NOT BECAUSE OF WHAT IT COSTS...

BUT BECAUSE OF WHAT IT EARNs

More advertisers, local and national, buy more time on KLZ

than on any other DENVER station

CBS AFFILIATE—560 KILOCYCLES
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
KRNT PERSONALITIES

Hooper Rate Higher Than Most Network Shows

Buy "Higher than Network" Ratings in Des Moines

Buy Result-Assured Programs and Announcements in Des Moines

Buy

KRNT DES MOINES
The Register & Tribune Station

KRNT is Available with WNAX and WMT as the Mid-States Group

All Above Comparative Ratings Taken from Latest Hooper Winter-Spring Report for Des Moines.
BERWICK CAKE and YANKEE

THE BERWICK CAKE COMPANY

Heard Monday Thru Friday
7:45 to 8 a.m.

With eleven years of unbroken sponsorship, The Berwick Cake Musical Clock stands as another notable example of the lasting quality of Yankee partnerships. This 15-minute musical show, with announcer Bill Hahn, is habit listening with thousands of women during the 7:45-8:00 A.M. period — a habit that is reflected daily in Berwick Cake sales. Reason enough for the long continued satisfaction of the sponsor.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, Inc.
Member of the Mutual Broadcasting System
TONI CO. (cold wave) St. Paul, will increase its radio budget approximately $1,125,000 with purchase of new daytime serial as yet unselected on NBC, 11-11:15 a.m., effective Oct. 27. Foote, Cone & Belding, Chicago, which preempted NBC time, has thus made Toni one of radio's top advertisers with a total of $5,000,000 for advertising of which radio takes approximately $3,625,000. Sponsor currently has five programs running on NBC, ABC, and CBS. Agency indicated proposed spot campaign for Toni has been cancelled.

SOLAR Plexus blow for radio critics who bawl about daytime air sagging with serials will be findings of NAB survey applicable to entire industry. Results will show only 6% of total broadcast time of all stations is devoted to daytime serials. Survey, based on breakdown of logs, will show 41% of all time devoted to music, 16% to drama, 13% to news and ranging to 1% for homemaker programs.

CAREFUL scanning of Washington political front shows growing indications that ex-FCC Commissioner Ray C. Wakefield may get seat on Federal Power Commission [CLOSED CIRCUIT, Aug. 11]. Opening created when Senate passed over nomination of Burton N. Behling, of Power Commission staff, to commissionership post opened when Vice Chairman Richard Sachse resigned because of illness. Former FCC member's renomination was recalled in favor of Rep. Robert F. Jones (R-Ohio), sworn in Friday.

WITHOUT likelihood that Sept. 26 target date for adjournment of International Radio Conferences will be met, tentative agreement has been reached on future conferences. Next ITC is set for Buenos Aires in 1952; next NARBA sessions on use of standard broadcast facilities on North American continent will be held in Canada sometime in August or September 1948 either at Montreal or Quebec; final stage of High Frequency Conference to determine allocations of international channels to be held in Mexico City between March and June 1948.

ULTRAFAX, RCA's new communications technique, which could transmit 20,000,000-word novels from New York to San Francisco in 60 seconds according to testimony of NBC President Niles Trammell during the White Bird hearings, will be demonstrated in Washington, probably in October.

FIRST returns from FM Assn. questionnaire on music use, sent all FM stations, show overwhelming (25-to-1) vote in favor of duplication of network music programs. Many affiliates complain networks won't let them duplicate music, FMA claims.

IF EISENHOWER Presidential boomerl develops into boom proportions, it may signal (Continued on page 86)

Upcoming

Sept. 8: AFM International Board and Network executives, Blackstone Hotel, Chicago.


Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.

Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.


Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.

Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.

(Other Upcomings on page 76)

Business Briefly

SUCHARD BACK • Wilbur-Suchard Co., Liltitz, Pa., has resumed spot announcement campaign using one-minute discs and chainbreaks on approximately 12 stations starting Sept. 1, also sponsorship half-hour live show, Judy Box Jury, on WNEX New York and WPEN Philadelphia. Show stars WWSW Pittsburgh in late September. Agency, Badger, Browning & Hersey, New York.


CONSOLIDATED RESUMES • Consolidated Biscuit Co., Wilkes-Barre, Pa., resumes Sept. 23 for 13 weeks transcribed show featuring Johnny Desmond, twice weekly on approximately dozen stations. Lynn-Fieldhouse Co., Wilkes-Barre and New York, is agency.

GRUEN SPOTS • Spot-Radio Productions, Cincinnati, has completed production of new musical time spot and special jewelers jingle for Gruen Watch Co. Records made by Modern-aires in NBC's Hollywood studios and will be available to Gruen dealers in all radio markets within few weeks.

SHADOW BACK • Salerno-Megowan Biscuit Co., Chicago, Sept. 7 began sponsorship of The Shadow, which returned to air after summer hiatus. Program heard Sunday, 4-4:30 p.m. (CDST) on MBS, 26 weeks. Agency, Schwimmer & Scott, Chicago.

BULLETIN NAMES EAGER • George T. Eager named assistant to the publisher by Richard W. Slocum, general manager of Philadelphia Bulletin. Position is new. Mr. Eager will supervise Bulletin's advertising promotion and circulation sales promotion as well as public service activities and in addition direct broadcast and television interests. He joined Bulletin in 1938 after long association with BBDO in new business department.

BROADCASTING • Telecasting
A SALE FOR YOU?

Are you getting your share of the 356 million dollars spent each year in retail stores of the Nashville market area? Since there are 12,998 such outlets, a sales call to each would be impossible. But, with WSIX's loyal audience, you can reach many of the owners as well as their customers... our message can do a good selling job with both—at reasonable listener cost—over WSIX!

WSIX gives you all three: Market, Coverage, Economy!

AMERICAN • MUTUAL
5,000 WATTS-980 KC

Represented Nationally by
THE KATZ AGENCY, INC.
SELL TWO GREAT MARKETS with WMT in Eastern Iowa

FARMS. Thousands of them in the heart of the greatest farm country on earth and with more radio sets per farm than any other state in the U. S. A.

FACTORY. Half of Iowa's income (highest per capita in the U. S.) comes from her ever-expanding industries.

You sell both urban and rural listeners with WMT. Whatever your product you'll find a ready market in WMTLand. (Ask your Katz representative.)

SELL IT with WMT

CEDAR RAPIDS

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

BASIC COLUMBIA NETWORK

600 kilocycles  5,000 watts  Day & Night  Member: Mid-States Group
For One-Station Coverage of the Entire Hawaiian Islands

**KULA**

10,000 WATTS 690 KILOCYCLES ABC AFFILIATE

**Hawaii's Billion-Dollar Market Is the Richest Market**

*Per Capita in the United States!*

Surpassing all the states, the Territory of Hawaii was FIRST in per family income for 1946* at $5,410. New York State was Third with only $4,728.

*S Sales Management estimates*

Among the 200 leading cities, Honolulu was 22nd in food group sales and 21st in drug store sales.

Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA.

Maintaining mainland broadcasting standards ... staffed by popular island radio personalities plus the star attractions of ABC ... KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

**KULA**

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

**Pacific Frontier Broadcasting Co., Ltd.**

Studios—1525 Kapiolani Blvd., Honolulu, Hawaii

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

**ABC or Avery-Knode, Inc.**

National Representatives

*New York  Chicago  San Francisco*

*Atlanta  Los Angeles*
SEEMS SILLY TO BRAG
ABOUT BILL GOODWIN

—when all America already knows he's certain star-stuff!

John Crosby, brilliant radio critic of the New York Herald Tribune,* made his report on Bill Goodwin, August 4, 1947, listening to Goodwin's own CBS show: "I should like to venture the prediction that Goodwin . . . will develop into one of the top comedians in the business. And now, having laid my curse on him, I'll steal quietly away."

But Crosby has just caught up with the rest of the country!

For who listens to the radio, or goes to the movies, and doesn't already know that Bill Goodwin is a comedian of highest rank?

Haven't you heard him, for years, take the microphone away from Bob Hope, Burns & Allen, and other top comedians on the air? (Everyone else has!)

Haven't you seen him in "The Jolson Story," "Wake Island," "Spellbound," or any dozen of the twenty-one pictures in which he has been featured? (Everyone else has!)

