measurement of anti. power.

Modifications of CP
Northwestern Ohio Bestg. Corp.—CP for new standard station to be operated on 1150 kc, power of 1 kw, DA unti. AMENDED to change DA-N pattern using non-directional for D change type, trans. studio location.

AM—1290 kc
Eugene Bosten, Inc., Eugene, Ore.—CP for new standard station to be operated on 1380 kc, power of 1 kw, DA unti. AMENDED to change DA-N pattern using non-directional for D change type, trans. studio location.

AM—1150 kc
Leaf-Chronicle Co., near Clarksville, Tenn.—CP for standard station to be operated on 1140 kc, power of 3 kw, and operating power by direct measurement from 1140 to 950 kc.

Modification of CP
WGNC Amarillo, Tex.—Mod. CP, as mod., which authorized to change frequency, increase in power, change type of trans., install DA-DN, change trans. location for extension of completion date.

License for CP
WGFL Farmville, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of anti. power.

License for CP
WRFW Eau Claire, Wis.—Voluntary assignment of CP to W-RJJ of permittee corp. from John L. Kaiser to Keith Werner.

License for CP
WMJC Ripert Lake, Wis.—License to cover CP which authorized installation of new vertical ant. and mount and authority to determine operating power by direct measurement of anti. power.

License for CP
WFMN-FM, Frederick, Md.—License to cover CP, as mod., which authorized new FM station.

Modification of CP
WHDH-FM Boston, Mass.—Mod. CP which authorized for new FM station for extension of commencement and competition date.

FM—99.3 mc
WLOX Bestg. Co., Biloxi, Miss.—CP for new FM station (Class D) on Channel 154.4, 99.3 mc, operated on Channel 227, 99.5 mc, relocated.

TV—192-198 mc
Empire Cable Co., Inc., Avon, Conn.—CP for new commercial television station to be operated on Channel 10, 192-198 mc, power of 5 kw (peak) 2.5 kw unti.

AM—1900 kc
Earle C. Anthony, Inc., Los Angeles, Calif.—Modification of CP which authorized for new experimental television relay station on frequencies between 1800 and 7050 kc, power of 0.1 w, emission A3 and for operation in accordance with sections 1431(b) and 4163.

APPLICATION DISMISSED
AM—1340 kc
East Counties Bestg. Co., Salinas, Calif.—CP for new standard station to be operated on 1340 kc, power of 1 kw, DA unti. CONTINGENT upon KUHS being granted frequency of 570 kc, DISMISSED 8-47 KUHS dismissed.

APPLICATION RETURNED
Modification of CP
WLAK Lancaster, Pa.—Mod. CP which authorized to change frequency, increase in power, change type of trans., increase new trans. for extension of completion date. RETURNED 8-21-47 application incomplete.

TENDERED FOR FILING
Transfer of Control
WHDH Hartford, Conn.—Consent to transfer of control to Wabash Bestg. Co.

Assignment of License
WADI Adrian, Mich.—Consent to assignment of license to James Gentry Jr.

WZOK Flint, Mich.—Consent to voluntary assignment of License to Cooperative Radio Co.

AM—1490 kc
St. Cloud Bestg. Co., St. Cloud, Minn.—CP for new standard station to be operated on 1490 kc, power of 250 w unti.

AM—1490 kc
William Howard Miller, Philadelphia, Miss.—CP for new standard station to be operated on 1490 kc, power of 250 w unti.

San Joaquin Bestg., Las Vegas, Nev.—CP for new standard station to be operated on 1490 kc, power of 250 w unti.

Assignment of License
WPTC Kinston, N. C.—Consent to assignment of license to WPTC Bestg. Co. Inc.

AM—1340 kc
Arthur D. Smith Jr., Winchester, Tenn.—Consent to assignment of license to WPTC Bestg. Co. Inc.

AM—1490 kc
LLOW Norfolk, Va.—Mod. CP to change frequency from 1590 to 1420 kc using 1 kw power D.

AM—990 kc
William M. Gies, Sparta, Wis.—CP for new standard station to be operated on 990 kc, power of 250 w D. operated.

Traffic of Stock
KRCC Richmond, Calif.—Consent to transfer of 159 shares of stock held by John C. Galvin Sr. to permittee corp. to John C. Galvin Jr.

August 27 Decisions
BY A BOARD
AM—1490 kc
The T boughting Corp., Inc., Torrington, Conn.—Adopted order granting application for new standard station 1490 kc 250 w unti.

AM—990 kc
The Litchfield County Radio Corp., Torrington, Conn.—Granted CP new standard station 990 kc 1 kw D, engineering cond.

BY THE SECRETARY
WGETK Kankakee, Ill.—Returned application for new FM station 875 kc 1 kw D.

WJCN Geneva, N. Y.—Granted license for new station 1240 kc 250 w unti.

ANNOUNCEMENT
For the convenience of the radio executives attending the NAB convention, Broadcasting Magazine will publish four Daily Newspapers in Atlantic City, Sept 15-18.

Over 3000 copies of the tabloids will be distributed free to convention delegates. Another 1000 will be mailed daily to national and regional radio agencies and advertisers.

A complete round-up of the various meetings will be reported daily by Broadcasting's convention staff of 14 reporters.

For the convenience of those companies who may have an advertising message to direct to the NAB delegates, limited space is being accepted. Rates are based on the 4000 circulation and are considerably lower than regular issue costs. Ad sizes are larger. Final deadline for advertising copy Sept. 8. Wire collect today for full details.

KJYS Hobart, Ohio.—Granted license for new station 1420 kc 250 w D.

WAZZ Yale City, Miss.—Granted license for new station 1210 kc 250 w unti.

WDUZ Green Bay, Wis.—Granted license for new station 1400 kc 250 w unti. and for change in studio location.

WATX Marion, Ind.—Granted license for new station 1500 kc 500 w D and for change of studio location.

WMMY Minnow, Tenn.—Granted license for new station 1520 kc 150 w unti.

WRJA Altoona, Pa.—Granted license for new station 1260 kc 250 w unti. and for change in studio location.

WGMD Douglass, Ga.—Granted license for new station 1470 kc 1 kw D.

WWOD Lynchburg, Va.—Granted license for new station 1350 kc 250 w D and for change of studio location.

WMMW Middletown, Conn.—Granted license for new station 1470 kc 1 kw D.

WWAD Las Vegas, Nev.—Granted license for new station 1350 kc 250 w unti. and for change of studio location.

WMMW Middletown, Conn.—Granted license for new station 1350 kc 250 w D and for change of studio location.

WRBQ North Wilkesboro, N. C.—Granted license for new station 910 kc 1 kw D.

WGAD Gadsden, Ala.—Granted license for new station 1350 kc 1 kw DA unti. and for change of studio location.

WBEY Bayamon, P. R.—Granted mod. CP to change type trans. for approval of change of studio and location and to specify studio location.

WPHN Findlay, Ohio.—Granted CP to install new ant. and mount FM on top of AM tower.

(Continued on page 64)
Two-week statewide tour of ten Oklahoma cities was conducted by Bruce Palmer, news director of WATTS-AM, Oklahoma City. The tour, which began last Sunday with interviews with managers of newspapers and radio stations, resulted in the city featuring the event. Following the tour, interviews were conducted throughout the state. Salesmen of the St. Louis-Memphis-Fort Wayne-Salt Lake City-Wichita-Philadelphia-Chicago-Chicago-New York area were also interviewed, to attract readers to the special feature of the tour.

The tour was part of an advertising campaign to promote the Oklahoma City News, a daily newspaper.

Local Scouts interviewed from France

An interview was conducted with Boy Scouts from France last week, to discuss the possibility of a joint scout program between the two countries. The interview was conducted by Gene Harris, scoutmaster of the Oklahoma City Boy Scout Troop 10.

The interview was broadcast on WHP-AM, the local news station, and was also recorded for distribution to other stations.

Peebles Programs

The new Peebles Programs, a series of weekly radio programs, are now being broadcast on WHP's AM and FM stations. The programs feature interviews with local and national celebrities, and are designed to attract a wider audience for the station.

The programs are sponsored by Peebles, a local department store.

Cold Cash

Wenonah, California

FOOTBALL fans will have the opportunity to win Philco portable radios by placing the winning of 60 leading games of the country. Offer will be made by KOO San Francisco, on its "Football Scoreboard" show which starts Sept. 15. Prizes for following weekend will be given on Monday and winners announced the following Sunday. Contestants must enter blank scorecards from J. M. Long Co. sponsor. "Football Scoreboards," produced in Hollywood, will be heard over KULA Los Angeles, and broadcast simultaneously over KNX Los Angeles.

Care Discs on Way

TRANSCRIBED announcements for local stations are being distributed by the Advertising Council as part of the campaign for "Cooperating for American Remissions to Europe Inc." Approximately 135 national advertisers, operating under council's radio allocation plan, are supporting famine-relief program.

Service • Performance • Results!
Miller Selects Members For AFRA Review Board

FOUR NAB members to serve on the industry’s joint committee to review AFRA negotiations have been named by NAB President Justin Miller. With four network members, they will constitute the broadcasting segment of the joint AFRA group which originally was proposed last winter by AFRA.

At its January meeting the NAB board had deferred appointment of an industry segment for the joint committee pending further study. Naming of the group was authorized, however, at the board’s meeting in Washington last May.

Appointed by President Miller were George J. Higgins, KSO Des Moines; Linus Travers, Yankee Network; Harry R. LePoleidvin, WRJN Racine, Wis.; George M. Burbach, KSD St. Louis. Named by the networks as participants were Frank K. White for CBS; Robert D. Sweeney for MBS; Ernest de la Ossa for NBC; Joseph A. McDonald for ABC. Date has not been set for the committee’s first meeting.

 Nielsen Signs MBS

A. C. NIELSEN CO., Chicago, has announced addition of Mutual Broadcasting System Inc., to its list of Nielsen Radio Index clients. Two-year contract is effective Sept. 1. MBS is fourth major network to subscribe.

That’s right, Mr. Advertiser . . . though your star salesman isn’t on your payroll, he works for you all day long! WJW consistently promotes your product to more listeners per dollar spent . . . builds your profits higher and higher. WJW is your star salesman!
H. V. KALtenborn returns to the air Sept. 15, and his sponsor, Pure Oil Co., l.d its agency, Leo Burnett Co., believes that his all-expenses-paid vacation abroad will mean more for himself.

During Mr. Kaltenborn’s absence, Henry County UP correspondent in Moscow, has been broadcasting from New York. Also during the summer months, Pure Oil sent Clifton Utley, NBC Chicago commentator, to Europe for more background material on internal affairs. Mr. Kaltenborn was in India at time of its recent partitioning.

Idea of engaging news commentators on with-the-spot experience in events of world-wide interest is that of F. H. Marling, Pure Oil advertising director, and William Wunderlich, Leo Burnett Co., Pure Oil’s agency.

Colton IT&T Adviser

ROBERT B. COLTON, retired major general, has been appointed radio consultant with International Telephone & Telegraph Co., with headquarters at First and Court Ave., Washington, D. C., it was announced last week. General Colton served 35 years with the Signal Corps and for a great part of the time had charge of substantially all electronic development for the Army. Since retirement in 1940 he has been associated with William B. Ross in the radio consulting business in Washington.

HF Committees

FOUR COMMITTEES were appointed at the second plenary session of the International High Frequency Conference, Atlantic City last week to implement preliminary work begun at the first plenary session Aug. 16. Committee chairman are T. C. Loo, of China, credentials; Dr. Ralph Van Der Pol, The Netherlands, committee 12; Leon Daumard, France, committee 13; Carlos E. Arboleda, Colombia, committee 14.

Campaign for New Pen

EVERSHARP, Inc., New York, distributors of products of Kimberly Corp., through Biow Co., New York, has launched its first national advertising campaign for the Biowockette, a ballpoint pen. In radio, the product has been promoted tentatively on the current evening network and syndicated shows. "The product is too new," a Biow Adv. agency executive explained, "to decide on its future radio plans at present."

Urges World Interest

SUGIRL S. LARMON, president of Young & Rubicam Inc., New York, declared last week that advertising should take a more active part in international affairs than it has heretofore. Mr. Larmorn spoke at a luncheon for members of the New York Council of the A A A, held at the Waldorf-Astoria, New York. F. B. Ryan Jr., president of Ruthrauff & Ryan Inc., New York, also spoke. Both returned recently from tours to Europe.

Network Accounts

New Business


We, K. BUCKLEY Ltd., Toronto (pro- to), Nov. 6 to April 28, 1948, has "Spin to Win" on CFRB CKOC CFRA CKF, Wed. 8:20 p.m. Agency: Grant Adv. of Canada, Toronto.


Renewal Accounts

CHRISTIAN SCIENCE PUBLISHING SOCIETY Sept. 3 China, credentials; Dr. Ralph Van Der Pol, The Netherlands, committee 12; Leon Daumard, France, committee 13; Carlos E. Arboleda, Colombia, committee 14.
WOMEN MARKEN TO AULLYHOOD (Continued

WEED "fluence Women, (they daily drew postmarks Our increase buying) shows. sell...-Plus Memphis
Memphis...and Western markets, with transmitted "Minute Quiz" featuring Jim Ameche. Agency: BBSO Chicago.


Morton Salt Co., Chicago (Smoked salt div.), through Elau Van Petersen-Norwegian, has announced that "Sunday afternoons" is continuing, with spot announcements on approximately 40 stations.