Bill Goodwin is one of the great household names in America now: friend and entertainer of millions and millions and millions of Americans.

That is what you get — already delivered — when you buy Bill Goodwin.

Plus the equally well-known fact that Goodwin is "the sales-message that walks like a man"; unquestionably one of the greatest sales-voices in America today.

Goodwin is now available for sponsorship in a program built entirely around his wonderfully-developed comic talent: a vehicle ready to deliver the extraordinary profits which top Radio brings its sponsors.

*A and other papers, north, south and west

A CBS PACKAGE PROGRAM
Feature of the Week

CONSTANT warnings against reckless driving broadcast over KRNT Des Moines, especially in the last week of August, helped the city reach a new record of 105 days free from traffic fatalities. For the last two days before the old record was broken KRNT reminded listeners every hour on the hour to drive safely.

A station newsmen was kept at the traffic bureau to report all traffic accidents, and some programs were interrupted to air the reports. Every KRNT newscast for a week featured the campaign. At midnight on the day the old record toppled, the Des Moines station put on a special program, with Newsman Charles McCuen, Police Chief Loren Miller and Traffic Bureau Inspector D. W. Rayburn participating. A new traffic safety drive has an objective of 150 deathless days.

The morning after the midnight goal had been attained, Inspector Rayburn appeared on Mr. McCuen's early morning newscast to compliment Des Moines drivers on their achievement and to urge support of a new drive with an objective of "150 deathless days."

KRNT Manager Phil Hoffman stated that the station is already formulating plans for a renewed drive to make Des Moines streets the country's safest. Mr. McCuen will again head the planning committee.

Sellers of Sales

HANG ON to your desk when one advertising agency moves out, because another is liable to move in. If so, you're all set to work for the new tenant.

Selma Schonfeld doesn't advise the faint-hearted to follow her experience. But she says it worked at least once, in a manner of speaking. When Hillman-Shane-Breyer moved out in April 1946, Selma was timebuyer.

With arrival of Brisacher, Van Norden & Staff in the vacated suite of offices, she assumed the same function for them. After a year in that capacity she took over as media director.

Radio-wise, she oversees approximately $1,000,000 in billings for such accounts as Peter Paul Inc., 42 Products, Bohemia Distributing Co., Lindsay Ripe Olive Co., Wilson & Co., Los Angeles Nut House and Mode Yday.

A westerner, Selma was born in Salt Lake City, Oct. 22, 1916. Graduating from East High School in 1936, she went on to get her degree from the U. of Utah in 1934, majoring in English.

Despite her substantial education, she harbors one definite regret. It seems she was absent from school when some of the advanced arithmetic was doled out. And as a result, she says she has never advanced beyond the apple stage in arithmetic.

So when it becomes necessary to determine cost per 1,000 listeners or any comparable figure, everything is added, subtracted, divided and multiplied in apples.

Selma's first job was with a building and loan firm in Salt Lake. After a few months there, a transfer was arranged to the firm's Oakland, Calif., office in August 1935. A variety of sales developed in Oakland once she decided to leave the loan business. She remained in the San Francisco Bay area until August 1936, then shifted to Los Angeles.

In January 1940 Selma joined The Stodel Adv. Agency, learning the rudiments of the business. In April 1946 she went over to Hillman - Shane - Breyer. She has been with her current employers, Brisacher, Van Norden & Staff, Los Angeles, since April 1946.

Selma lives in Beverly Hills. She says her hobbies are reading, dancing and ping pong. Her ambition is to be a client some day. Currently, she says she doesn't know how to manufacture anything but she's confident she'll learn. Meantime, she's still hanging on to that desk.
St. Louis people are proud of St. Louis and proud of their forefathers who planned so well to make St. Louis the city that it is today. As the result of the planned progress on the part of the pioneers as well as present-day residents, St. Louis is the 9th largest market in the U. S.

In the 20 years that KWK has been a part of St. Louis life, every effort has been put forth to give St. Louis listeners the finest programs possible for their listening pleasure. The popularity of present-day KWK programs attests the success of this effort.
As every time-buyer knows, no two stations, anywhere, are just alike. There are wide differences in “personality”, and in the way each station caters to its individual market. Mark the variance in ratings even on network shows, for instance. . . .

All the top-notch stations represented by F&P, however, have one thing in common—their outstanding emphasis on good local programs for spot-radio advertisers. . . . Take KSD in St. Louis. Their 8:30 AM News has a 7.0 Hooperating* (at Class “C” rate)—and that’s typical of other local programs all through the day.

How about letting F&P build a list of top availabilities for Bull’s-Eye Radio, in any or all the markets at the right? We think we can surprise you with the bargains now available.

*Hooper Survey, February-April, 1947.

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BEAUMONT: KPOH
BOISE: KDSH
BUFFALO: WGR
CHARLESTON, S. C.: WCSC
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KVOD
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
FT. WORTH-DALLAS: WRAP
HONOLULU-HILO: KGMB-KHBC
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OMAHA: KFAB
PEORIA-TUSCALOOSA: WMBO-WDZ
PORTLAND, ORE.: KEK
raleigh: WPFT
ROANOKE: WDBJ
SAN DIEGO: KSD
ST. LOUIS: KSD
SEATTLE: KING
SYRACUSE: WFL
TERRE HAUTE: WTHI

TELEVISION:
ST. LOUIS: KSD-TV
**Convention to Scrutinize New NAB Code**

**Full Cooperation of Industry Sought at Atlantic City**

By J. FRANK BEATY

ALL-OUT effort to obtain industry agreement on a program and advertising code placing broadcasters under stern but practical standards will be made at the NAB 25th Convention Sept. 15-18 in Atlantic City. (See code highlights on this page.)

Original plan to confine code discussion to a Thursday morning general session may be modified by convention time to permit even more detailed scanning of the provisions by all elements of the industry. President Justin Miller, board members and code drafters are anxious to give the document a full airing.

At the weekend NAB had not completed its Thursday schedule. Time for further code discussion will be available in the afternoon due to transfer of the election of directors-at-large to Wednesday morning. Thursday afternoon also will include adoption of resolutions.

Certain to be offered are resolutions dealing with the all-important industry standards, and detailed discussion may develop on any proposal to express association sentiment on the subject.

NAB has not made copies of the proposed standards available to the membership, other than persons directly concerned with writing and approving them, but indicated that copies will be released at Atlantic City Sept. 15. This will give members three days to study the proposed standards prior to the Thursday discussion.

**Standards Strict**

Though the standards are strict in their limits on commercial copy and on high ethical planes, no provision is made for enforcement [BROADCASTING, July 28]. This phase of the code involves anti-trust aspects, especially with the Dept. of Justice now engaged in prosecuting associations allegedly maintaining fixed fees.

After the Thursday code discussion, the new board will take up the subject at its Friday meeting. Considerable doubt has been voiced that the standards can receive board approval at so early a date, though trend of the Thursday floor debate and any resolutions adopted will be factors in the decision. Final code action rests in the hands of the board, not the membership, under NAB's By-Laws.

In substance the code provides a more complete and comprehensive set of ethical rules, stiff news requirements including ban on middle commercials in programs under 15 minutes; shorter commercial time in daytime programs, and specifies that time segments allow for station breaks (quarter-hour means 14.30 minutes, etc.).

**HIGHLIGHTS of proposed Standards of Practice to be submitted to NAB membership at the Atlantic City Convention Sept. 15 follow:**

**GENERAL CODE POLICIES**

- Religion—Freedom of worship should be respected, with no attacks made on race or creed; should be presented by recognized organizations, with emphasis on broad truths and avoiding controversy. Appeals for funds or sale of publications opposed.
- Race, Creed, National Origin, Color—Unfair attacks or disrespectful references not acceptable. Divorce should be handled with due respect to sanctity of marriage.
- Profanity, Blasphemy, etc not acceptable.
- Sex—Good taste should be criterion, with double entendre avoided in dramatic continuity and dialogue. Abnormalities and sex crimes not acceptable. Fathers should be portrayed as desirable or prevailing
- Crime, Horror—Criminals should not be depicted favorably; detailed accounts of crimes, brutal killings opposed; kidnapping not acceptable; seduction and rape to be avoided unless necessary to program.
- Physical and Mental Afflictions—Should be handled in good taste.
- Simulation of News—Non-news and fiction not to be depicted as authentic news.
- Legal and Medical Advice—Not acceptable.
- Sports—Data on prevailing odds not acceptable if gambling would be encouraged.

**SPECIFIC PROGRAM STANDARDS**

- News should be treated fairly, accurately and without sensationalism. Commentaries and analyses should be clearly identified. Broadcaster should have complete control of news from source to microphone, with newscasters and analysts responsible only to station. Alarm and panic should be avoided. Good taste should govern. No middle commercials in news programs of less than quarter-hour. Commercial copy should be checked carefully. Limit on commercial time, whether single or multiple sponsorship, should be: 5-minute program, 1-minute limit; 10 minutes, (Continued on page 16)

With eyes of the advertising world on Atlantic City next week, NAB will hold wide in discussion of proposed code to govern program and commercial practices. Though NAB has maintained a policy of strict secrecy on code provisions, BROADCASTING here with presents highlights of all the important document, as tentatively drafted, so broadcasters, advertisers and agencies will have some chance to study its salient provisions in advance of the convention's commencement date.

**Lea to Speak**

Added to the Tuesday luncheon program, at which Rep. Clarence F. Lea (D-Calif.) will be the featured speaker, is a five-minute address by Adm. W. H. P. Blandy, Commander-in-Chief, Atlantic Fleet. A special music feature under direction of BMI will be on the luncheon program. Rep. Lea will review the市民 problem and steps taken under the Lea Act to curb the power of James C. Petrillo, AFM president.

At 2:30 Tuesday afternoon the Assn. of Women Broadcasters will be in charge of the opening half-hour. AWB will present a program featuring Robert Wason, chairman of the board, NAB Assn. of Manufacturers. Mary Margaret McBride, WNBC New York, will bring a five-minute greeting from AWB. Mr. Wason is to be introduced by Ruth Crane, WMAL Washington, AWB acting president. Dorothy Lewis, NAB Director of Listener Activities, will preside.

The rest of the Tuesday afternoon meeting will be devoted to the discussion of "Radio Management Tomorrow—Problems of Service and Survival." J. Allen Brown, in charge of the NAB Small Market Stations Division, last week completed plans for the program, which covers all phases of station operation such as community leadership, programming, sales, music, office management, station promotion, news and operator requirements.

Dramatic episode will be staged by the division with the presentation of seven Powers models in scanty costume. They will represent segments of station operating costs such as music, engineering and other elements. Each model will tear a section from a gigantic perforated dollar bill.

As revised, the tentative agenda now provides a "Facts for Management" session at 10 a.m. Wednesday. Eugene D. Scrymser, ASB, and member of the NAB board, will preside. Among speakers will be Kenneth H. Baker, NAB Director of Research, speaking on "Radio's Balance Sheet." A panel is being (Continued on page 88)

September 8, 1947 • Page 13
Rep. Kearns to Address FMA New York Sessions This Week

FIRST industry appearance of Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee investigating James C. Petrillo, AFM president, will feature the FM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Representative Kearns has taken active interest in efforts of FM stations to obtain AFM permission to duplicate network musical programs and has conferred with Mr. Petrillo on the subject. He has just returned from the West Coast where his subcommittee has been probing broadcasting and motion picture contracts of AFM.

Appearing at the Friday luncheon meeting of FMA, Representative Kearns is expected to review his efforts to persuade Mr. Petrillo to encourage development of the FM industry. The speech comes a few days after the AFM president's Chicago meeting with network presidents on their appeal for reconsideration of his August decision banning FM duplication (see story page 78).

FMA's first annual convention will draw an attendance of 400, Bill Bailey, executive director, predicted Thursday on the basis of an advance registration of 209 delegates. All convention exhibit space has been reserved, with more than a score of manufacturers planning to show latest model transmitters and receivers.

Speaking at the convention banquet Friday evening will be Max F. Balcom, Sylvania Electric Products, RCA representative, and FCC Commissioner Paul A. Walker, who will announce the actions of former Chairman R. Denny, unable to participate. Rep. Hofheinz, KOPY Houston and FMA president, will be toastmaster. Commissioner Walker and Mr. Balcom will be heard on Continental Network, which will carry the proceedings.

Sponsored Show

During the banquet Continental will carry the first sponsored FM network broadcast [BROADCASTING, Aug. 18]. Main portion of the program will present the Top Twenty, a Marx brothers' home of Stromberg-Carlon Co., the sponsor, and will be picked up off the air for the banquet. The sponsored half-hour, 8:30-9 p.m., features Mr. Petrillo and Dr. Edward H. Armstrong, FM inventor. Everett L. Dillard, WASH Washington, FMA vice president, will review development of Continental. Mr. Dillard's name has been mentioned frequently for the FMA presidency.

The two-day program will include a practical panel on FM station operation. Participating will be Chet Billings, WBBD-Oklahoma City; E. Z. Jones, WBBD-FM Burlington, N. C.; Joel Stovall, (Continued on page 85)

Proposed NAB Code

(Continued from page 3). 1.45 limit; 15 minutes, 2.15 limit. Commercial should be clearly distinguished from program content.

- Politicians—Advised in conformance with FCC rules and Communications Act. This includes public proposals subject to ballot. Dramatization opposed. Though not a censor, broadcaster should check for compliance with libel laws.

- Public Problems—Allotment of time should respect program balance and public interest, with fair presentation of issues. Specific periods advised for controversial issues, with clear identification. Equal time advised for opposing viewpoints, with dramatic treatment, announcement copy and solicitation of funds or memberships opposed.

- Religion—Attacks on race or religion opposed; with programming by responsible groups; major emphasis on broad truths; controversy avoided, as well as solicitation of funds or sale of publications.

- Crime and Mystery—Commission of crime should not be made attractive, with violence and horror avoided; law and enforcement officers should be viewed with respect; criminals should not be depicted sympathetically; details of crimes not desirable; murder, brutality and torture opposed; no kidnapping; suicides should not be treated as solution to individual's problems.

- Child Programs—Careful control of content advised, with adherence to high social standards and respect for parents, law and high ideals. Programs should entertain; contribute to development of personality; avoid depicting criminals as heroes; avoid torture and supernatural if likely to arouse fear; avoid profanity and vulgarity; no kidnapping; program should not end with such suspense that listener may have bad reaction; no appeal on behalf of character or company through bountiful offers; avoid contests which might send children to strange places.

COMMERCIAL POLICIES

- Broadcasters should check advertiser's integrity, along with product and claims.

- Not acceptable—Liquor, illegal products and services; obscenity, fortune telling, mind reading, etc.; matrimonial agencies; homework offers unless by responsible firms; dolester, tip sheet or race track publications; speculative financial projects, reducing agents, including reducing foods and beverages; products claimed to relieve chronic or incurable illnesses, or which do not have the inherent characteristic; professions in which advertising is unethical. Cemetery and mortician services should be as high as highest standard. Products not discussed in mixed company not acceptable; nor are laxatives, deodorants unless of highest copy standards.

- Time Limit—Maximum commercial time for all programs, including broadcast stations, 10 minutes for program of 60 minutes, 5 minutes for program of 30 minutes, or division into segments. Maximum commercial time single sponsorship (except news) 5 (4.30) minutes, 1 hour 10 minutes; 10 (9.30) minutes 2.00; 15 (14.30) minutes, 2.30; 25 (24.30) minutes, 2.45; 30 (29.30) minutes, 3.00; 45 (44.30) minutes, 4.50; 60 (59.30) minutes 6.

- Participation and multiple-sponsored programs, new subject to general limit (see above), 5 minutes, 10; 15 minutes, 2. These segments are exclusive of station breaks, 15 (14.30) minutes, 2.30; 25 (24.30) minutes 4.30; 30 (29.30) minutes, 5.30; 45 (44.30) minutes, 8.30; 60 (59.30) minutes, 11.

- News programs, etc.—If less than 15 minutes should have no middling commercial time. Maximum commercial time (single or multiple sponsorship) 5 minutes, 1.00; 10 minutes, 1.45; 15 minutes, 2.15.

- No restriction on number of products mentioned by a single sponsor.