Mantine Lamp Co. of America, Chi-ca-go has appointed William Ad-ler Inc., Chicago, to handle all na-tional advertising. Company's radio campaign consists of, transmitted "Ginny Ed McConnell," on approximately 40 stations.

CHEF-WAY-DEE QUALITY FOODS Inc., division of American Home Foods Inc., Milton, Pa., has appointed Young & Rubicam, New York, to handle ad-ver-tising plans for promoting Chef Boy-ardee packages spaghetti dinner; ravioli, sauces and other products. In addition to new division, foods & Rubicam will continue to handle ad-ver-tising plans for Campbells Soup Co. of American Home Foods.


Las Vegas Chamber of Commerce, Las Vegas has appointed Christiansen CO., Los Angeles, to handle all advertising. Spot ad-ver-tising plans are currently being set by agency.

Las Vegas Summer Isaacs, formerly advertising manager of Creta Blanc Wine & Spirits, Los Angeles, has appointed Buchanan & Co., that city, to handle advertising. California and Nevada Radio will consume 60% of entire ad-ver-tising appropriation.

DR. PEPPER BOTTLING Co., Los An-gles (city's largest soft drink maker) has appointed Buchanan & Co., that city, to handle advertising. California and Nevada Radio will consume 60% of entire ad-ver-tising appropriation.

Schor Greenfield, formerly advertising manager of Cresta Blanc Wine & Spirits, Los Angeles, has appointed Buchanan & Co., that city, to handle advertising. California and Nevada Radio will consume 60% of entire ad-ver-tising appropriation.

ROYCE PEN Corp., Los Angeles (bail-iff and California) has appointed Needy & Duve Adv., Hollywood, to handle advertising. Spot radio will be used.

Mission Foods, Los Angeles (fancy packed fruit), has appointed Brown & Bro., that city, to handle advertising. Radio and television will be used.

National Chiropractic Assn., Web-ster City, Iowa, has appointed Eastern MacGruer Adv., Denver, as public re-lations council to conduct a national campaign. Project will be administered by Chiropractic Research Foundation with $250,000 to be spent annually for public relations and wind-in-Hast ad-ver-tises. Radio will be used with other media.

AMERICAN SHOWER DOOR Co., Holly-wood (decorative shower doors, tub enclosures), has appointed Blais-Loch Adv., Los Angeles, to handle advertising. Radio will be used with spot market, tests planned to precede national cam-paign.

Permante Foundation Hospi-tal, Oakland, Calif., has appointed Hong-Cooper, San Francisco, to handle its advertising. Use of radio is planned for hospitals in Oakland, Val-lejo, Fontana and Richmond, Calif.; also San Bruno, Watsonville, D. C.


Bowman's Gum Inc., Philadelphia, which previously had purchased 15 min-utes of time on various large stations, has a bubble gum bubble-blowing contest, Aug. 22-31 a repeat on WABW New York, with airline hostesses as contest-ants. No further radio is contemplated, according to Poole, Cone & Seidling, New York, agency in charge of Bowman advertising.

Whitney Drug Co., Eastern seaboard drug chain, has signed for sponsorship of four-network television "Jimmy Day- sey show" over WPEN Philadelphia, starting July 13. Mon.-Fri., 2:30-3:00 p.m.


William F. Carlson, formerly with Beneficial Life Insurance Co. of Los Angeles, has been appointed public relations director for Bankers Life & Casualty Co., Chicago.

Kelly Pressman, Times sports editor, has re-hired for 52 weeks three programs handled by Pressman's former agency. Radio is still scheduled for 10 minutes "Midnight Merry-Go-Round" has been expanded to daily; weekly "World News" new program, is due to be 15-20 minutes seven days a week totals. "World News" renewal completes trio of "Midnight Merry Go Round," "Wynn's Mission" and "World News" for Lux Radio, Hollywood.

Parker Davis & Co., New York, has appointed Young & Rubicam, New York, to handle advertising for Sunshine Life & Casualty Co., Chicago.

James H. Hagen, former account executive with Sun-Brite, New York, has joined public relations staff of U. S. Steel, Chicago.

Hughes Production Co. and Cali-Fornia Pictures Corp., New York, has appointed Philip King & Co., New York, to handle advertising. Radio is to be used.

U.S.T. Receivers PRODUCTION OF United States Television in 50 inch screen projection receiver will be limited for the present to cover only spe-cial installations, it was announced by Francis H. Hoge. Hoge's vice president in charge of sales. Concentrated pro-duction will continue, said, on the 25 x 19-inch receiver, which is intended for fixed installations that are now ready for delivery.

KSF0 MUSIC MOVES MERCHANTISE Top-name advertisers are cashing-in on KSF0's planned music merchandise, commercial campaign, and radio listeners. Ask your Universal Radio Sales representative.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAYMOND M. WILMOTTIE</td>
<td>PAUL A. deMARS ASSOCIATE 1469 Church St., N. W. DE. 1234 Washington 5, D. C.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1918 Vermont Ave., N. W. NA. 7161 Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>100 No. Seward St. No. 6321 Hollywood, 38, Cal.</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. MI. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH</td>
<td>ALFRED E. TOWNE, Director One Hob Hill Circle, San Francisco 2, Calif. Telephone: EKbrook 1-4567</td>
</tr>
<tr>
<td>LABORATORIES</td>
<td>GILLES BROS. 1108 Lillian Way Gladstone 8178 Hollywood, California</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering 20 Algoma Blvd., Ph. Blackhawk 22 Oshkosh, Wis.</td>
</tr>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>925 National Press Bldg. DI. 1305 Washington, D. C.</td>
</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>925 National Press Bldg. REPUBLIC 2347 Washington 4, D. C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>4 Complete Consulting Service EARLE BLDG. WASHINGTON, D. C. NATIONAL 6813-6515</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Basemner 15068</td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 8870 Washington 5, D. C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 4-6108</td>
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<td>COLTON &amp; FOSS, INC.</td>
<td>927 15TH ST., N. W. REPUBLIC 3883 Washington 6, D. C.</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City 83 W. 42nd St. Wn. 7-8991-2 Leonard 0111 Laboratories: Baton Rouge, La. Roosevelt Road</td>
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<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earl Building, Washington 4, D. C. Phone National 7757</td>
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<td>HERBERT L. WILSON</td>
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<td>100 No. Seward St. No. 6321 Hollywood, 38, Cal.</td>
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<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. MI. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
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<td>ALFRED E. TOWNE, Director One Hob Hill Circle, San Francisco 2, Calif. Telephone: EKbrook 1-4567</td>
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<td>GILLES BROS. 1108 Lillian Way Gladstone 8178 Hollywood, California</td>
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering 20 Algoma Blvd., Ph. Blackhawk 22 Oshkosh, Wis.</td>
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<td>JANSKY &amp; BAILEY</td>
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<td>925 National Press Bldg. REPUBLIC 2347 Washington 4, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>4 Complete Consulting Service EARLE BLDG. WASHINGTON, D. C. NATIONAL 6813-6515</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Basemner 15068</td>
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<td>ANDREW CO.</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 8870 Washington 5, D. C.</td>
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Join the Parade of Westinghouse 50 kw AM Transmitters

... FOR EXAMPLE

This installation of a 50-kw AM transmitter at Station KMOX previews your operating advantages with Westinghouse standard broadcast transmitters.

While already operating on 50,000 watts, KMOX engineers estimate the new Westinghouse transmitter installation increases the station's half-millivolt line to include 25% more radio homes, in a 39% larger area, while drawing 25% less power. In addition to more efficient use of power input, KMOX enjoyed a big slash in installation costs because of the true cubicle construction. This case is supported by other Westinghouse 50-kw installations that have produced savings in both installation and operating costs.

Continuous improvements have been incorporated in this truly modern transmitter... individual voltage regulator for all filament and low-voltage supplies, and a separate regulator for the main rectifier. These regulators, all modulation and power transformers and reactors are of the air-cooled, dry type.

Call your local Westinghouse office, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa., for full details on 5, 10 or 50-kw units.

UNIT CONSTRUCTION THROUGHOUT... even from the rear these transmitters are "clean", modern in design and easy to inspect through large windows. Ideal for quick, easy installation. Note that wiring duct is part of transmitter base.

5 AND 10-KW UNIT cubicle transmitters follow the leadership of Westinghouse in standard broadcast field by utilizing the same sound design features found in 50-kw—even to the point where they have two blowers outside the transmitter proper, one for standby.

SPARE TUBES IN PLACE... of course, the high-powered spare tubes are ready for instant connection right in the cubicle. But more than that, they have their own spare transformers... no hot filament leads to handle or knife switches to throw!

SERVICE... every cubicle is a completely-shielded unit. Access doors are interlocked electrically for safety. Full-opening doors, adequate clearances, facilitate inspection and maintenance. In addition, 17 Westinghouse Parts Warehouses and 35 Maintenance and Repair Plants and factory-trained sales engineers are ready to serve you at your call.
New Westinghouse 50-kw unit cubicle transmitter installation ... smart, attractive design is still another feature of this powerful unit. Note how cubicles are arranged to fit station plans.

Westinghouse Electronics at Work

5, 10 and 50 kw AM Transmitters
1, 3, 10 and 50 kw FM Transmitters

AT ATLANTIC CITY...N.A.B. Convention, Sept. 15th to 19th...see the Westinghouse 3-kw FM and 50-kw AM Transmitters in actual operation at DISPLAY BOOTH 147!

AT SAN FRANCISCO...I.R.E. Conference, Sept. 24th to 26th...see the Westinghouse 1-kw FM Transmitter in actual operation!
The new Collins FM Ring Antenna scores on five points

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

* * *

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in your installation. Write for complete information. You will be pleased with the excellent performance and low price.

FOR THE BEST IN FM, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California

BROADCASTING • Telecasting
LANSING B. LINDQUIST, manager of WSYR-FM Syracuse, N. Y., sliced the birthday cake on the occasion of WSYR-FM’s first anniversary recently. Beaming with approval is Col. H. C. Wilder, president of WSYR. Station held open house and invited Syracuse radio dealers and distributors to view and hear a special FM broadcast for the celebration.

FMA
(Continued from page 16)

film, “Naturally It’s FM,” will be shown.

C. M. Jansky Jr., of the consulting firm of Jansky & Bailey, will speak on “Potentialities of FM for Large Area Coverage.” John Wright, BBDO Boston, will demonstrate a high-fidelity transcription technique, with program content to be based on rehearsals of the Boston Symphony.

Leonard H. Marks, FMA general counsel, will review the FM music situation and outline FMA’s activities on behalf of network duplication on FM.

At the luncheon meeting at the Jardine Hotel, WSYR-FM, 5000-500,000,000 Fruit Belt.

KFXJ

GRAND JUNCTION
1 KW MBS 920 KC

WCTS (FM) and WKRC Cincinnati; E. Z. Jones, WBBB (FM) Burlington, N. C., and Guy Farnsworth, sales manager of WATG Ashtabula, Ohio. Other participants will be announced.

Timebuyers’ Meeting
A timebuyers’ meeting will be held during the afternoon, with Alvin Hirschmann, WABF New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak.

Friday’s sessions will be concluded with the banquet. Saturday will be devoted mostly to FMA business discussions. Reports will be given by Mr. Bailey; Arthur Freed, Freed Radio Corp., treasurer, and others.

Should the membership adopt a proposed by-law enlarging board membership to take care of FM’s geographical expansion, seven directors will be elected. Otherwise, one-year terms of four directors will expire. They are: Wayne Coy, WINX-FM Washington; Gordon Gray, WMIH-AM Winston-Salem, N. C.; E. J. Hodel, WCPB Beckley, W. Va., and Ira Hirschmann.

Formal convention meetings will end at noon. Dr. Armstrong will take delegates at 2 p.m. on a tour of his Alpine plant. The FMA board will meet at 6:30 Saturday evening.


Big Newark Store Named Intra-Video Sales Agent

SOL SAGALL, president of the Intra-Video Corp., New York, announced last week that L. Bamberger & Co., Newark, has been appointed as the first sales agent for the Intra-Video master antenna system for apartment houses.

Other department stores in the New York metropolitan area soon will be added as sales agents, Mr. Sagall said. The system was demonstrated for the Television Broadcasters Assn. earlier in the summer and approved by TBA at that time.

The Intra-Video antenna at Bamberger’s permits 20 video sets to be demonstrated simultaneously without any switchovers, firm officials said. In the case of an apartment house, they said, several hundred individual receivers can be operated through a single Intra-Video master antenna system.
FACSIMILE FACTS

A reality NOW!

ALDEN SCANNER
Wheel it in, plug it in. Be on the air the same day.
Why wait?

Alden Facsimile Equipment is in operation. It is thought through, tested and rigged for your production. We are manufacturing not something. Install this equipment and do your own learning and experimenting. Request "Faciesimile Research" Report.