- Sign-off must come before announced promotion (cow-catcher) sign-off after hitch-hike announcement. References to products or services by trade name are commercial copy unless a mere courtesy identification. More than one commercial between two programs not permitted.

- Offers and Contests—Should not be used in lieu of good program; should be limited in time and audience. Contests should be submitted in advance to broadcaster; careful attention should be paid to final, with duplicate prizes in case of ties; reasonable facsimile should be permitted in bountiful offers; quick decisions desirable; details of winners available if too long to broadcast.

- Premiums should be inspected before announcing offers; premium should not be one of type appealing to superstition. If consideration is required, advertiser should honor complaints by returning consideration station should be free of liability; offer should not be described as gift. Sufficient premiums should be available. Description of items should not be exaggerated.
Frazier & Peter Management Consultants

TIME CHARGES or rates for broadcast advertising comprise one of the most important elements in the broadcasting business. Yet there has been less comment, discussion, or factual discourse on that subject than on many other less important aspects of the business.

Frazier & Peter recently completed a study of broadcast advertising rates. The survey was conducted for working business purposes since we needed factual data of rates offered in all classifications, whether published generally or limited to salesmen's portfolios, to examine the patterns of actual practice.

Our survey report has been given limited distribution to those stations cooperating with us by submitting their complete rates, to our clients and to a few executives engaged in the broadcasting business. The study of rate patterns is of concern to radio management and our inclination has been to confine our report distribution. However, it has been drawn to our attention that ours is the first of such studies made and at least our comments on the results should be made generally available.

Source of Data

The rate survey was confined to regional and local channel stations located in metropolitan districts and cities of less than one million population. The sample used comprises 79 stations selected as representative as to city size, geographic location, network affiliation, station competition, etc. These are divided—55 regional and 44 local stations.

In searching for patterns, several criteria were examined as correlation bases, including market population, retail sales, spendable income and the like. The most effective factor found was the 1946 Broadcast Audience data. Using the rates charged for one hour in mid-month periods, net of the 52 times discount allowed and BMB daytime audience figures, we calculated cost-per-thousand audience figures as set forth in the adjoining tables.

It is a normal expectation that the cost per unit will increase as the unit volume decreases. The economic law is labelled that of “diminishing return.” However, in examining these tables several considerations should be borne in mind. The BMB measurement is new. It is a measurement of total audience during day and night periods. It does not reflect the plus or minus variation in audience served with little competition from other stations or conversely the detracting values of station audiences benefitting from quality or quantity competition.

Finally, it should be recognized that the rates analyzed here were established before BMB measurements were available to stations. It is known that a number of the stations have made rate changes since submitting a rate card to us.

But, with all of these reservations, we were surprised that a higher degree of correlation was not found. Signal strength measurements, audience mail coverage analyses, and program audience surveys as station aids should result in a more consistent pattern.

Effect of Competition

It could be that the two most usual methods of rate setting are not as sound as some have hoped. We refer to a “quick tour” method—through Stodder & Stoddard Data to see how Jake set his rates, with no thought or realization that Jake's rates were similarly patterned after Zeko's. Or the other method, the “bull session” with the sales force and few or no facts to determine what the market will bear. We are now giving serious consideration to repeating the survey to see what the rates situation is now with advertising requiring a lot more selling than it did last year and the number of commercial

(Continued on page 69)

FCC Urges Intercity TV Relay Plan

Western Union's Proposal Denied; Solution Suggested

INDICATION of FCC's interest in spurring the advance of television through development of intercity relay facilities was shown last week in the Commission's prompt reply to an experimental radio relay circuit proposal of Western Union Telegraph Co. Although denying the specific request for a relay experiment involving WCBS-TV New York and WPEN-TV Philadelphia, the Commission stated that it "looks with favor upon the establishment of such a service" and proceeded to outline a project upon which it "would be disposed to look with favor."

In its letter, answered by the Commission in just a week, Western Union proposed to establish the experimental microwave radio relay circuit between the CBS video outlet in New York and the Philadelphia "Evening Bulletin" TV station.

It was the exclusivity of this cop arrangement which FCC disliked. Instead the Commission urged in its reply that Western Union file appropriate applications for experimental facilities upon its own, request waiver of those rules relating to commercial use of such facilities and file an appropriate effective tariff to support the additional investment.

A Western Union spokesman in Washington immediately stated that his company would carry out the Commission's suggestion. Despite the telegraph company's financial condition it holds strong faith in the future of its proposed video relay project which would eventually network the country.

It also was pointed out that through actual tests the system has been proven 95% effective from a technical standpoint. Furthermore such a system would be far more economical than the coaxial method [BROADCASTING, June 9, 16, Aug. 25], the spokesman stated.

In a public notice Western Union last "hopes to be the first to provide television service by radio beam" and outlined briefly its progress in that field. The notice said that after initial use of the New York-Philadelphia leg the beam system would be extended to Washington and from there to Pittsburgh with eventual extension of service to Albany, Cleveland, Detroit and Chicago and St. Louis.

The Philadelphia-Washington and Washington-Pittsburgh links are ready for operation but for minor installations, it was said, (Continued on page 78)

September 8, 1947 • Page 15
New Way to Measure Coverage Told

MBS Method Involves Use Of Engineering Analyses

MUTUAL last week unveiled a new method of measuring network coverage based on engineering analyses and said to be capable of providing timely computations that can be kept pace with facilities improvements.

According to its own measurements, Mutual ranks fourth among the networks in daytime coverage of radio homes, but there is less than 1,000,000 difference between NBC, the leader, and Mutual.

Mutual estimates that by winter the figures will be: NBC, 29,275,000 radio homes; CBS, 28,688,000; ABC, 28,412,000, and Mutual, 28,395,000. The Mutual figure excluded those stations with which it shares affiliation with other networks. It included two dual affiliates, if it would be 29,085,000 radio homes.

The Mutual measurement considered two questions in determining the area effectively served by a station: (1) Is the signal strong enough to be heard, and (2) Is it free from objectionable interference?

Contending that power alone does not represent an adequate measurement of the area served by a station, MBS engineers considered ground conductivity, frequency and type of antenna in plotting coverage.

Three limiting factors—interference from other stations, man-made noises and atmospheric static—were also considered. Using data collected by the FCC, Mutual prepared station maps showing the signal intensity required to provide three grades of service, the best of which, grade 1, provides reception free of objectionable interference at least 90% of the time.

In support of its contention that power alone may be misleading in describing a station's coverage, Mutual compared the .5 mv/m contours of a 50-kw station on 1210 kc and a 250-w station on 1240. The contours in this instance were almost the same size, due to the fact that the lower power station is located in an area of very high ground conductivity.

Contour Comparison

As another example, Mutual compared the contours of a 50-kw station on 1200 kc and a 5-kw station on 580 kc in the same city. The lower power station, there was a larger contour area because of the more favorable propagation characteristics of its frequency, Mutual said.

A third example compared two 5-kw stations on 859 kc and 1450 kc in the same city. The area served by the station on the less favorable (higher) frequency is greater than that served by the one on 859 kc because the latter uses a directional antenna that radiates much of its signal over water, according to the MBS calculation.

Mutual engineers also mapped variations of average atmospheric interference throughout the country and variations in ground conductivity. These, plus the incidence of man-made noise interference, which exists in proportion to population concentration, were correlated with signal data to compose the measurement of effective coverage.

The Broadcast Measurement Bureau 1946 estimate of radio homes used was in the Mutual analysis. E. P. H. James, MBS vice president, in charge of advertising, promotion and research, who described the new method at a press luncheon in New York, said that it had proved that the "four networks today, are offering about the same physical capacities to deliver audiences.'

The Mutual coverage data is offered, Mr. James said, "as a standard that can be adopted by anyone."

Mr. James said that Mutual's growth within the past two years had brought it into the running with other networks as far as facilities were concerned.

Edgar Kobak, MBS president, who introduced Mr. James, said that now that the first major phase of Mutual development—the construction of a network which could reach a large audience—had been accomplished, the emphasis would be on program improvement and promotion.

Mr. Kobak pointed out that Mutual had already undertaken a vigorous campaign of program improvement and cited the recent acquisitions of Information Please and the Kate Smith Show as indications of progress in that direction.