IN OPERATION

AT THE SHOW

Invest Your AD DOLLAR

L.B. Wilson

WCKY

50,000 WATTS OF SALES POWER

WCK

s-l-y

WZLW

FCC Actions

(Continued from page 54)

Decisions Cont.: WCAR Pontiac, Mich.—Granted mod. subject to change name of licensee to WCAR Inc. WCAR Asheville, N. C.—Granted li-

cense to cover CP which authorized in-

crease in power to 1,500 kw. WSGC Elberton, Ga.—Granted li-

cense covering installation of new trans. WBOZ Middletown, Ohio—Granted li-

cense covering installation of new trans. WOSU Columbus, Ohio—Granted li-

cense increasing power to 1,500 kw. WGGG Galena, Ill.—Granted mod. to cover vertical ait and specify studio location. WWDJ Newark, Ohio—Granted CP install new vertical ant. WBAB Atlantic City, N. J.—Granted CP install new vertical ant. and mount FM ant. WDBA Memphis, Tenn.—Granted CP for new station 1450 kc 250 w unli. KEEN San Jose, Calif.—Granted li-

cense for new station 1430 kc 100 w DA uni. KXLK Dickson, N. D.—Granted li-

cense for new station 1230 kc 250 w uni. KGRK Graham, Tex.—Granted li-

cense for new station 1280 kc 1 kw uni. KMYK Mitchell, S. D.—Granted li-

cense for new station 1490 kc 250 w uni. KOCO West Salem, Ore.—Granted li-

cense for new station 1490 kc 250 w uni. KGLJ San Angelo, Tex.—Granted li-

cense covering change in frequency to 960 kc increase power to 3 kw N. 3 kw L. install new trans. and DA-N and change in trans. location. Kixo E Centre, Calif.—Granted li-

cense for new station 1280 kc 250 w uni. and to change trans. and antenna and ground system and change in trans. and studio locations. WAAQ Cleveland, Ohio—Granted license for new station 1490 kc 250 w uni. KWSB Mt. Shasta, Calif.—Granted license for new station 1490 kc 250 w uni. KWLK Longview, Wash.—Granted li-

cense covering changes in vertical ant. and propose new FM ant. on top AM tower. KBPI Stillwater, Okla.—Granted li-

cense for new station 960 kc 100 w uni. WLZ B Lansing, Mich.—Granted mod. CP to make changes in ant. system. WWNY-FM Watertown, N. Y.—Granted license for new station 1450 kc 250 w uni. and frequency change of 600 kc 2 kw. WGNB Chicago—Granted mod. CP for extension of completion date to 11-14-47. WFRB-FM Columbus, Ga.—Same to 12-14-47. WNML-MF Macon, Ga.—Same to 2-21-48. WKY-FM Syracuse, N. Y.—Same to 11-5-47. WFCY Beckley, W. Va.—Same to 9-15-47. WCWC Greenfield, Wis.—Same to 12-22-47. WLAW-FM Grand Rapids, Mich.—Same to 2-22-48. KBBP Stillwater, Okla.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on AM tower. WNEL San Juan, P. R.—Granted mod. CP for extension of completion date to 8-21-47. WCL grapes, Fla.—Granted license covering alternate main trans. on 1230 kc 250 w. WDSW Los Angeles, Calif.—Granted mod. CP to change type trans. and make changes in vertical ant. and mount FM ant. on AM tower. WRLV Knoxville, Tenn.—Granted mod. CP for extension of completion date to 12-4-47. KVOO Littlefield, Texas—Granted license for new station 1490 kc 250 w uni. WGNC-FM Gastonia, N. C.—Granted mod. CP for extension of completion date to 10-31-47. WJHF-FM Harrisburg, Pa.—Same to 11-26-47. KUSA Roswell, N. M.—Granted license for new station 890 kc 10 kw uni. KGFX Grass Valley, Calif.—Granted license for new station 1460 kc 250 w uni. WSLS Hammond, la.—Granted license for new station 1110 kc 250 w D and to specify studio location. WMUS Muskegon, Mich.—Granted license for new station 1500 kc 1 kw D and for change of studio location. KROGOregon City, Ore.—Granted li-

cense to cover CP in loco 1230 kc 250 w uni. WCVL Newark, Ohio—Granted license for new FM station, Channel 282, 100.3 mc. The A. S. Abell Co. area Baltimore, Md.—Granted license for new station FM, TV relay station WXSB, Granted license for new FM station, Channel 275, 100 mc. of which authorized 6 kw, to commence operations and complete by 10-1-47 and 4-1-48. KFXM San Bernadino, Calif.—Granted license for new station, Channel 262, 100 mc. of which authorized 3 kw, to commence operations and complete by 10-1-47 and 4-1-48. WGRT Denville, N. J.—Granted mod. CP to change type trans. WQCU Quincy, Mass.—Granted mod. CP to change name of licensee to South Shore Broadcasting Co. and to specify studio location. WBSB Atlanta, Ga.—Granted mod. CP for extension of completion date to 11-4-47. KFFW Fort Smith, Ark.—Granted mod. CP for extension of completion date to 12-4-47. KEKS Elko, Nev.—Same to 12-21-47. WSOY Decatur, Ill.—Same to 12-4-47. WPFD Benton Harbor, Mich.—Same to 12-14-47. WLWA Cincinnati—Granted mod. CP extension of completion date to 12-4-47. WGAY-FM Silver Spring, Md.—Same to 12-14-47. WNLC-FM New London, Conn.—Granted mod. CP for extension of completion date to 12-4-47 and 12-15-47. August 27 Applications — ACCEPTED FOR FILING WHMA-FM Anniston, Ala.—Mod. CP, as mod. which authorized new FM station for extension of completion date. AM-1380. KJOY Havre, Mont.—Granted mod. CP for extension of completion date to 2-15-48. WMMY Coral Gables, Fla.—Granted mod. CP to change type trans. for approval of new type. KHTJ Houston, Tex.—Granted license covering alternate main trans. on 1350 kc 250 w. WSWT Wooster, Ohio—Granted mod. CP to change type trans. and make changes in vertical ant. and mount FM ant. on AM tower. WRGI Knoxville, Tenn.—Granted mod. CP for approval of new type of trans. and change in trans. Ant. and studio location and to specify studio location. WYVL Littlefield, Texas—Granted license for new station 1490 kc 250 w uni. AMENDED to change frequency from 700 kc to 580 kc and change studio location.

Modification of License KMPK Los Angeles—Mod. CP, as mod., which authorized in part which authorized increase in power to 1,000 kw, changes in DA-N, for 50 kw D 10 kw N, employing trans. and DA-N specified in CP. AM—1498. KOUA Sacramento, Calif.—CP change frequency from 1460 to 1460 kc, increase 250 w to 1 kw install new trans. DA-N and change trans. location. Modification of CP KJY-FM Twin Falls, Idaho—Mod. CP, as mod., which authorized new commercial station and made changes in trans. Ant. system. AM—930. Yolo Best Co., Woodland, Calif.—CP new standard station 930 kc 1 kw D. License for CP WIRK West Palm Beach, Fla.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of said power.

Modification of CP

KTFF-FM Twin Falls, Idaho—Mod. CP, as mod., which authorized new FM station for extension of completion date. WCFL-FM Carsondale, Ill.—Mod. CP, as mod., which authorized new FM station for change in frequency. WSTEM Springfield, Ill.—License to cover CP new FM station for extension of completion date.

Modification of CP

WTAX-FM-AM Carbondale, Ill.—Mod. CP which authorized new FM station for extension of completion date.

License for CP

KTRN Carson City, Nev.—Same to 2-22-48. WCNB Cosnersville, Ind.—Mod. CP, as mod., which authorized new FM station for extension of completion date. WGL Fort Wayne, Ind.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-DN and change trans. and studio location for extension of completion date.

License for CP

KXUS Iowa City, Iowa—License to cover CP, as mod., which authorized new noncommercial educational station.

License for CP

KIMV Hutchinson, Kan.—Mod. CP, as mod., which authorized new commercial station.

License for CP

WZIP Covington, Ky.—Mod. CP, for extension of type of trans. and for approval of license for new FM station.

Modification of CP

WSPE-FM Sandusky, Ohio—Same to 12-14-47. KJY-FM Twin Falls, Idaho—Mod. CP which authorized new FM station for modification of type of trans. make changes in Ant. system and extension of completion dates.

Remote Pickup Billings Best Co., area of Billings, Mont.—CP new remote pickup station on 33.74 mc 10 w and A3 emission.

Don't just advertise—SELL with
HOLD TIGHT, sponsors this sales group of WOAI San Antonio is out to get you in the station's fall sales campaign. Arthur L. Forrest, sales promotion manager, points out the schedule, with Ben J. Kernan, merchandising manager, and Yolande Teague, publicity director, ready to follow through. Mr. Forrest, a new addition to WOAI, has been a coordinator of promotion for NBC's owned and operated stations and its Western Network.

APPLICATION RETURNED
Assignment of CP

KRRK McCook, Neb._-Assignment of right to change frequency from 1450 kc to 1400 kc 250 w unlimited.

LAWTON W. F. McColl, Denver, Colo._-Assigns CP to Radio Broadcasting Co., Inc., for FM station KZDS 106.9 mc 100 kw unlimited.

LAWRENCE C. J. Rollins, Corpus Christi, Tex._-Assigns CP to WTPC, for AM station WTPC 940 kc 100 kw unlimited.

License for License to cover CP, as mod., which authorized new FM station for extension of completion date. Also mod., as CP, which authorized new FM station to change frequency from 960 to 600 kc.

Modification of CP

WCID-FM Greenville, S. C._-Modification of CP as mod., which authorized new FM station for extension of completion date. Also mod., as CP, which authorized new FM station to change frequency from 880 to 780 kc, change in ant. system and change commencement and completion dates.

Modification of CP

WCRB-FM Greensboro, N. C._-Modification of CP as mod., which authorized new FM station to change frequency from 4050 mc to 4050 mc 1 kw unlimited.

License for CP

WWRX San Antonio, Tex._-License to cover CP, as mod., which authorized new FM station to change frequency and install DA-DN and change transmission power by direct measurement of ant. power.

Modification of CP

WVRC-FM Greensboro, N. C._-Modification of CP as mod., which authorized new FM station for extension of completion date. Also mod., as CP, which authorized new FM station to change frequency from 880 to 780 kc, change in ant. system and change commencement and completion dates.

License for CP

KWSU East St. Louis, Ill._-License for CP to KWSU, for AM station KWSU 1370 mc 10 kw unlimited.

August 28 Decisions

BY A BOARD

FM Grants

Cond. grants for three Class A and eight Class B FM authorized by FCC. Proposed frequency assignments approved in lieu of previous assignments for Laredo, Tex., and Council Bluffs, Iowa. CPs were authorized for following colons: WSAF KPRO WABX WOCX WHBC WINS KFBB KTUL KXMS WOCX KABB KPRO KLO KU KWKN.

TENDERED FOR FILING

August 28 Applications

ACCEPTED FOR FILING

Modification of CP

KFRB Palm Beach, Fla._-Modification of CP which authorized new standard station to make changes in SA and specify studio location.

Assignment of CP

KONGL-FM Portland, Oreg._-Assignment of CP to KONGLONG for FM station to KONGLONG 1000 mc 1 kw unlimited.

License to cover CP, as mod., which authorized new FM station for extension of completion date.
FCC Actions
(Continued from page 65)

Applications Conf.:
KINH Reward, Alaska—Mod. CP which authorized new standard station to change frequency from 1490 to 1460 kc, and change location and to specify studio location.

KYOS Merced, Calif.—CP to change frequency from 1275 to 1450 kc; power from 500 w to 1 kw and install new trans. and antenna; and AMENDED to change frequency from 1350 to 1460 kc, power from 1 to 2 kw, change transmitter. Change DA and ground system and change trans. location.

KFBA Bend, Ore.—CP authorized to determine operating power by direct measurement of output power.

License for CP
KRON Honolulu, T. H. —License to cover CP which authorized change frequency, increase power and install new transmitter. Authority to determine operating power by direct measurement of output power.

KWRL Lake Worth, Fla.—Mod. CP which authorized new standard station to change type trans. and for approval of antenna and trans. location.

KWML Lincoln, Neb.—Mod. CP which authorized new standard station to change transmitters, and for approval of ant. and trans. location.

KYLO Los Angeles, Calif.—Mod. CP which authorized new standard station to change frequency, and for approval of antenna and trans. location.

KYTL Texas City, Tex.—Mod. CP, as modified, which authorized new standard station to change frequency from 1360 to 1450 kc, and for approval of antenna and trans. location.

KWOC Monroe, La.—Mod. CP which authorized new standard station to change frequency, and for approval of antenna and trans. location.

WAAS Two Rivers, Wis.—Mod. CP which authorized new standard station to change frequency, and for approval of antenna and trans. location.

License for CP
KTFK Wenatchee, Wash.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, and for approval of antenna and trans. location.

KVRB Visalia, Calif.—Mod. CP which authorized new standard station to change frequency, and for approval of antenna and trans. location.

WYMK Billings, Mont.—Mod. CP which authorized new standard station to change frequency, and for approval of antenna and trans. location.

License Renewal
KZCD Medford, Ore.—License renewal.

Applications for license renewal standard broadcast stations filed by: KDFN KIDJ KYUX KXME KGKO WERK WUSD TENDERED FOR FILING

AM-790 kc

KYVL Lubbock, Tex.—Mod. CP to increase power from 1 kw to 1 kw on 790 kc.

Hearings Before FCC

SEPTEMBER 2

AM—Hearing before
C. Thomas Patten, Oakland, Calif.—CP amended on the 10 kw D. Hearing was held before Coner, Noel Hyde in Super-

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows:
Standard stations—1,354 licensed, 500 construction permits, 688 applications pending (of which 377 are in hearing); FM—53 licensed, 881 conditional grants, 675 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (68 in hearing); television—six licensed, 61 CPs, 11 applications pending (three in hearing); non-commercial educational FM—six licensed, 36 CPs, six applications pending.

WFC Takes Newspapers’ Place During Shutdown

WHEN a recent printers’ strike shut down both of the Beckley Newspapers Corp.’s dailies in Beckley, W. Va., the company turned to WFC, its FM outlet.