Western Auto Renewes

WESTERN Auto Supply Co., Kansas City, Mo. (auto accessories, household appliances), Oct. 5 renews for 52 weeks Circle Arrow Show, originating at WLW Cincinnati on radio telecasts Sundays at 9:30 a.m. (CDST) on 57 NBC stations. Agency is Bruce B. Brewer and Co., Kansas City, Mo.

McCann-Erickson Makes Kemp a Vice President

ARTHUR J. KEMP has been named vice president of McCann-Erickson, it was announced last week. Mr. Kemp, who has been with the agency for the past two and a half years, now becomes group head in charge of service stations, the Columbia Records account.

Prior to joining McCann-Erickson, Mr. Kemp was the manager of CBS Detroit for two years and sales manager of the Pacific Network for five years. He was with KNX and KJL Los Angeles and the Don Lee Network from 1933 to 1934 and in the agency business on the Coast for 10 years preceding that.

Borden Replacement

THE BORDEN CO., New York, named a Kenyon & Eckhardt show featuring Mark Warnow, his orchestra and chorus [Broadcasting, Sept. 1] as its replacement for Arthur's Place Fridays 9-9:30 p.m. on CBS effective Sept. 19. The advertiser was considering another station, but decided to continue under the K & E banner with the new program.

Gough Sponsors Dons

GOUGH Industries, Los Angeles (Philco Distributors), on Sept. 12 starts sponsoring 7 home games of Los Angeles Dons on KTLA Hollywood. In addition firm is sponsoring for 20 telecasts series of 15 minutes Meet the Dons on that station.

Gibson to Sponsor


Belding to New York

DON BELDING, chairman of the board of Foote, Cone & Belding, Los Angeles, is scheduled to move to New York on Oct. 1 for four or five months to assume active direction of the joint committee of Assn. of National Advertisers and the American Assn. of Advertising Agencies on a campaign with the Advertising Council for better understanding of the American economy.

"Nice tone, but highly directional."

Drawn for Broadcasting by Sid Heideman

Page 15 • September 8, 1947

 broadcasting • telecasting
Slide-rule your Richmond costs!

Take the June and July Hoopers for instance. Check them station by station. Cost by cost. You'll wake up to the fact that W-L-E-E is a whopping big value, no matter how you look at it.

You'll see costs exceeding W-L-E-E all the way from 10% to 100%!

Yes . . . W-L-E-E is the accurate, economical buy in Richmond, the depression-proof city that's at the top of the South! The facts prove it. And the facts prove W-L-E-E belongs on that list of yours!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President
IRVIN G. ABEOFF, Gen. Mgr.

Represented by Headley-Reed
September 8, 1947
Hunt Foods Discovers a Way to Expand

Half Its Advertising Budget Is in Broadcast Campaigns

By RALPH TUCHMAN

SOUND radio buying has played an important role in the growth and expansion of Hunt Foods Inc. since the entry of its present management in 1949.

Radio's importance looms large when it is realized that this organization is already entrenched as the West's second largest canned food firm.

To date, the company has concentrated its radio sales story in the 11 western states where its dominant distribution exists. But its planned national distribution is certain to produce transcontinental programming within the second quarter. To support in markets selected as sales targets in the expansion move.

Of its annual advertising budget, disbursed by Young & Rubicam, Hollywood, radio is assigned

CONSPICUOUS in West Coast advertising is the success of Hunt Foods Inc. in promoting its products by careful use of radio. The story of Hunt's expansion and its careful attention to how its advertising dollar is spent provides another chapter in the success stories started in the June 23 BROADCASTING, Hunt is looking eastward and plans to build up its distribution to match that in the West, where it is the second largest food firm.

50% . The largest portion of this is concentrated in one regional program broadcast five times weekly. Although, spot radio is and has been used, its place has largely been in the early stages of entry into any given market. Newspapers and billboards have been the supporting media in the past. With national distribution getting underway, magazines are coming into the budget.

At present, its prime outlet is ABC's What's Doing Ladies carried by 26 stations to listeners on the Pacific Coast and in Rocky Mountain states, in addition to Honolulu. Extension to Texas is under current study. Audience participation in format and featuring Jay Stewart as m.c., the series normally originates in Hollywood.

On the air since September 1949, the program has served as flexible advertising vehicle allowing constant identification of the name Hunt, as well as specific mention of some of the line of over 50 separate food products.

During first year of its broadcast existence, the company noted the sales push behind Hunt's Tomato Sauce. Recognizing that its dominant sales potential existed largely in the buyers group below 25 years of age, audience participation was considered a telling sales format.

The power of this idea is reflected in the latest annual report of Hunt Foods Inc. Stockholders are advised that nationally, as regionally, Hunt's Tomato Sauce is serving as "the spearhead product." This approach was "a carefully considered choice" the report continues because "tomato sauce is a low-priced, high quality cooking ingredient capable of achieving sales volume."

Radio's regional success is clearly borne out in this report. For one solid year, tomato sauce was constantly promoted along with Hunt family of food products. Without ceasing emphasis on tomato sauce, new attention was next sought for Hunt's CHB Meat Sauce as well as pickles. Since February of this year, Hunt's CHB Pickles, dill and country style, have been receiving unceasing commercial attention.

Tomato Sauce Angle

Key constant to all commercial copy, however, is tomato sauce, with variety of usage emphasized. New uses are always being brought to attention of listeners. One telling effect of this line of commercial copy appeared in the audience at a recent broadcast. A woman brought a cake which had been made with tomato sauce as well as the more conventional ingredients.

In addition to straight commercials, repeated references are made to sponsor and specific products in stunts worked out with audience. A recent script called for one woman to make a sound effect like a cucumber growing. After her effort, the m.c. advised, "That's great Mrs. Smith. And when those cucumbers have ripened to perfection, the Hunt folks pick them, prepare them carefully, and pickle them with lots of wonderful spicy spices."

Noise Like a Cucumber

She was next asked to produce the sound of a cucumber being pickled, and finally one of biting into a pickle. After each attempt, there is further reference to quality, flavor and uses of pickles. After being asked to make the sound of a very pleased lady, she received a gift and a jar of pickles. Interpersed in each program too, are such references to sponsor identification of Hunt as "They've been putting up fine fruits and vegetables since way back in the 1890's."

And the commercials have not been broadcast without professional plaudits. The Los Angeles Women's Advertising Club cited Hunt and Marian McClintock in their 1947 awards for pair's commercials on What's Doing Ladies.

Has it paid off? Ladies Hooper weighs in with a 3.0. Alongside of the top 15, the result appears trivial but alongside of its comparable daytime opposite numbers, the result is formidable.

Dollar-wise, its cost is lower than that of any other regional audience participation show heard in its area. Proportionately, it is also less expensive than any of the transcontinental audience formats.

Although the sponsor is reluctant to disclose the precise price of the package, it is known that the figure is around $6,000 weekly. Surprisingly too, the highest price competing program barely exceeds Ladies rating. Two have been rated lower and only one exceeds it by a wide margin.

Since it is universally recognized that considerable sales potential exists in non-Hooper cities, a special survey was conducted in 22 such communities during March of this year. Based upon 4,615 telephone calls, the following results were obtained on an over-all unweighted arithmetical average: Rating, 3.7; sets-in-use, 18.6; and listeners, 20.03.

Brightest finding in terms of the program's commercial effectiveness is a sponsor identification of 61.7. This result placed Ladies ninth among all daytime shows and third among the transcontinental programs.

They Buy the Sauce

Applying the 3.7 rating result to total of radio homes in primary areas of ABC stations carrying program, there appears listening potential for 4,002,907 homes which yields total of 28,088 listening sets (based upon program's rating).

Taking Hooper's Pacific Reports for December for Listeners Per Listeners, the result is 1.85 for 2-3 p.m. (PST) period, an average age of 228,968 actual listeners daily or an average weekly total of 1,140,480. Couple with a 27.6 share of audience in Coast non-Hooper cities and a formidable circulation story is evidenced.

More detailed research among the program's listeners through a special Gallup study disclosed that approximately two-thirds of them have bought Hunt's Tomato Sauce. In sharp contrast to this, only 40% of non-listeners have used the product.