During the 28-hour period when no newspapers were published, the station set up a 12-hour daily schedule with 11 newscasts, making use of all the local news gathered by the staffs of the papers. In addition, WFC took over the service to WOAY, an AM outlet 15 miles away in Oak Hill, W. Va. WOAY accepted and set up a listening post, using a table model radio to pick up the FM signal and rebroadcast nearly half of the newscasts.

NCW Takes Newspapers’ Place During Shutdown

WHEN a recent printers’ strike shut down both of the Beckley Newspapers Corp.’s dailies in Beckley, W. Va., the company turned to WFC, its FM outlet.

During the 28-hour period when no newspapers were published, the station set up a 12-hour daily schedule with 11 newscasts, making use of all the local news gathered by the staffs of the papers. In addition, WFC took over the service to WOAY, an AM outlet 15 miles away in Oak Hill, W. Va. WOAY accepted and set up a listening post, using a table model radio to pick up the FM signal and rebroadcast nearly half of the newscasts.

Recording?

in chicago on top of the OPERA BUILDING

BROADCASTING • Telecasting
Music Crises (Continued from page 15)

ment is expected soon of an outstanding national figure to address the convention at that time. The meeting to be conducted by the Assn. of Women Broadcasters has been shifted from Thursday to Tuesday afternoon, occupying a half-hour immediately following the luncheon at which Rep. Lea will speak.

Four Clinics Monday

Last-minute details remain to be cleaned up for the four specialized clinics, scheduled Monday. The Program Manager's Clinic will be in charge of the Fair, Program Dept. Director. Morning speakers will be John M. Butler Jr., WSB Atlanta, on The Program Manager's Job; Ralph Hardy, KSL Salt Lake City, on Selecting Time for Local Programs and Spots (open discussion). Edgar Bill, WMDB Peoria, will be chairman of a discussion of Public Interest Programming, aided by Robert Saudek, ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Co. Herb Flannick, WHO Des Moines, will lead the direct a discussion of Farm Service Programming. Participating with him will be John J. Gillin, WOW Omaha; Glenn Snyder, WLS Chicago, and Layne Beatty, WBAP Fort Worth. Joint luncheon will be held with Sales Managers Group (see below).

The afternoon program clinic will be devoted to disc jockey programs and use of music. Charles Crutchfield, WBT Detroit, and William Adams, WHEC Rochester, will lead the disc jockey discussion. Mr. Kaye will speak on Copyright Problems. Mr. Whiteman will talk on Selecting and Producing Popular Music.

The broadcasting clinic will be divided into three sessions, a retail advertising program in the morning, joint luncheon with program clinic on afternoon, and a discussion on current advertising problems.

Presiding at the morning session, to be titled “Case Histories Come to Life,” will be WNBW KXEL myrtle, chairman, SDAL KDL, chairman of the Sales Managers Executive Commit tee. Frank E. Pellegrin, Director of Broadcast Advertising, is in charge of the day's meetings.

The case histories will cover successful use of radio by retail stores, with several executives of depart ment stores. Moderator will be William T. White, sales manager, Wieboldt Stores, Chicago. Participants will be Mr. John Elmer, Whitcomb Stores, Chicago; Mrs. John E. Mon, XXEX Waterloo, 1A; E. E. Bailey, managing director, James Black Dry Goods Co., Waterloo; Lee Hart, NAB Assistant Director of Broadcast Advertising.

Eugene Carr, general manager of the Brush-Moore stations, will summarize the case histories and point out ways of applying the techniques.

At the joint advertising-program luncheon, designed to emphasize the close relationship between broadcasting and promotion, Barbara Welles, WOR New York, will speak on “The Women's Interest in Radio Programming.” Harold Crutchfield, XXEX Boston, and an NAB director, will talk on “How to Build Programs for Sale.” Gordon Gray, WIP Philadelphia, will speak on “National Radio and Television Campaigns.”

At the afternoon advertising clinic broadcasters will discuss current sales problems of broadcasters. Mr. Ramal and Mr. Pellegrin will take part, along with Hugh M. P. Higgins, Assistant Director of Broadcast Advertising.

Station Speakers

Speakers from station ranks will be Arthur Hull Hayes, WCBM New York, on an industry presentation; John W. Kennedy, WHAM Rochester, on sales practices; Eugene Thomas, WOR New York, on television; Louis Reed, WWL New Orleans, on agency recognition; John M. Butler Jr., WSB Atlanta, on activities of the Sales Promotion Subcommittee; Ray Baker, KOMO Seattle, on the 1947 sales activity.

The Employe-Employer Relations Clinic, with attendance restricted to station managers and owners, will be held in the afternoon. The Employe-Employer Relations Committee, of which John Elmer, WCBM Baltimore, is chairman, will meet in the morning. Richard P. Doherty, NAB department director, and David J. Farber, department economist, will take part, with Mr. Doherty as moderator.

Panel participants include Frank K. White, CBS; Ernest de la Osa, NBC; Harold Exxon, WWJ Winston-Salem; C. L. Thomas, XXEX St. Louis; Herald Jacobekend, AAA; Samuel Ganz, assistant to Deputy Administrator, Wage & Hour Division, Dept. of Labor, who will be available for consultation during the convention; Ivar H. Peterson, of the NAB legal staff.

Royal V. Howard, Director of Engineering, will conduct the all-day engineering conference. Participants will include O. B. Hanson, NBC; Paul A. deMers, consultant; John Colvin, ABC; George Porter Houston, WCBM Baltimore; Alfred E. Towne, KSF San Francisco; Dixie R. McKee, consultant; George P. Adair, consultant; George E. Sterling, FCC Chief Engineer.

Mr. Howard announced that the NAB Recording and Transcription Standards Committee would meet in Room 15, Convention Hall, at 2 p.m. Tuesday (Sept. 16).

WNWB Uses 2 Microwave Links to Produce Remote TRANSMITTING of the 10th Annual Horse and Pony Show. The microwave links were produced in suburban Sullitd, Md. a fortnight ago by WNWB, NBC's Washington video station, necessitated some special and unusual arrangements since the main transmitter is at the Wardman Park Hotel in the center of Washington.

The pickup site was flat but beyond the line of sight of the tower in Washington, so one microwave dish transmitted the microwave signal from the mobile unit to a tall water tower away from the city. From the tower, a second microwave dish beam the signal to receiving parabola at the Wardman Park tower. On previous pickups, a line to a microwave transporter parabola at an advance point beamed at the WNWB tower has been enough. The station said that to the knowledge of its engineering staff, this was the first remote-program over provision of which two microwave links were utilized, with portable equipment.

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest
Half-Hour Radio Show
Is Available!

It's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by
Marsh & Clappatt
Plymouth & De Soto
1. The Highest Hooper, six nights weekly, of any show in radio!
2. Biggest Free-Wheelin' Full of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly of whom 87% are females, homemakers, etc.

The entire Pacific Coast, with the exception of Los Angeles market, is immediately available.

JOE HERNANDEZ AGENCY
954 So. La Brea St.,
Los Angeles 36, Calif.

BROADCASTING • Telecasting

SEPTEMBER 1, 1947 • PAGE 67

SPEARHEADING THE PROGRESS OF FM

WASHINGTON DC

RADIO'S BEST BUY IN THE NATION'S CAPITAL

EVERETT E. BILLARD

1717 F STREET, N.W.

A STRATEGIC SPOT

BROADCASTING

KFDM

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET...

Beaumont, Port Arthur, and Orange... your sure shot is KFDM!

BEAUMONT, TEXAS

520 KC

600 WATTS

FREE & PETERS, INC.

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.
Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WOKO

(Continued from page 20)

it is to be made public and filed with the docket involved. It also is to be appended to a relative proposed decision.

Three Exceptions

The recommended decision of the hearing examiner, Jack P. Blume, in the Albany proceeding was adopted by the Commission as its proposed decision with but three exceptions. All of these related to suggested operation of the WOKO facilities by the proposed grantee, Governor Dongan Broadcasting, in the same manner sought by Joseph Henry Broadcasting. The form of the recommended decision, outlined in the amended rules (Sec. 1851 (d) ), follows the usual proposed-decision format by embodying a preliminary statement, findings of fact, and conclusions and recommendations.

There are instances in the findings where credibility of testimony was questioned and certain conflicts in the evidence were resolved. This was done through detailed footnotes and citations. These features of the recommended decision system were stated by FCC to be generally possible now as the person presiding at the hearing would also prepare the report.

The recommended decision was handled quickly. It was completed only eight working days following conclusion of the hearings and within another two days had been acted upon by the Commission.

Van Curler Plea Excluded

Conclusions of the Commission's proposed decision specifically excluded the consideration of objections by Van Curler to legality of the proceeding. Van Curler last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO, had petitioned for immediate disposal of its request for the WOKO facilities. But in April of this year, the Commission in memorandum opinion denied this petition and opened the field until June 1 for acceptance of competitive requests. [Broadcasting, April 14]. It was in this period that Governor Dongan and Joseph Henry entered.

Regarding Joseph Henry the conclusion stated that on the record "it cannot be concluded that the public interest would be served by granting" the requests. "The principles of this applicant," it said, "Deuel Richardson, its president, treasurer and a director, and Raymond Curtis, its majority stockholder and a director, are, and have been, officers and directors of WOKO Inc., and as such, they are legally responsible for the fraudulent representations to the stock ownership" found by the FCC in the WOKO renewal case.

In developing this point further the report said that neither "are there any assurances that applicant corporation under this same management can be relied upon to accurately report pertinent facts to the Commission in the future." The report continued that in Joseph Henry's very first document, its application for construction permit, "there is misrepresentation and false statement under oath." Reference is made to an exhibit "which purports to be the text of a resolution adopted by the applicant's board, and it was stated that the "record shows that no meeting" was held on the specified date nor was a "resolution in the form set out...ever adopted" at any time. In addition, the report cited that the firm's corporate minute book, "a most important corporate record, is replete with inaccuracies and omissions."

Report Slaps Curtis

Then entering a discourse on the qualifications of Mr. Curtis, two-thirds owner of Joseph Henry, the report stated that there "would still be no reason for preferring." Joseph Henry over the others "even if the above facts were not present." It continued that even aside from the local ownership issue Mr. Curtis being termed a non-resident—there was the more important consideration of "the complete indifference to both the community and to the proposed station which has been exhibited by Curtis." The report said this indifference had pervaded Mr. Curtis' past association with WOKO and WABY and that he "has clearly indicated that his future connections with the community and station will be the same as in the past."

The Commission curtly summed up its stand: "In view of what may properly be characterized as Curtis' attitude of crass indifference to any of the obligations inherent in his position as a director of a licensee corporation it can hardly be expected that he would discharge these obligations with the zealousness and conscientiousness which may reasonably be expected of officials of broadcast licensees."

CP Application Sidetracked

At the examiner's request, a memorandum of law was submitted by the FCC general counsel relating to Sec. 319 of the Communications Act of 1934. This excludes Commission authority over the Joseph Henry request for a license to operate the present facilities of WOKO. Shortly before the close of the hearing the applicant submitted another request, asking for a CP instead. This was not
Five AM Outlets Authorized Including Two for Torrington

FIVE NEW local standard stations and two 1 kw daytime-only outlets were granted construction permits last week by the FCC. Two of the authorizations went to Torrington, Conn., 27,000 population.

James F. Alexander, Chief Justice of the Supreme Court of Texas, would have liked to see his group receive the new 1 kw daytime grant on 1370 kc at Austin, Tex.

The Litchfield County Radio Corp. was granted 990 kc, 1 kw during weekdays and Saturdays. While the Torrington Broadcasting Co., former proposed grantee, was awarded 250 w, unlimited hours, on 1490 kc.

The new AM authorizations, and respective ownerships are:


Quincy, Fla.—Quincy Broadcasting Corp., 560 kc, 2 kw, unlimited. Principals: Richard J. Gardner, attorney, president and 13% owner; Joe Wieden, vice president; J. M. Wieden, director; E. R. Holbrooke, chief engineer; and R. A. McAvoy, incorporated owner.

San Juan, P. R.—Electronic Enterprises Inc., 1600 kc, 250 w, unlimited. Joseph Henry, owner and president.

It's OK, pal—WFDE isn't broadcastin' dis figh.

Five AM Outlets Authorized Including Two for Torrington

Principals: Virgie H. Meador, maintenance technician of CAT television station; William D. Barden, president; and Fred Arrington, vice president; both of Richmond, Va. The application was filed on 1340 kc.


The San Juan, P. R.—Electronic Enterprises Inc. is 1600 kc, 250 w, unlimited. Joseph Henry, owner and president.

Torrington, Conn.—The Torrington Broadcasting Co. Inc., 1450 kc, 250 w, unlimited. Principals: Joseph R. Schifini, owner, president and 60% owner; Frederick Arrington, vice president; and E. W. Roper, secretary-treasurer and 2 kw, unlimited. Principals: R. A. McAvoy, incorporated owner; J. J. Zimberedo, president; and R. A. L. Wilson, president of the Wilson Co. and Wilson Fertilizer Co., secretary-treasurer; 25%: George L. Henderson, vice president of the Lewis Bank, 25%; and Frederick T. McAvoy, president of the McAvoy Co.

The loss in Curtis stockholders of Nestle's Milk Products, secretaty 49%, and his wife, Elizabeth, treasurer 13%.

Joseph Henry. It was said that many not only might transfer to WABY Albany when it separates ownership affiliation with WOKO, but also to the other three outlets under construction there, plus the proposed Governor Dongan station.

FCC also pointed out that Mr. Curtis would not suffer financial loss in the denials to Joseph Henry, since his total investment in WOKO to date has been $80,000. "He expects to realize approximately $150,000 if the corporation's assets are liquidated." His WOKO dividends over the years further were noted.

Local Ownership

With reference to Van Curler and Governor Dongan FCC based its decision on integrated local ownership and operation. The report found that five stockholders of Van Curler, representing 53% ownership, were non-resident and hold business interests in four other states. "In contrast," the report went on, "each of the 38 stockholders of Governor Dongan *** is a long-time resident of the Albany area and most are prominently identified with that community and its civic life."

Governor Dongan is headed by James T. Healey, president and 18.7% owner, who has been associated with radio in the Albany area since 1932. He is director and 5.3% owner of WSNY Schenec- tady, but proposed to give up that interest should Governor Dongan be granted.

The engineering condition of the proposed grant to Governor Dongan provides that the applicant within 60 days file a modification of its request to specify the nighttime directional array proposed by its competitor, Joseph Henry. This would effect complete coverage to

Five AM Outlets Authorized Including Two for Torrington


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All of the grants involve engineering conditions excepting those made to Electronic Enterprises and Torrington Broadcasting.

Torrington Broadcasting earlier had been recipient of a proposed grant for Torrington in a competitive proceeding with Holland Broadcasting Corp., Danbury, Conn. [BROADCASTING, March 10]. Berkshire subsequently amended its request and was granted a new license there on 1340 kc, daytime only [BROADCASTING, June 30].

Master Antenna System For Apartments Devised

RCA VICTOR engineers have devised a master antenna system for apartment house television and other multiple dwellings that is now ready for commercial use, the engineering committee of RCA Television Broadcasters Assn., Inc., reported last week.

System is known as the RCA Television-FM-AM Antennaplex System. It provides for standard radio, shortwave and FM reception, in addition to video reception, RCA officials said.

BROADCASTING • Telecasting

Office in Chicago New York • Detroit
St. Louis • Los Angeles
San Francisco

To serve properly a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.
WINR (Continued from page 80) advance, to the Associated Press for the news service to be furnished hereunder, the assessments as fixed and apportioned from time to time by the Board of Directors of The Associated Press, as provided in the By-Laws thereof.

Well, here's that principle of the Boston Tea Party again. "Assessments as fixed and apportioned" for radio stations by a Board from those stations, as much, are barred! And the only remedy any radio station associate member is granted in the contract is to resign from AP and to get out within seven months of the contract, this puts radio in the role of step-child with a vengeance.

3—Article Five of the contract specifies: "The news service may not be suspended except by reason of . . . the suspension or expulsion of the Member for cause, as provided in the By-Laws of the Associated Press."

WINR certainly will not permit its possession to be suspended or expelled from The Associated Press under any set of by-laws written for radio stations without participations and right to vote on those By-Laws by proper representatives of the radio industry.

4—Article Six of the contract reads: "The Member shall promptly furnish the Associated Press, upon request, all the spontaneous materials available to the Member in the Member's district which is fixed as the said city in which the Member's radio station is located and the territory adjacent thereto within a radius of thirty miles."

This may be perfectly reasonable demand upon a full member of Th Associated Press. It is certainly an unwarranted obligation to put it upon an AP station which doesn't have a genuine membership. WINR might be quite willing to comply with this provision if it had a full membership in AP, with rights equivalent to the rights of newspaper members who have agreed to this provision. But as an associate member, with no voice in the councils of the Associated Press, we see no reason why the news developed by the WINR News Department should be handed over to The Associated Press, as requested.

5—Article Eight of the contract reads: "In the event that any of the terms and conditions of this agreement shall be or become contrary to or inconsistent with the By-Laws of The Associated Press, the By-Laws shall prevail."

This is close enough to a well-known provision of AFM contracts to have been written by Jimmy Petrillo, himself.

6—In the first paragraph of the contract it is specified that WPX shall be "hereinafter called the 'Member.'" In a brochure issued by AP, this statement is made: "Radio broadcasters who insist upon placing the indelible stamp of quality upon their newscasts now have an opportunity of saying to their listeners: 'This station is a member of The Associated Press.'" Furthermore, I have heard one radio station announce: "This station has become the first FULL member of the Associated Press in the radio field."

None of the above statements is strictly true and one of them is not only misleading, but false. If WPX had accepted the contract you sent me, it would have announced, in strict accuracy: "This station is an associate member of the Associated Press."

None or all of the above statements is strictly true and one of them is not only misleading, but false. If WPX had accepted the contract you sent me, it would have announced, in strict accuracy: "This station is an associate member of the Associated Press."

For all the above reasons, WINR is compelled to decline the associate membership offered.

WINR now has a contract for the purchase of Press association news which is in effect until August 5, 1951. For the duration of that contract, we prefer to remain strictly as purchasers of the Press Association service; a client, rather than an associate member.

I remember that you once told me that Press Association contracts would be honored by the Associated Press until their normal termination, that you would not wish to re-negotiate his contract on the basis of associate membership and I am assuming that WINR's present contract will remain in effect until its stated expiration date.

Gram, I am genuinely sorry I cannot go along with you on this and I hope that one day soon WPX will work out a plan that will establish a condition of membership a proper partnership of newspapers and radio stations in The Associated Press.

E. R. Vadeboncoeur, Vice President WINR Syracuse 8, N.Y.
Aug. 8th, 1947.

Research Bureau Enters Into Transcription Field

NATIONAL Research Bureau Inc., Chicago, a sales organization specializing in services to radio stations, this week announced its entry into the transcription field.

Frank R. Kendall, executive vice president and merchandising director, said the firm's new transcription plan would permit small, independent producers to get national distribution on their open end programs without the expense of maintaining a sales organization. The firm already have several hundred programs of all types available and expect to increase the library substantially," he said.

Mr. Menser

WBLW, NBC affiliate in Louisville, has made a deal for the assignment of New York station WOR. The WOR case was made by Mr. Menser for WBLW.

Menser Buys New Lake Worth Outlet

FCC Asked to Approve Transfer Of WBLW, Assigned 1490 kc.

CLARENCE L. MENSER, who signed Aug. 1 as NBC vice president in charge of programs, has purchased WBLW Lake Worth, Fla., new local outlet under construction, for $10,214.07. Deal is subject to FCC approval.

The application tendered for filing by the Commission requests consent to transfer of control of Lake Worth Broadcasting Corp. Inc., WBLW permitted, from present owners to Mr. Menser. The former NBC executive has owned and operated agricultural properties in the region for some years and is familiar with the Lake Worth area.

Lake Worth Broadcasting is composed of: James K. Edmundson, president and 40% owner, who must retire to only a light practice of law on the advice of his physician; his wife, Charlotte Edmundson, vice president and 10%; Frank E. Knutti, secretary-treasurer and 40%; and his wife, Elaine Knutti, 10%. The transaction requires that Mr. Menser make an employment agreement with Mr. Knutti as station manager for a year and renewable on certain conditions.

The $10,214.07 is to be held in escrow pending FCC approval of the transfer. At this time the sum will be paid to Mr. Edmundson who in turn will pay a note of $1,618 made by Mr. and Mrs. Knutti for purchase of their stock; and likewise $1,400 to pay a note made by himself and Mr. Knutti. Mr. Edmundson will retain the balance to cover his stock and that of his wife, plus his advances to the firm.

WBLW is assigned 1490 kc, 250 w, unlimited.

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B. Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg
CHICAGO 4, I.L.: 228 S. Wabash Avenue

Page 70 • September 1, 1947
TV Outlets Owned by Papers Talk Chicago-N.Y. Network

OFFICIALS of newspaper-owned television stations, meeting at the Palmer House in Chicago Aug. 28-29, urged immediate formation of a network to supply both television communication and programming for major cities between New York and Chicago. At the same time, the group emphasized that stations themselves would have no financial interest in the formation of such a network which, the television executives agreed, would result in a tremendous demand for television in smaller communities.

Envisioned was a network of microwave and multiplex relays that would connect New York and Chicago via Albany, Cleveland and Detroit, via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis.

This was predicated on information supplied in a surprise appearance before the meeting of E. C. Ziesel, sales manager of the Communication Division of Western Union in Chicago.

Mr. Ziesel revealed that Western Union had progressed sufficiently in plans outlined earlier in television hearings before the FCC that such a network would be available in six months.

He said that Western Union's projected microwave teletype network provided 1900 channels, of which several hundred would be over and above the company's needs.

"These surplus bands we propose to sell," he explained.

He described the physical characteristics of the microwave relays as using the super frequencies between 3,000 and 6,000 mc, with towers 30 to 120 feet high located from 30 to 60 miles apart.

"The sites have all been acquired and material ordered," he added.

Western Union's present plans call for microwave systems between the above named cities, with service to any subscriber desiring to establish television stations in cities along the route.

The company would supply service to video broadcasters or to networks either on a leased basis or for short intervals. Such a service would be offered at rates sufficiently low to encourage further applications for television licenses, Mr. Ziesel said.

Kenneth Stowman, general manager of WFIL-TV, Philadelphia, engineer television station, said broadcasters urgently need the services and variety of programming which could be attained only by network television.

Representatives of AP, UP, INS and Acme told the group that their services could supply 16 to 35 mm newsreels as well as copies of wire-photo and contact prints of news pictures, representation as part of television news broadcasts.

Purpose of the meeting, called by the Philadelphia Inquirer, was to explore mutual problems that would arise in the event of network television and operated television stations.

These, Mr. Stowman said, included studio lighting (incandescent vs. fluorescent lamps), live vs. film programs, production techniques, studio construction, microwave links for remote pickups, selling and programming, Zoomar lens and its use in television, rate structure, microwave needs for obtaining continuing studies of television audiences according to income.


Five Film Stars in New Production-Station Firm

FIVE movie stars have combined with Arthur Kurlan, radio producer, to form Radio Repertory Theatre Inc., Hollywood, with plans for regular dramatic series. Stars include Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy, Ray Milland, with increases up to nineteen.

The aim is to broadcast previously unavailable properties, make recordings, purchase and develop story properties, produce radio programs, and possibly purchase and operate stations.

They Say...

"DESPITE all these . . . drawbacks, some 60 advertisers are sponsoring television shows and foot heavy bills to get experience in television methods and franchises on the best broadcasting time—all in preparation for the inevitable day when television finally fulfills its early and greatly publicized promise. And as receiving sets sell, advertisers will be brought in, the program will be developed, station will be built.

At least, this is the hope of the television people and it seems to be working out that way."


"JAMES CAESAR PETRILLO has reserved a notice on the broadcasting companies which is simply a holdup . . . The absurdity of this demand (that musicians be paid double if same broadcast is aired over AM and FM stations) is illustrated by the fact that relatively few families have FM receivers at the present time, that most of them have the other kind as well, and that nobody is going to get the same program simultaneously on two different types of receivers in the same house. In other words, there will be just one broadcast in every house as there was in the past, and the 'service' of the musicians in the studios is not doubled thereby. It is not changed in any respect."

From editorial on "Mr. Petrillo and FM Broadcasts" in The Bridgeport (Conn.) Post.

"YES, THE SCIENCE and art of the radio has gone far. Now, instead of two chieftains in every pot, or two cars in every garage, citizens accept two radios in every home, or one in every room, without much thought. Every girl wants to take a radio-phoned back to school. It provides entertainment and a way of entertaining. It provides knowledge and soft music while gaining knowledge.

Also, if you are a new student, it's one way to get into the swim and make friends easily . . ."

From article headed "A Radio Set Is a Must for College" in Norfolk Virginian-Pilot, Aug. 17.
**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, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

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**Help Wanted**

Excellent opportunity for woman com-

Wanted—Announcer who can write copy and who knows as much about selling radio time. Mutual affiliate in south-

Wanted—Salesman who can qualify as an affiliate in the south.

Wanted by newsreel service long subscribed by New York daily newspapers: Salesman of high standing and wide con-

Wanted—Drawn account against 15% established network affiliate, large market, give complete details on experi-

Wanted—First class engineer. Write, In-

Wanted—Unusual opportunity offered dynamic radio salesman, hard worker. Two-year experience. Good

SPORTS SHOW FOR SALE!

We will sell 78 recordings of the acclaimed, smash, all-sports show you've ever heard. Researchers and writers readily at your service. The Narrator and producer will put them over like nobody's business. The cus-

MIAMI, FLORIDA

WWPB, Miami's newest AM-FM station, is now se-

-—WANTED (Cont'd)

Help Wanted

General sales manager for new 250 watt station WCBS granted in Amsterdam, New York. Must have local station experience and executive ability, but must also have the desire to Thales push. Must be young, energetic, and ambitious for the future. This is a terrific position for the man who wants a title. Please write to Arthur Carter, WCBS, 119 Stewart St., New York 13, N. Y.

Announcer-engineer south Alabama station wants announcer-engineer who can run ad-shots and do a good job on news. Please write, wire or call, Tullie K. B. L. Moore, WEJF, Brevard, Alabama, telephone 555.

Unusual opportunity for woman writer! Here is a position for talented, thoroughly experienced woman to write daily news stories and fill other duties. Must be experienced in developing drama, writing scripts, radioCom, Tele-

Salesman—Drawing account against 15% established network affiliate, large market, give complete details on experi-

Good announcer with experience wanted by progressive Mutual station. Excellent salary right man, no training, please. Send radio audion disc with first letter. Box 376, BROADCASTING.

Program director with announcements experience wanted for new station in rural south.

WANTED—First class engineer. Write, In-

Chief engineer to supervise construction and installation 250 watt local station just granted in Amsterdam, New York, and become regular chief operating en-

SALES MANAGER WANTED

new 250 watt Independent in Georgia.