Some use of the tomato sauce is reported by 85% of the program's listeners. This speaks favorably for the use of the sauce contained in commercials. Among regular listeners, 92% report regular use of the sauce. These Gallup figures were derived from a sample of 1,916 interviewed in 30 western communities.

Among those queries, 35% reported their last purchase as Hunt's Tomato Sauce, placing it at the top. Its closest competitor showed 25% on this count.

Promotion is also a key to program's interest as result of agency's aggressive efforts in this direction. This summer, the...

(Continued on page 72)
WEED gives
“SERVICE”
plus
"...you may look the world in the
face and say: 'I belong to the best firm of reps
in the country,'" writes Clarence Leich of
Station WGBF-(Evansville-on-the-Air)

Plus service for the country's leading radio stations
and advertising agencies has won
for Weed and Company a reputation for
remaining consistently "On Target."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK-BOSTON-CHICAGO-DETROIT-SAN FRANCISCO-ATLANTA-HOLLYWOOD
Convention Address—Ritz-Carlton Hotel, Atlantic City
Multiple Grants Prompt WWO Sale

Wholesale Authorizations Causing 'Difficulty' Say Droblich

MOTIVATED by economic factors and unnamed competitors, Pauline Sept. last, officials of other new-station competition, Droblich Bros., licensee of WWO KFlint, Mich., has decided to relinquish its broadcasting venture. Ap- plicants for the station are to be filed for the first time at FCC seeking consent to assign license to Cooperative Radio Co., a Texas corporation, for $20,000. WWO is assigned 1 kw on 1470 kc.

Applications also have been filed which seek approval of license assign- ments of WABJ Adrian, Mich., for $82,000, and WFTC Kinston, N. C. and transfer of control of FM station KRCC Richmond, Calif. In addition applications concerning transfers of two other standard stations and one FM station have been tendered for filing at the Commission. Most of these involve incorporation by existing owners.

Received First Grant

Albert S. and Robert A. Drob- lich, equal partners owning WWO, stated in their application that at first WWO would be a "subscription radio plan," with no local calling. The participat- ed commercial revenue did not fully materialize, thus causing difficulty in the station's operation," the application said.

It was pointed out that at first estimated costs had been $31,312.12 but because of lengthy delay and rises in cost of equipment and labor the total construction cost of the station was $62,489.15. The

transfer request stated that this two from what was to be working capital and so left the grantee un- financed. Furthermore WWO lost out to a preceding grantee on expected network affiliation which would have added some $1,000 per month in revenue, it was said. Robert Droblich, injured in World War II, also may be aided by mov- ing to another climate, the application stated.

Cooperative Radio Co., composed of Houston businessmen, also in- cludes Harold B. Rothrock and George W. LeMasurier, 90% and 15% respectively, Washington consulting radio engineers, and Franz O. Willenbacher, Washing- ton attorney, 4%. Howard C. Ev- ans, former salesman at KPRC Houston, is vice president and as- sistant secretary and is to be gener- al manager of WWO if the trans- fer is approved. President and 65% owner is to be The power. Herbert L. Crate, director of sales at Hodell & Co., Houston real estate firm. 

In the WABJ transaction, Gall B. Griner and Aiden M. Cooper, co-partners doing business as The Adrian Broadcasting Co., sell to James J. Gerity Jr., president and chairman of the board of Gerity Michigan Die Casting Co. The ap- plication stated that the assignee believed that through the availa- bility of a larger amount of working capi- tal it will be possible to improve both the service and facilities of WABJ. The outlet is assigned 250 w day on 1500 kc.

The WFTC assignment constit- ues ownership reorganization. Jonas Welland, licensee, is presi- dent and treasurer of the new as- signee corporation, WFTC Broad- casting Co. Inc. Together with his wife, Lenore W., secretary of the firm, he holds 83.5% interest in WFTC Broadcasting. The remain- ing interest is divided among 21 other individuals in that area. The Welllands receive $14,400 plus ac- counts receivable at the time of the consummation of the agreement in addition to the interest in the assignee. In addition Mr. Welland receives a Cessonor airplane valued at $5,000. WFTC is assigned 250 w on 1230 kc.

KRCC Transfer

The KRCC case involves transfer of 109 shares (26%) from John F. Galvin Sr. to John F. Gal- vin Jr. for $10,000. Galvin Sr. has been holding the shares in trust for Independent Publishing Co., in which they are interested, and transfers the stock to his son who is more active in the affairs of the station and already holds 24% in- terest. Independent Publishing owns remaining stock. KRCC fa- cilities are Chanel 261, WFTC with 500 w effective radiated power.

WFHR and WFTF-FM Wiscon- sin Rapids, Wis., requests assign- ment of license CP (FM) from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm of which Mr. Huffman is president and 98.8% owner. Pur- pose is to place the broadcasting interests on a self-sustaining basis and to separate them from George T. Frechette, vice presi- dent; William F. Huffman Jr., sec-

WQOW May Try New Experiment

Stockholders Considering Public Contributions To Keep Going

PROSPECTS of another "noble ex- periment" in station operation—defraying of overhead through di- rect public contribution — faced stockholders of the beleaguered WQOW Washington, after two ef- forts to find a buyer has failed. At what was reported to have been a heated session last Wednes- day, stockholders of the so-called Blue Book station, now dripping red, found themselves faced with the alternative of raising operating funds or of turn- ing in their license. A special commit- tee was appointed to nominate seven additional members to the board, bringing the total to 18, with the board presumably to de- cide at a meeting scheduled for Friday night whether the virtually unprecedented "subscription radio" plan would be pursued.

It was presumed that if a bid was received, it probably would be accepted with alacrity by a ma- jority of the stockholders. The sta- tion represents an investment of about $180,000, in physical equip- ment and in operating losses since it began operation eight months ago.

Edward M. Brecher, former FCC employe who participated in the drafting of the Blue Book, wound up as general manager of the sta- tion in both Tuesday and Wednesday. It was he who was largely instru- mental in selling the idea of a "Blue Book station," which would rigidly limit its commercials and attempt to follow a fine music and quality programming theme.

Staff Slashed

The station staff has been re- duced sharply since stockholders weareded of advancing operating funds. Assigned to the 570 kc chan- nel, the station has operated with 1000 watts daytime but has a full- time potential since the channel is a regional "fulltime operation, however, would entail installation of an intricate antenna array to protect WMCA in New York and WWNC in Asheville, on the same frequency.

The subscription radio plan, it is understood, was advanced by a committee members said, evi- dently desire to keep the sta- tion going for idealistic reasons. The station is owned by some 75 business and professional men in Washington, D. C., whom are labeled extreme liberals.

If the public contribution plan is pursued, the nature of contribu- tions probably will be closely scrutinized because of the new nature of the project and also because questions have been raised about the ideologies of certain of the stockholders, and of its former management under Mr. Brecher. It is understood that the stockholders committee estimated that the sta- tion could be carried on with a budget of $5,000 per month. On a pledge basis, at least a 25% daily-
Better to Hear

TREND in Eastern Iowa is toward second or extra radios for the home, according to the results of a recent survey by WMT Cedar Rapids. Radio dealers reported old radios acquired as trade-ins were being sold for "Junior's room" or for "the sun porch." While on farms the extras are being used in barns and outbuildings. Moreover, the survey revealed, most people are keeping their old sets when buying new ones.

KNOX Debuts This Week As Affiliate of Mutual

KNOX, Grand Forks, N. D.'s newest station, takes the air this Friday (Sept. 12) as an MBS affiliate with 250 w on 1400 kc. Located just north of the city limits in the new Dr. Pepper plant, KNOX studios will cost approximately $20,000 when completed, according to the station.

General Manager Frank W. Kaull announced the following staff: Jack Kennedy, program director; Dick Charles, assistant sales manager and sports announcer; Eugene Zobel, chief engineer, and Mary Kelly, traffic director. KNOX is owned by the Community Radio Corp. and represented by Universal Sales Inc.

CFRB Expected to Move To 1010 kc in Early '48

CFRB Toronto, on clear channel 860 kc with 10 kw, is expected to move early next year to 1010 kc with same power. The 860 kc frequency has been seized by Canadian Broadcasting Corp. for its key Dominion Network station, CJBC Toronto, now on 1010 kc with 5 kw and scheduled to increase power to 50 kw. New CJBC transmitter is being built at Hornby, Ont., site of other CBC 50-kw Toronto station, CBL.

Change in CFB frequency has been subject of Parliamentary debate for over a year, but CBC, following Parliamentary Radio Committee findings, has been authorized to go ahead with expansion plans and loaned $2,000,000 to do so. It is understood CFRB's present license for operation on 860 kc has been renewed to year end.

BMB Adds 45

A TOTAL OF 178 subscribers have joined Broadcast Measurement Bureau under the new 15-point program, an increase of 45 since the previous week, BMB announced last week. Subscribers not previously announced are: WBRC KCOL WMZ KRLC KTFI WJBC WLCL WEEQ WTXB KDTH WCTT WKB RGNO KLOU KNOE WRDO WMEX WDAP WWTI KGHL WALL WTRY WEGO WNNW WBIG WGLW WFTC WRLW WAYN WING WPPK KWIN WLBR WJAR WMAX WJHL WSMS WCKK KGKB WCAK WFRG WGH KIRO WKBB.

NeARING COMPLETION is WCFC Beckley, W. Va.'s new $100,000 PM plant, shown here as drawn by the architect. The building houses studios, transmitter and offices and has a total of more than 7,400 square feet of floor space, according to the station. Construction is of steel, concrete and brick.
No matter how you break it down

WRC is Washington's First Station

BMB measured six stations in Washington—the four network outlets and two leading independent stations. No matter how you break down these BMB figures—by audience levels or geographical areas—WRC has a greater audience day and night than any other Washington station.

**By Audience Levels**
WRC leads all other Washington stations in *all* audience levels at night—and in 8 out of 9 audience levels in the daytime.

**By Geographical Areas**
WRC leads all other stations in the District of Columbia...

...in the Washington Metropolitan Area...

...and in the Total Station Audience Area...

---

The above chart shows WRC leadership at the basic BMB 10% level. Complete decile comparisons available on request.

**FIRST IN WASHINGTON**

980 KC.

Represented by NBC SPOT SALES

T H E  N A T I O N A L  B R O A D C A S T I N G  C O M P A N Y
The new 1947 KMOX-CBS Listener Diary Study proves that KMOX is the way-in-front favorite of an overwhelming majority of listeners in St. Louis and throughout mid-America.

This KMOX study is an accurate measurement of listening habits and preferences throughout the KMOX 62-county Day-Night Primary Area. The most comprehensive ever undertaken in this territory, it uses the CBS Listener Diary technique with balloting conducted by C. E. Hooper. According to this independent research organization...

From 6:00 a.m. to 6:00 p.m., KMOX has the largest audience during 185 of the 324 daytime
quarter-hours...29\% more “firsts” than any other St. Louis station! From 6:00 p.m. to midnight, KMOX has more listeners than any other St. Louis station during 1/2 of the 168 nighttime quarter-hours...36\% more “firsts” than its closest competitor!

During the entire week, KMOX has the lion’s share of the audience during more than half of the total 492 quarter-hours...is in first place more often than all other St. Louis stations combined!

Once again KMOX is the people’s choice. Which is why KMOX should be your choice.

Get in touch with us or Radio Sales to pick the KMOX availability that will make your product a mid-America favorite.

"RMB Study No. 1, March 1946. Since April 1947, "The Voice of St. Louis"—mid-America's first choice—has been reaching more listeners than ever before. With a new 470-foot antenna, at a new, more strategic site, and a new 50,000-watt transmitter, KMOX's half-millivolt line now embraces 25% more radio homes throughout a 39% larger area."
'CBS Views the Press' Gets Favorable Comments From New York Daily Papers

FAVORABLE newspaper comment on "CBS Views the Press", the WCBS New York program criticizing news publications, was reported last week by the network headquarters as the show rounded out its 14th week on the air.

Among comments released by CBS were:

From the managing editor of the New York Herald Tribune: "Newspapermen are convinced that criticism is good for politicians, preachers, engineers, actors, industrialists, plumbers, labor leaders and in fact, all other trades and professions. How then can we complain about taking a sip of our own medicine?"

From the New York Times: "... There seems no valid reason why the newspapers should be immune to continuing review, if only because their admitted influence and importance in modern life is a wholly appropriate matter of public interest."

From a New York Post editor: "I am utterly in favor of critical comment wherever and welcome the ... CBS program."

From the New York World-Telegram: "This kind of turn-about is no more than fair play. ... I applaud the idea of CBS Views the Press. I like its frankness and fair judgment."

The WCBS program, prepared by the CBS news staff, features Don Hollenbeck as spokesman and is heard Saturdays 6:15-6:30 p.m.

NAB REQUESTS HEARING ON OPERATOR LICENSES
INFORMAL hearings on proposed revision of broadcast operator licenses has been asked by NAB in a petition filed with the FCC. The proposed new requirements were announced Aug. 1 [Broadcasting, Aug. 4].

Three classes of broadcast operator licenses would replace the one type of license now required for technical operation of a broadcast station.

Four points raised by NAB member stations are cited: Desirability of assuring highest possible technical operating standards; necessity for licensing enough broadcast operators to meet needs of a growing industry; necessity for prescribing duties of each class to permit small stations to operate on limited budgets; desirability of protecting status of operators licensed under existing rules.

Open hearing at which various viewpoints can be fully aired was requested by NAB. Signing the petition were Don Petty, general counsel, and Bryce Rea Jr., attorney.

Yankee Football Games To Have Video Sponsor

The Yankees began their eight home game schedule on Sept. 5, playing a night game at Yankee Stadium, New York. The remaining games will be played on Sunday afternoons at Yankee Stadium, with the exception of the final game on Dec. 7 which is to be played with Brooklyn at Ebbets Field. Bill Slater will call the play-by-play action of the team. This is the initial entrance of Springs Mills into television.

Quotable: "... There seems no valid reason why the newspapers should be immune to continuing review, if only because their admitted influence and importance in modern life is a wholly appropriate matter of public interest."

The fact that it is not necessary to use all radio stations in any market to reach all listeners is emphasized in the latest promotion piece of WMUR Manchester, N. H.

When a third station began operating in Manchester, WMUR found that local advertisers, probably because of newspaper buying habits, thought they now had to split their radio budget three ways. Actually, says the promotion piece, each paper does have a rather static group of readers and in order to reach all daily readers it is necessary to advertise in all papers. But, the station contends, quite the opposite is true of radio, for any one well-established station in a medium-sized city reaches very nearly all the listeners nearly every day—during some hour of the day or evening.

Since listening shifts from station to station, no one outlet can claim ownership of any single group of listeners, says WMUR. The only difference, the promotion piece points out, is that stations do vary greatly in their effectiveness, with some stations reaching more listeners more often every day.

WMUR's advice, therefore, is to concentrate on the one station with the most listeners at the time selected to broadcast.

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WMUR's advice, therefore, is to concentrate on the one station with the most listeners at the time selected to broadcast.
Sweetest STORY ever told! —

Never—we believe—has any independent station had an opening so truly grand as ours. All Southern California welcomed us. Our appreciation to AFRA and Musician's Union (Local 47) for their gracious co-operation. And we want especially to thank these and others who participated in our Official Opening Program:

Gene Autry
Warner Baxter
Sheriff Eugene W. Biscailuz
Mayor Fletcher Bowron of Los Angeles
Vanessa Brown
Ken Carpenter
Charles Carroll
Cass County Boys

Spade Cooley
Raymond V. Darby
Brian Donlevy
Tommy Dorsey
Larry French
Reginald Gardner
Mayor Mark T. Gates of Santa Monica
Ann Gillis

Page Gillman
Ferde Grofe
Jon Hall
Bill Hay
Cong. Don Jackson
Gordon Jenkins
Frances Langford
Rosa Linda
Lee McGregor

Marilyn Monroe
Gene Nelson
Guy Bates Post
Lina Romay
Roy Roberts
Robert Walker
Helen Wills
Ray Whitaker and his orchestra

Sweetest COVERAGE ever sold! —

5000 POWERFUL WATTS—MORE powerful because of a minimum of distortion (2.8, unbelievably low)—MORE powerful because of Progar (first installation in California) which keeps modulation at constant level—MORE powerful because of lack of side band interference—MORE powerful because there is not a used or composite piece of equipment in the entire plant. It's all new—Western Electric Transmitter—Langevin Speech Input—Truscon Tower—only the best. This powerful coverage includes not only Greater Los Angeles of 4,000,000 people, but far beyond that—Santa Barbara over 100 miles to the north, Big Bear over 100 miles to the east, San Diego over 100 miles to the south. All bonus coverage to the regional or national advertiser at LOCAL RATES.