Cleveland market. Should be exper-

oped, have proof of ability. Send

story to WRSB, Radio Center Bldg.,

Cedar-Lee, Cleveland Heights, 18, Ohio.

COMмерCIAL CONTINUITY & SERVICE. Miami AM-FM operation wants man in late twenties or early thirties to handle commercial continuity and sales service for at least three years at the radio station. Must have excellent sales ability and ability to handle commercial continuity and sales service for at least three years at the radio station. Must have excellent sales ability and ability to handle commercial.
Situations Wanted (Cont'd)

Good station can always place a good man with fresh ideas and disc show with new ideas. Good man gets his tastes satisfied. Desires progressive, fast moving stations. Not interested in local area. Has progressive, fast moving background. Desires a position where he can put his ideas into effect. Desires a position where he can make his contribution and have it recognized. Desires a position where he can make his mark.

Situations Wanted (Cont'd)

Control room operator. Few months experience on turntables, recorders, con- ditioners. Has been asked to make offer. Anywhere in east. Box 360, BROADCASTING.

Transmitter and control room operator, reliable, married, presently employed at leading station in midwest. Desires change as chief announcer-director-producer. Would like to work at West Coast. Box 362, BROADCASTING.

14 years New York radio. Thoroughly experienced as engineer, manager, ad- minister. Excellent background and experience. Box 375, BROADCASTING.

Thoroughly experienced announcer who understands radio. Wants to work in pro- duction department. Box 364, BROADCASTING.

FM engineer, MS(EE), senior member IRE, eight years FM and Radar experience including designer, builder, designer, FM station. Box 367, BROADCASTING.

Chief engineer, fifteen years experience in broadcasting. Know installation, operation, supervision of personnel, pictures, regulations. Prefer one to ten kw in FM or AM. Box 356, BROADCASTING.

Nine years radio experience. Excellent record. Box 358, BROADCASTING.

Program director—stereophonic ten years experience in largest advertising agency of its kind. Portions of experience in northeast, northcentral, or northwest. Box 372, BROADCASTING.

Program director. Strong on production and idea ideas. Box 374, BROADCASTING.

Obstetrician for radio stations. Complete management, sales, programs. Box 373, BROADCASTING.

Manager—Now with station he successful in management, sales, and programming. Box 375, BROADCASTING.

Announcer—3 years' experience, veteran. Will work anywhere. Box 379, BROADCASTING.

Brilliant disc jockey, rowdy, amusing, and a natural leader. Box 381, BROADCASTING.

Chief engineer, college graudate E.E., electronic research, regional broadcast management, engineering, construction, operation. Box 382, BROADCASTING.

Experience salesman presently em- ployed, desiring change to large city. Will work for either Ohio or Michigan. College graduate, single, hard worker. Excellent record and references furnished upon request. Box 384, BROADCASTING.

Chief engineer, college graudate E.E., electronic research, regional broadcast management, engineering, construction, operation. Box 385, BROADCASTING.

N.B.C. producer-writer, thoroughly ex- pected all phases, single. Seeks position occasionally. Box 387, BROADCASTING.

Newspaper editor. Editor of 5-edition daily newspaper. Formerly announcer on leading record station (to be removed). Box 389, BROADCASTING.

Capable radio-trained veteran. Single. Desires opportunity to work with writer, newscaster or announcer. Any location. Box 390, BROADCASTING.

FOR SALE

Transmitter Equipment

RCA 1-0 and 5 kw amplifies—mod. and free as far as known. Pan - tower and misc. equip. For full de- tails write Chief Engineer, KDS, Des Moines, Iowa.

BROADCASTING • Telecasting

FOR SALE

Outstanding Radio Station

Price $1,500,000.00

One of the Nation's greatest stations...long established in an excellent and growing major market. Valuable network affiliation, national acceptance and splendid local position. Cash and quick assets of approximately $450,000.00 go with sale.

Excellent property has for years earned consistently large profits. Indicated 1947 net profits before taxes in excess of $300,000.00. This station is well equipped, well managed and has one of the best potentials in radio. Future plans have been well thought out in technical development. Approximately $500,000.00 is required as down payment. Financing can be arranged.

Write

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
1141 New Hampshire Avenue, N. W.
Radio Station Brokers

SAN FRANCISCO
1100 California Street
Radio Station Brokers

SOUTH BETHESDA, MARYLAND
325 Montgomery

BROADCASTING • Telecasting
Broadcasters Guild Offering Preview Plan to Broadcasters

BROADCASTERS GUILD INC, which launched a new program exchange service July 1 [BROADCASTING, May 19], is inaugurating a plan for soliciting new members who would pay a small fee to join a preview board whose principal job would be to discover premium transcribed shows that could be sold to local sponsors.

The plan, outlined in detail in a letter to broadcasters not located in cities where Broadcasters Guild already has subscribers, provides that preview board members would have the privilege of applying their membership fee toward the purchase of any of the previewed programs they might want.

Letter asks potential subscribers if they "would pay a small membership fee annually to have a preview of from 12 to 25 transcribed programs which might be available to you exclusively for sale or sponsorship in your community...?"

The Broadcasters Guild, the letter continues, "would send you programs for audition—either liked one or more of them, you could buy them and apply your membership fee toward the purchase. If you pay for a certain program, send it back, without obligation. If, after 12 months' time, you auditioned all the programs sent you...by the Guild, and you purchase none of them, the Guild would refund your fee."

Prompts Auditions

The Guild in turn, the letter points out, would expect those participating in the preview plan to "audition promptly and report immediately on shows...tent for you preview, is building your estimate of the program's quality and suitability for your station, and your suggestions or criticism of the technical detail."

For Sale (Cont'd)

For sale—General Electric wire recorder, good condition, spools of wire $250.00, Contact Hal Shude, Manager, KOOG, Cocoa Bay, Oregon.

For sale—Radio type 475-A frequency monitor. Type 6K1-A frequency stabilization meter included. $450.00 takes both. Electronics Service, 1112 N. Irvine, Arlington, Va.

For sale—Wire recorders—One General Electric Model 51 wire recorder, Excellent condition. Complete with mike, deck assembly, power cord and 3 extra spools of wire. Operation guaranteed. $525.00. For the General Electric Model 51 wire recorder used, but in good condition, with deck assembly and 4 spools of wire. Operation guaranteed. $50.00. Box 301, BROADCASTING.

For sale—WE 25-B speech console, new, never unpacked. Box 383, BROADCASTING.

Western Electric 23-C console with WE rector rectifier unit. Good condition. Available immediately. $575.00. FOB, Portland, Oregon. Box 397, BROADCASTING.


Spool of wire, operation guaranteed. $15.00. FOB, Kansas City, Missouri.

For sale—5 kwp Model V45S gasoline generator, 110/220 volts, 60 Cps, single phase, air-cooled. $500.00. FOB, San Francisco, California. Box 368, BROADCASTING.

Retailer in new condition. Battery operated. Excellent for on the spot broadcasts. $350.00. WE 25-B, BROADCASTING.

For sale—56,000 feet N.B.S. 12 gauge copper sound wire, $25 per 100 feet. FOB Milwaukee, Wisconsin.

For sale—56,000 feet N.B.S. 12 gauge copper sound wire, $25 per 100 feet. FOB Milwaukee, Wisconsin.

Wanted to Buy

Wanted—One used 1 kwp transmitter, complete with power supply. Quote price complete with everything. M. H. Hanna, WICU, Ithaca, New York.

Wanted—Used AF or CP. Have $60,000. Finance company considering. Box 399, BROADCASTING.

Cash! For major market, good Hope, 1939. $7500.00. Box 389, BROADCASTING.

Wanted—Used 1 kwp transmitter or 1 kwp RCA amplifier with power supply; don't know what you want. Whichever, model, year. Box 395, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleistman, 31-31 T 30th Road, Astoria, L. I., N. Y.

Vivitron, National engineering service at reasonable cost. Antenna measurements, antenna, installation, equipment adjustment. Box 379, BROADCASTING.

KFW Say

IN A UNIQUE public service effort, KFW Philadelphia scheduled 102 spot announcements on safe driving for the long Labor Day week-end. Spots were scheduled for every half hour beginning Friday noon and continuing through Saturday night and for every hour of broadcast time on Sunday and Labor Day.

Announcements began with "Confucius Say" and continued with words of wisdom about safe driving.

Typical announcement: "Confucius say: Better to have two feet on the ground than six feet under. Drive carefully!"

Staff Realignments

REALIGNMENT of staff personnel at WFCI Pawtucket-Providence, R. I., was announced last week by WFCI Vice President, Glenn Walker, general manager of the station. David W. Brooks, formerly a WFCI announcer, was named program manager, and William G. Weston, also a former staff announcer, was made head of the production department.

Christopher Schenkel, former announcer with WKBU Richmond, Ind., has joined WFCI as an announcer.
members also attended than went to any other meetings. Among
attending stations an average of two
staff executives attended the NAB
convention—whether the manager
went along or not.
NAB regional meetings (84%) and
district meetings (76%) ranked
second and third respectively in the
roster of meetings to which
station executives are invited. Both
are well attended by top executives
(70% and 75%) and by other staff
members. Although 65% of the
stations are invited to attend
meetings sponsored by educational
institutes, only 16% of the
managers reported personal attendance
and only 37% indicated attendance by one or
more other staff members.
Invitations to attend network
sponsored meetings were extended to
59% of the stations (consistent
WITH station managers showing
signs of conventions), BROAD-
CASTING decided to devote the
ninth ballot in its series of surveys
to industry feeling on the subject
of conventions. A representative
sample of station managers was
selected by Audience Surveys Inc.
Questions were submitted in July.
The results indicate just how they
feel about industry conventions.
with the fact that many members
of the panel are not network
affiliates), and were attended by 75% of
the managers invited, as well as
additional staff members sent by
57% of the stations (averaging
attendance by 1.7 persons per
station).
State or regional broadcasting
association meetings are also
attended by top management
(71%) with 52% of stations
invited sending along other
staff members.
FMA meetings, to which 53% of
the stations are invited, are
attended by only 11% of the
managers invited, with 11% of
stations sending other personnel.
While approximately half of the
stations (52%) are invited to
attend technical or manufacturers’
expositions, only 14% of the
invited managers attend, but 43%
authorize other station representatives, presumably engineers.
Only 31% of the stations re-
ported that they had been invited
to attend advertiser or agency
association meetings within the last
d二十五 months. Of these, 45% of
the managers went to the meetings
themselves and 38% either took
along or sent other staff members.
12% of the managers invited
to attend television sessions (30% of
the total panel) attended, with 19%
sending other staff members.
Half of the managers invited to
attend NAB Special Committee
meetings (28% of all stations)
tended, and 22% sent other
executives.
The next question asked the
panel to evaluate these meetings on
two counts—what value they
themselves and their stations got out of
them; and what value they pro-
duced for the industry as a whole.
“How would you rate the value
of these meetings— to you and your
station?” (See Table III.)

TABLE III

<table>
<thead>
<tr>
<th>Listed in Rank Order</th>
<th>% Repeating</th>
<th>% Giving</th>
<th>% Giving Fair</th>
<th>% Giving Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network sponsored meetings</td>
<td>61%</td>
<td>71%</td>
<td>23%</td>
<td>6%</td>
</tr>
<tr>
<td>NAB district meetings</td>
<td>79</td>
<td>64%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>NAB regional (area) meetings</td>
<td>73</td>
<td>56</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>Technical or manufacturers’ exposition meetings</td>
<td>55</td>
<td>53</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>NAB special meetings</td>
<td>34</td>
<td>53</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>NAB convention</td>
<td>84</td>
<td>50</td>
<td>43</td>
<td>7</td>
</tr>
<tr>
<td>FMA meetings</td>
<td>28</td>
<td>32</td>
<td>39</td>
<td>29</td>
</tr>
<tr>
<td>Educational institute meetings</td>
<td>49</td>
<td>27</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>TBA or other television meetings</td>
<td>23</td>
<td>26</td>
<td>39</td>
<td>35</td>
</tr>
</tbody>
</table>

Although there were other shifts
in rank position when the broad-
casters judged the meetings on
a “value to the industry” basis, they
were relatively minor: state or
regional broadcasting association
meetings dropped from 4th place
in “good” direct station value to 7th
in “good” industry value; adver-
tisers or agency association me-
etings dropped from 6th to 8th place;
and educational institute meetings
from 10th to 11th.

For the network sponsored
meetings, all meetings and
topics were rated higher in value
to the industry than to stations
directly.

Paper Heralds WCLT
A 16-PAGE SUPPLEMENT of the Aug. 2 issue of The Newark (Ohio) Advocate was devoted to
articles, pictures and advertisements
relating to the opening of the
newspaper’s FM station, WCLT, which is operating on
100.3 mc with 8.5 kw. Ohio’s govern-
or, Thomas J. Herbert, joined
Frank Spencer, president of The
Advocate Printing Co., publishers of the Advocate, in formally
dedicated the station Aug. 7. Pro-
gram was aired at 7:15 p.m. Gen-
eral manager of WCLT is Tom
Rogers, former head football coach
at Denison U., who served with the
Navy in World War II and at-
tained the rank of commander.

Networks, Justice
(Continued from page 13)

four network presidents, Mark
Woods, ABC; Frank Stanton, CBS;
Edgar Kobak, MBS; Niles Tram-
mell, NBC.

Text of the Petriello reply fol-
lows:

International Executive Board meets
Sept. 8, 9 and 10 at Blackstone
Hotel, Chicago. Would be very happy
in having you appear before the board,
if you so desire, on the question of FM
and AM.

Attending the Thursday Dept. of
Justice conference for the networks were:
Frank White, vice president, and
Julius Brauner, general attoney,
CBS; Robert D. Swezy, vice
president and general manager,
MBS; Frank E. Mullen, executive vice
president, and Harry Ladner,
acting counsel, NBC; Robert E.
Kintner and Joseph A. McDonald,
vice presidents, ABC.

Gilbert Resigns

RESIGNATION of Dick Gilbert,
program director of the Sun Coun-
ty (Ariz.) Network for the
past year, was announced last week.
Mr. Gilbert, who was a featured
reporter on KNX in Los Angeles
for four years before joining Sun
Country, will transfer to other
radio work. The network’s sta-
tions in Phoenix and Tucson were
originally scheduled to begin this
month, but construction has been
delayed.

ANOTHER FIRST
for
Atlanta’s
Most Progressive
Station

WBGE
WBGE-FM
Atlanta’s First Fulltime FM-Station
93.5 Megacycles
LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel
Mike Benton, Pres.
Maurice Coleman, Gen. Mgr.

GENERAL BROADCASTING COMPANY

September 1, 1947 • Page 75
RCA to Aid Other Video Set Makers

Details of Plan to Give TV Industry Boost Told At Clinic

By HERMAN BRANDSCHAIN

TELEVISION INDUSTRY was given an unprecedented shot in the arm last week when RCA Victor not only invited other manufacturers to compete in the production of receivers but offered to help them get started.

The offer was made at a clinic attended by representatives of 90 top layer executives representing 35 radio and television manufacturers last Wednesday and Thursday in the Warwick Hotel, Philadelphia. Field trips were made to RCA plants in Camden, N. J., and Lancaster, Pa.

The meeting was held only a few weeks after the top command of NBC, an RCA subsidiary, was realigned so that Niles Trammell, NBC president, and Frank Mullen, executive vice president, could devote more time to television, and was interpreted as another step in the all-out drive of RCA to pour its resources into the television industry.

Folsom Keynotes

Speakers at the clinic emphasized that the problems of television are difficult, yet not insurmountable, and the future is great.

Keynote was sounded by Frank M. Folsom, executive vice president of RCA in charge of RCA Victor Division. After explaining RCA wished to share its experiences with the manufacturers, all of whom also were licensees of RCA, Mr. Folsom said:

"Television will continue to develop and blossom into one of the most enormous businesses this country has ever known. While the initial details may look discouraging, the future possibilities in the business are so overwhelmingly favorable that there should be no hesitation in your decision to get into television in a big way."

The extent to which RCA is willing to help its licensees get into television receiver manufacturing was set forth by Joseph B. Elliott, vice president in charge of the Home Instrument Dept. He disclosed that complete technical data on the RCA Victor 630-10S table model would be made available to licensees manufacturing the set.

He said further that RCA plans to continue to manufacture this model well into 1948, so that in launching others in variations of the set the company would not be embarking them on making sets soon to be obsolete.

Mr. Elliott outlined a seven-point program of RCA help for manufacturers who wish to get into receiver production: (1) Providing them with sample models of 630-10S at distributor's prices; (2) Furnishing them with the "Blue Book" containing the engineering description of 630-10S; (3) Giving them a bill of materials for every-thing in the set; (4) Supplying complete sets of drawings together with lists of vendors of parts; (5) Selling them RCA-made parts in unlimited quantities up to RCA plant capacity; (6) Permitting RCA vendors to use RCA-made parts to supply parts at the vendors' prices plus 10% to RCA for compensation for tooing expenditures; (7) Engineering assistance on 630-10S.

"We believe a large television market exists and that it will be for the best interests of the industry to have a great many more manufacturers in the field," said Mr. Elliott, and he added, "RCA welcomes your competition."

A picture of rapid expansion of television broadcasting facilities was presented to the manufacturers by Ted A. Smith, general sales manager of the RCA Engineering Products Dept. He pointed out that there are now 12 regularly-operating TV stations but that by the middle of October five additional stations will be televising, and by January there will be ten more for a total of 27.

He called attention to the fact that a number of the stations will be operated by wealthy newspapers capable of pouring great sums into programs, thus assuring a high standard of entertainment and audience acceptance of the medium.

Mr. Smith revealed that RCA has supplied eight television transmitters this year to stations, that production of transmitters has been stepped up to three a month and that this rate is expected to continue until the end of the year.

S. Nathan Lev, Home Instrument Plant manager, set forth the complexities of TV set manufacturing but at the same time dispelled "any impression that television production is a mysterious or difficult sort of thing."

Although the techniques of television set production are no different from those of radio manufacturing, he said, problems are more numerous because of the complexity of the video receiver. Because of the more complicated structure of sets, he said, the incidence of rejects is greater in television that in sound radio sets. He explained that more inspectors must be used along the routes of assembly lines. More testing equipment also is necessary, he stressed.

Repair Problems

William J. Zahn, manager of the Home Products Service Division of RCA Service Co., cautioned the manufacturers on repair problems. Because of the much larger number of replaceable parts in a television set, it may be expected to give 3 1/3 times as much trouble in maintenance, he said. For that reason, RCA started the policy of charging a fee when the set is sold to cover maintenance. He indicated that manufacturers would find it necessary to set up a maintenance service.

Among other speakers were: John K. West, RCA public relations director; Leroy A. Goodwin, manager of RCA Test and Measur-
ALL U. OF IOWA football games this fall will be carried on KSO Des Moines under sponsorship of the Central National Bank of Des Moines, which also sponsors high school basketball, Iowa Girls' State Basketball Tournament and Western Amateur Golf Tournament. On hand as arrangements were completed for football sponsorship were: Seated (1 to r.)—Frank M. Warner, chairman; Howard E. Croutte, president, chairman of board and president, respectively; standing (1 to r.)—Max Friedman, KSO account executive; Gene Shumate, KSO sports director, and A. T. Donhowe, Central National vice president.

22 FM Construction Permits And 11 Conditionsals Granted

CONDITIONAL grants for three Class A and eight Class B FM stations were authorized last week by FCC. Construction permits were issued for two Class A and 10 Class B outlets while CPs in lieu of previous conditions were issued to cover 10 Class B outlets.

The following grantees were two persons having interests in two different applications. Edward Ianelli, part owner of Cardinal Broadcasting Co., Palo Alto, Calif., Class A conditional grantee, also holds interest in Redlands Broadcasting Co., similarly awarded a Class A facility at Redlands, Calif. York Wilson, identified with Class B grantee of KWIN, Ashland, Ore., also holds major interest in Cincon Broadcast Co., successful Class B applicant in Cincon.

Two authorizations were made for cancellation of existing CPs and dismissal of relative applications. Rouge Valley Broadcasting Co., licensee of KWIN, Ashland, Ore., was granted cancellation of its FM CP because of inability to proceed with construction. L. B. Wilson Inc., licensee of WCKY Cincinnati, was granted authority to cancel its FM permit for a Class B station because of a combination of circumstances over which the permittee stated it had no control. Because of such, L. B. Wilson feels it wise to incur an outlaw for an FM installation and operation over a considerable period on a nonsustaining basis, the Commission reported.

The conditional Class A grants made by the Commission were: Palo Alto, Calif.—Cardinal Broadcasting Co., proposed Channel 249, 97.7 mc. Partnership: John E. Gurnick, operator of Horsehoe Room Restaurant, Burbank, Calif.; two-thirds owner, and Edward Ianelli, chief radio engineer, Electronic and Communications Co., Los Angeles, and vice-president of KWOAM Broadcasting Co., Redlands, Calif., also granted, one to Redlands, Calif.—Redlands Broadcasting Co., proposed Channel 280, 103.9 mc. AM applicant, L. B. Driscoll, secretary, and Edward Tannell, manager, proposed Channel 286, 102.7 mc. AM applicant, Robert P. Oron, manager, proposed Channel 286, 92.9 mc. AM applicant, Guy B. Severs Inc., also granted, one. WYMO—WGYMO Broadcasting Co., proposed Channel 3, 88.1 mc.

The conditional Class B grants: Miami, Fla.—Tropical Broadcasting Co., proposed Channel 259, 102.8 mc. Principal: A. B. Koehl, general manager and president of WQRB, Montgomery, Ala., also a partner of the same corporation. The applications were authorized for elimination of fill-in CPs with the same signal. Cypress Broadcasting Co., proposed Channel 260, 103.9 mc. AM applicant, Guy B. Severs Inc., also granted, one. WYMO—WGYMO Broadcasting Co., proposed Channel 3, 88.1 mc. AM applicant, Guy B. Severs Inc., also granted, one.

All of the conditional grants are subject to further review and approval of engineering details. In two cases FCC approved proposed frequency assignments in lieu of previous assignments. Lahare Broadcasting Co., licensee of KPAB Laredo, Tex., received Channel 243, 96.6 mc, for its new FM station. Likewise Nonpareil Broadcasting Co., licensee KSWI Council Bluffs, Iowa, received Channel 241, 96.1 mc, for KSFI-FM.

The following were authorized CPs in lieu of previous conditions:


The following were authorized CPs in lieu of previous conditions:


FCC last week also granted a CP to U. of Houston, Tex., for a new noncommercial educational FM station. Facilities: Channel 219, 91.7 mc, 5 kw, 260 ft.

Albany Station Agrees To Drop Its WNYS Call

PATROON BROADCASTING Co., Albany, N. Y., has agreed to forego use of the call letters WNYX as a result of formal protest by New York State to the FCC, according to Nathaniel L. Goldstein, the station's vice president.

The state contended use of the call would lead listeners to believe the station was either an official voice of the state or reflected official state government views. Petition was filed with the FCC June 9, with Patroon filing an opposition.
C. E. Hooper Offers Service to BMB

Would Involve Getting and Compiling Data On Listening

C. E. HOOPER has submitted to BMB a proposal that his organization be engaged to collect and compile the station and network listening data for BMB's next nationwide survey. He estimates he can handle this job for about half the cost figured by BMB, since the Hooper firm is experienced at handling radio listening statistics and since the processing of the BMB data can be fitted in with Hooper's other organizations. BMB would continue to handle the general functions of sale, publication, distribution and policing of the reports.

"If the broadcasters want the advertisers and agencies of this country to have complete radio station and network coverage in their possession, inside of one week," Mr. Hooper declared, "we believe that an organization like BMB should make it available. What we have to offer is a service which can be applied for radio stations individually or in groups and which will provide uniformly comparative information."

"And now we are making it available to stations direct," Mr. Hooper said, "it is our hope that our service will be acceptable to BMB which in turn, by organizing its underwriting, will be able to assure its listeners of all the stations and all networks in a convenient form."

Major part of the Hooper proposal is a suggested change in the questions on the BMB ballot to produce what he terms a "high standard" measure, that is, higher than the 1946 BMB study. This change and substitution for the ballot is an extremely difficult task. The testing and the new ballot are being prepared at a cost of $100,000, and will include an added, special feature which the author claims is an innovation in radio measurement—listener performance.

Says Principle Is OK

"If there has been expressed dissatisfaction with BMB's indexes," Mr. Hooper avers, "it is with the looseness (low standard) of the measurement, not with the principle of using a uniform measure of listener performance to express a radio station's or network's coverage. The fact of the looseness, which has caused some stations to limit their areas of effective service to those in which BMB reported listening by 50% or more, has been remedied by some simple changes in the questions used in BMB's 1946 study. Under a bold-face question—

"What radio stations do you listen to?"—running across the width of the ballot, BMB had three sections. The first asked respondents to list below: the call letters of all radio stations which you or someone in your family listen to at home—"at any time." In the second section, respondents were asked to check the number of minutes that they listen to each station and those check marks were translated into columns showing three or more, one or two, less than one, and never. Brooyn Test

Reporting on a test made last spring in Brooklyn, when the BMB form was checked with another ballot which omitted the first question and asked directly "to what stations do you and your family listen at least once a week in the daytime (evening)?" Mr. Hooper states that the average number of stations reported on the BMB ballots was 6.2, compared to 4.5 on the once-a-week form. On the once-a-week form, he explained, it was assumed that the listener had a selection of radio stations, which he could listen to, in columns showing three or more, one or two, less than one, and never.

Mr. Hooper则认为，“我们相信，像BMB这样的组织应该能够使它变得可用。我们提供的服务是能够应用于单个或多个电台的，能够提供一致的比较信息。”

“现在我们正在直接向电台提供这种服务，”霍珀先生说，“我们的希望是，我们的服务将被BMB接受，而BMB将能够保证所有电台和所有网络以方便的形式提供。”

主要部分的霍珀提案是关于在BMB选票上做出的改变，以产生他所谓的“高标准”测量，即高于1946年BMB研究的标准。这一改变和对选票的替换是一个非常困难的任务。测试和新选票的准备成本为10万美元，并包括一个特别功能，该功能被认为是广播测量的创新——听众表现。

“如果有人对BMB的指数表示过不满，”霍珀先生说，“那是因为测量的松散性（低标准），而不是它的原则是使用一致的听众表现测量来表达电台或网络的覆盖情况。事实是，由于BMB报告的听众率在50%或以上的电台存在松散性，导致一些电台限制其有效服务区域到BMB报告的听众率区域。通过一些简单的改变，可以在1946年BMB研究中采用在问题中使用粗体字——"你听哪些电台？"——从宽度上运行的问题，BMB有三个部分。首先，要求被调查者在下面列出所有你或你家庭成员在家中听的电台—"在任何时间。"在第二部分，被调查者被要求在每个电台前打勾，表示他们听的时间，这些打勾被翻译成在柱子上显示三或更多，一到两个，或少于一个的条形图。布罗科林测试

报告了一个在去年春天在布鲁克林进行的测试，当时BMB形式与另一份选票进行了比较，该选票删除了第一部分问题，直接问道：‘你和你家庭在至少一周的时间内，白天（晚上）听的电台有哪些？’”霍珀先生声明，平均每个电台被报告的电台数在BMB的选票上是6.2个，而一次一周的选票上是4.5个。在一次一周的选票上，他解释说，它被假设听众有可供选择的电台，他可以听，在柱子上显示三或更多，一到两个，或少于一个的条形图。
new 552-foot antenna tower planned for philco television station WPTZ

construction on a new 552-foot antenna tower at the transmitter of philco television station WPTZ Philadelphia has been started. The tower will be the highest structure in the Philadelphia area and one of the highest antenna towers ever built for television. It will quadruple the area served by the station and bring better signals to four million people. The tower will be triangular and so situated that one side will face the WPTZ transmitter in dav's control Philadelphia and other important points from which television programs originate such as shibe Park and Franklin Field.

another side of the tower faces toward Mt. Rose, N. J., intermediate relay station for the philco microwave television relay system linking New York with Philadelphia. Set in concrete foundation 19 ft. deep, the tower will be topped by antenna structure 49 ft. high, including three "turnstile" television broadcast antennas, and a three ft. beacon light at the 250 ft. level will be a platform designed to aid in research now being conducted by philco engineers on microwave television relaying and other communications at extremely high frequencies.

on the other hand there have been city areas in the shadow of tall buildings of downtown philadelphia or "shaded" by intervening hills where reception has been borderline. The new transmitter is expected to eliminate the weak areas.

2 outlets get underway Sept. 12 in rocky mount

WCEC AND WCEC-FM, new stations at rocky mount, N. C., will take the air about Sept. 12 or as soon as structural work on the tower is completed, it was learned last week. owned by josh l. horne, jr., publisher of the (rocky mount) evening telegram, WCEC will operate with 1 kw daytime on 810 kc, while WCEC-FM will begin with a six-hour daily schedule and 3 kw power on channel 264, 100.7 mc. stations for both are located at 115 N. church st. in rocky mount.

Melvin J. warner, formerly with the advertising dept. of the evening telegram, will manage the stations. Other staff members include raymond wilkinson, formerly with WMAQ Chicago, WKAY Key West, Fla., and WFRP Savannah, Ga., program director; warren palmer, previously with WGTG Greenville, N. C., chief engineer; bettie washburn, in charge of continuity and script; Grover Taylor and E. P. elmore Jr., engineers, and richard bradshaw, Bill ramsey and carl Lemm, announcers.

suits against WFL discretionary by court

A suit to stop WFL Philadelphia from broadcasting towers in Whiteland Township was dismissed last week by Judge william f. Dannewber in Montgomery County (Pa.) Court of common pleas, norristown.

The action was brought by g. Harrison Frazier, Jr., a nearby resident, attaching a zoning amendment which reclassified 60 acres of land from class A residential to industrial. He called the zoning change "arbitrary, unreasonable, discriminatory, unconstitutional, void," and said it constituted "spot zoning." The judge held the zoning amendment was constitutional and directed that Mr. Frazier pay litigation costs.

triangle publications, through WFL, also offered to give the township 11 acres of land in the plot and to donate $5,000 toward improving the land for a recreation center, an offer attacked by Mr. Frazier. Said Judge Dannewber: "to this offer was dishonest or corruptly made, but rather was made innocently, for the advantage of the young men of the township."

92 Plan to Attend CBS Promotion Clinic in N. Y.

CBS announced last week that 92 station managers and promotion managers have thus far accepted invitation to its promotion clinic to be held Sept. 8-10 at CBS new york headquarters. Indications are that this will be the biggest gathering of CBS promotion men yet held, the network said.

Scheduled speakers include Lowell thomas, Edward R. Murrow and howard P. Abrams, sales promotion director of the national Retail Dry Goods Assn. The clinic will be conducted by tom connolly, CBS program promotion director.

Pacific Campaign


speedy Service

ABC EXECUTIVES attending the NAB convention will fly to atlantic city in the network's recently-purchased airplane, a twin-engine Beechcraft piloted by frederick G. McNally of ABC's Station Relations Dept. The plane will operate in a shuttle service from New York, starting Sept. 12 and ending Sunday, Sept. 14, the network said. Mr. McNally is a former AAF lieutenant colonel.

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2. SAN ANTONIO OUTLETS
GET LICENSE RENEWALS

APPROVAL given Friday by FCC to license renewal of KMCA (1240 kc, 250 w) and KONO (1400 kc, 250 w), both San Antonio. AP had been cited on programming issues and over-commercialization. Commission also granted construction permit to KONO for new Class B FM station.

FCC conclusion in KMAC stated "examination of the evidence adduced in this proceeding" reveals that the licensee has not at all times observed the responsibility to serve the public" and that prior to 1946 station had aired few educational broadcasts, few live talent sustaining shows and no programs on local controversial issues. Very large number of commercial spots also noted. Conclusion cited, however, that after careful view of proposals for future operation and performance during last year license renewal is warranted.

Likewise FCC concluded from record that KONO's performance over past several years has not constituted well-rounded and balanced program service. And likewise Commission felt from past year's progressive performance and future proposals KONO license should be renewed.

FM grant to KONO calls for frequency to be assigned, 48 kw effective radiated power and antenna height above average terrain 410 ft.

License renewals for regular period ending Aug. 1, 1950, also granted Friday by FCC to KTFS Texarkana, Tex.; WDEF Chattanooga, Tenn.; KRE Berkeley, Calif., and KKEE Jacksonville, Tex. Extensions on temporary basis given to WABF-FM Indist. to Dec. 1, 1947, and WCAU-FM Philadelphia for 90 days. WOKO Albany granted extension of special service authority for 30 days from Aug. 31 to operate facsimile station WXWWE concurrently with WOKO (see story page 20).

RWG HITS NBC SNAG

ATTEMPTS of Radio Writers Guild to organize continuity writers at NBC Chicago hit snag Aug. 28 when union was unable to show it had obtained majority. (NBC employs four continuity writers in Chicago.) ABC indicated it would be willing to listen to any RWG proposals when union is able to meet the conditions of Taft-Hartley bill as to closed shop.

KENTUCKY STATION SOLD

ASSIGNMENT of license of WNGO Mayfield, Ky., from present partnership to new corporate group including one of present partners approved Friday by FCC. P. M. Mullins, retiring partner, receives $25,000 cash for his 49% interest. H. M. Suthard, 51% owner, gets $200 shares (par value $26,000) in Signee, West Kentucky Broadcasting Co. Inc.

JONES TO TAKE OFFICE

REP. ROBERT F. JONES will be sworn in as FCC Commissioner Friday, Sept. 5 at 10 a.m. in Room 6121, FCC headquarters. Supreme Court Justice Harold H. Burton will administer oath. All commissioners will be present except E. M. Webster.

U.S. SUBMITS REQUIREMENTS
FOR INTERNATIONAL SERVICE

UNITED STATES requirements for international broadcasting presented to High-Frequency Broadcast Conference at Atlantic City. U.S. seeks 355 transmitter hours per day for 39 transmitters, operating 10.1 hours per transmitter, or an overall transmitter utilization of 42%. Requirements of U. S. call for minimum of 30 transmitters with 19 on East Coast to serve Europe and Africa and 11 on West Coast for Asiatic-Australian service. Latin America served from both coasts.

HOOPER REPLIES TO MBM
FOR REJECTION OF OFFER

IN REPLY Friday to MBM rejection of his offer to do MBM's next nationwide survey of station and network listening, C. E. Hooper said, "Much can be gained and nothing lost" by doing it anyway, and that work "already has been authorized" in several areas.

Mr. Hooper repeated earlier statement that his offer would be worth more than MBM's, and that results would be on sample exceeding that of 1946 BMB survey for everything except network timebuying.

GENERAL FOODS TV STUDY

GENERAL FOODS, New York, will drop "Friend of the Family," last half of its Thurs-day night-hour-long television show on WNTB-NBC video station, New York, and will use money for research television project to determine its 1948 television budget. Adver-tiser has assigned both Young & Rubicam and Benton & Bowles, New York, to handle research job for which it has reportedly appropriated $8,000. Both agencies will maintain first half-hour, 8:30 p.m., on WNTB. Benton & Bowles is agency for Leave it to the Girls, and has been placing Friend of the Family. Advertiser that Meet the Press may replace Leave it to the Girls.

WLS SIGNS GUILD PACT

WGN Chicago became lone holdout among Chicago stations following signing Aug. 28 by WLS of contract with Chicago chapter of Radio Directors Guild. WLS said contract called for 10% increase over present scale with a minimum of $82.50 for five-day, 40-hour week. Only four directors employed at station on fulltime basis.

REHEARINGS DENIED

FCC denied Friday KSOO Sioux Falls, S. D., petition for rehearing on grants to Big Sioux Broadcasting Co. for new 1 kw outlet there on 1270 kc and to KELO Sioux Falls for power increase from 250 w to 5 kw and shift from 1230 kc to 1320 kc. KELO new construction 76% complete, according to station.

JAMES HURLBUT, special events director of CBS Chicago, joins NBC Central Division as reporter-commentator. Mr. Hurlbut was first Marine combat correspondent to see war action, landing with assault troops at Guadalcanal.

BITNER GROUP APPLIES
FOR WOOD AT $850,000

APPLICATION covering resale by ABC of WOOD Grand Rapids, Mich., to group headed by Harry M. Bitner, Inc. and New Hampshire broadcaster, filed Friday at FCC by Segal, Smith & Hennessay. Consideration $850,000. WOOD, 5 kw 1300 kc, is NBC affiliate.

Ownership of purchaser, Grandwood Broadcasting Co., as follows: WFHM Inc., largely owned by Mr. Bitner and members of his family, 50%; Ralph S. Euler, executive vice president, Mellon National Bank & Trust Co., Pittsburgh, 30%; his wife, Bertha G. Euler, 8%; and Frank B. Denker, vice chairman of the board and chief executive officer, Mellon National Bank.

Transaction, in compliance with FCC mandate issued last year when ABC purchased King-Trendle Broadcasting Corp. for $2,650,000, would leave network owning WWYJ Detroit as well as Michigan Radio Network.

Previous attempt to dispose of WOOD, to Liberty Broadcasting Co., was never completed although approved by FCC. Present deal comparable to that transaction. Grandwood would require 23.2% of King-Trendle for $850,000 cash. Upon completion of part liquidation of King-Trendle purchaser would surrender King-Trendle holding for physical assumption of WOOD, including profits held in trust since September.

Mr. Euler is 5% owner WFHM Inc. which operates WEOA Evansville, Ind., Mr. Bitner, and son Harry Jr., WFBF manager, also own WFHM. Mr. Euler, H. N. Application for sale of WFFA to local merchants group for $170,000 pending [Broadcasting, Aug. 25].

Mr. Bitner with Arthur Treanor, former Flint newspaper executive, has also contracted to buy WFFD Flint from Loeb Bros. for about $650,000. Transfer pending at FCC.

KYOR GETS 5 KW FULLTIME

KYOR San Diego, Calif., was authorized last week by FCC to increase power from 250 w daytime to 5-kw fulltime on 1130 kc. with engineering conditions. Silver Gate Bestco, Inc. is licensee.

Closed Circuit

(Continued from page 4)

mission tests. Plane already has been flight tested, with one piece of radio equipment said to be holding up tests scheduled this autumn. Last Stratovision tests from plane completed year ago. Understood NAB desired demonstration of plane's signals at Atlantic City convention but Westinghouse refuses to be rushed in developing engineering phases of new art.

COCA COLA Co., Atlanta, reportedly negotiating with MBS through D'Arny Adv. Co., New York, for Monday through Friday, 11:15-11:30 p.m. network spot for show featuring Morton Downey.

PRODUCTION delayed at Ford Motor Co. re- sult of caused firm to seek reduction of weekly hour program The Ford Theater, scheduled to start on NBC Oct. 5 to half-hour show and to request postponement of starting date. After high-level talks last week between NBC and Ford, however, contract remained firm.

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BROADCASTING • Teletcasting
HOME ECONOMICS...

Food buying and preparation constitute one of the housewife's major responsibilities. Here broadcasting is of invaluable assistance. The KMBC "Food Scout" takes listeners direct to the Kansas City Food Terminal for valuable advice on the day's best buys. The KMBC "Happy Kitchen" provides timely information on meal planning and food preparation. Yes, in the Heart of America KMBC presents two daily programs, authoritatively conducted by its graduate home economist, June Martin, to aid the housewife in carrying out her responsibilities.

—KMBC of Kansas City
Free & Peters, Inc.
Down the program list beyond the 'First Fifteen', beyond the runners-up, are scores of programs which at best are merely so-so. Every station faces this problem and WKY is no exception, yet 96.6% of the time WKY programs attract a greater share of audience in the 30 counties around Oklahoma City than those of any other Oklahoma City station according to a diary study by Audience Surveys, Inc.

Program promotion is the answer. WKY adds listeners, adds points to program ratings by intensive, continuous promotion.

Programs and promotion, in fact, have been so closely linked in its thinking and planning for so long that WKY telescopes the two words into one. WKY's perpetual "programotion" keeps listeners listening, dealers happy, products moving... profitably.