Sweetest BUY in Radio!

There's something new in the air over KOWL—sweet middle-of-the-road music—no jive—no double spotting—no paid religious. And the rates are refreshing too—¼-hour as low as $15.00 each. But get the complete story. For buying satisfaction refer to Standard Rate and Data NOW.

5000 WATTS CLEAR CHANNEL

KOWL

Covering the GREATER LOS ANGELES Market plus!

Represented by THE WALKER CO.
Coast Oil Firm's 22nd Season
As Football Sponsor Heaviest

USING 98 STUDIOS, Tide Water Associated Oil Co., San Francisco, this fall will sponsor college football games broadcast for the 22nd consecutive year. Broadcast schedule, including 100 studio-to-studio stations, will be the heaviest ever undertaken by Tide Water, according to Harold R. Deal, manager of advertising and sales promotion for the company.

The schedule includes Pacific Coast Conference games and also those of prominent independent schools and the Universities of Nevada and Utah. Broadcasts will originate in Oregon, Washington, Idaho, Utah, California, Nevada, Arizona and Hawaii. Network hookup will include MBS, Inter-Mountain Broadcasting System, Arizona Broadcasting System and Aloha Network of Hawaii. In addition, the oil company will use a hookup of leading independent Pacific Coast stations.

Starting Sept. 19, the broadcasts will continue until Dec. 6. Tide Water's 49 studio-to-studio stations will broadcast the Southern California-Notre Dame classic Dec. 6.

Lineup of Stations

Stations scheduled to air the Tide Water stations are in Arizona: KOOL and KTAR Phoenix; KCNA and KVCO Tucson; KDJZ Globe-Miami; KYCA Prescott; KGLU Safford and KYUM, Yuma.

The lineup in Nevada will be KATO and KOH Reno and KBNE Boulder City.

Utah stations will be KVNU Logan, KLO Ogden, KOAL Price, KOVO Provo and KALL Salt Lake City.

In Hawaii Tide Water will use KHON and KGMB Honolulu, KTOH Lihue, KMVI Wailuku, and KIPA and KHBC Hilo.

In Idaho KRLC Lewiston, KWAL Wallace, KIDO Boise, KBIO Burley, KVNI Couer d'Alene and KRPL Moscow are on the Tide Water list.

Stations to be used in Oregon, Washington and California include:


Washington—KXKO Aberdeen, KELA Centralia, KKEO Everett, KWKW Kennewick, KWIM Olympia, KROLL Spokan, KXWY Spokane, KPQW Pullman, KITU Kitima and KYAK Yakima, KPKW Pasco, KING Seattle and KOMO Portland.

Use Veteran Sportscasters

A number of veteran Tide Water sportscasters will be heard again this season, Mr. Deal announced. Sacramento sportscasters Bill Bell and Pat Hayes will team to present the games. Broadcasts originating in Spokane will be handled by Loyd Salt and Don Thompson. Los Angeles stations will hear TNT, Carpenter and Hal Byer. In Southern California Frank Bull will start his 19th year at a Tide Water station. Confirmed for Tideland will be Bill Welsh and Sam Balter. San Francisco area microphones will be manned by Ernie Smith, Lee Gioux, Carlson Hansen and Jack Sigler.

Nearly half a million vest-pocket sized Tide Water Associated Western football schedules will be distributed free through Tide Water dealers nationwide. Car cards will also promote the broadcast, as will 42 x 46 poster boards all Tide Water gasoline stations. There will be 3,300 window posters. These will be posted each week by Tide Water dealers calling attention to the sportscasts of that week and stations carrying them. Weekly newspaper advertisements in papers in metropolitan areas of the Pacific Coast and Hawaii also will be utilized, Mr. Deal stated.

In addition, Western newspapers and several magazines will carry sportscasts announcing Tide Water's 22nd year of football broadcasts. Also 1400 24-sheet posters will display "Drive to the Game with Arotone" copy, with illustration showing a typical football stadium scene. Agency handling the Tide Water Associated account is Buchanan & Co., San Francisco.

Two Strikes

CONTRARY to popular belief, lightning struck the same place twice late last month when the WLAW in Lawrence, Mass., 50-kw transmitter was struck by two bolts of lightning during a storm. First bolt shattered a 26-foot underground telephone cable, severing communication between the transmitter at Burlington and the outside. The second hit a 440-foot tower, burning out a meter box and starting a slight fire. Engineers on duty played transcriptions until Chief Announcer Frederic P. Laffey raced 20 miles to present transcribed programs interspersed with newscasts. Engineers Morton Row, Edward Reimtis, Alden Dougherty, Perley Tribou and Ernest Pfeiffer were on duty, along with Program Director James T. Mahoney.

Says Lack of Equipment Slows CBC FM Progress

SLOW EXPANSION of FM broadcasting facilities by Canadian Broadcasting Corp. is due to scarcity of equipment, according to Dr. A. Frigon, executive vice president. CBC operates FM transmitters at Toronto and Montreal, and plans expansion of FM broadcasting to Vancouver and Winnipeg.

Dr. Frigon also stated that no blanket ruling has been made in Canada as to duplicating AM programs on FM stations by the American FM outlets in Canada. It is expected, however, that AFM in Canada will follow lead of AFM in U. S. regarding duplicating programs. Under CBC rulings, all FM stations licensed to date must duplicate programs from AM affiliates.

Council Broadcast

FIRST BROADCAST of proceedings of the Texarkana, Ark., city council was aired by KCJC-FM Texarkana from the council's meeting room Aug. 26. The Texarkana Gazette gave the broadcast front-page attention with a two-column head in its Aug. 27 issue. It pointed out the fact that one of the aldermen, H. L. Burke, was credited by KCJC-FM technicians with having an unusually pleasing radio voice.

Philo Report

SECOND QUARTER sales of Philco Corp. rose to $57,754,000 against $50,187,000 in the first period and $22,861,000 in the second 1944 quarter. Company has reported it had reduced its bank loans from $5,000,000 on April 30 to $3,000,000 currently.

BRIDEGROOM and bridegroom receive recording of wedding broadcast at reception. L to r: Bill Howard, WWOD announcer; Norman Simpson, WWOD chief announcer; the bride, Mrs. Nelson; the bridegroom, First Baseman Nelson; Jack Welden, manager of WWOD; and G. Everett Weaver, station's sales manager.

BRIDEGROOM and bridegroom receive recording of wedding broadcast at reception. L to r: Bill Howard, WWOD announcer; Norman Simpson, WWOD chief announcer; the bride, Mrs. Nelson; the bridegroom, First Baseman Nelson; Jack Welden, manager of WWOD; and G. Everett Weaver, station's sales manager.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today
### COMPARATIVE NETWORK PROGRAM - SPONSOR SCHEDULES

**SUNDAY**

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<td>Lee Mols - Drew Pearson (19)</td>
<td>Dinah Shore &amp; Harry James</td>
<td>Starlight O'Nan</td>
<td>NBC TV Show</td>
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### MONDAY - FRIDAY

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Note: The image contains a schedule of network programs and sponsors, along with some text that is not fully legible due to the quality of the image. The schedule includes times, networks, show names, and sponsors for specific programs. The content is organized in a table format with columns for time, ABC, CBS, MBS, and NBC.
### NEDAY

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*EXPLANATORY NOTES*

**ABC**

- 5.00-6.00 PM: Sunday Night Show with Albert Reynolds.
- 6.00-7.00 PM: Saturday Night Show with Robert Reynolds.
- 7.00-8.00 PM: Sunday Night Show with Donald Reynolds.

**CBS**

- 5.00-6.00 PM: Saturday Night Show with Robert Reynolds.
- 6.00-7.00 PM: Sunday Night Show with Donald Reynolds.

**NBC**

- 5.00-6.00 PM: Saturday Night Show with Robert Reynolds.
- 6.00-7.00 PM: Sunday Night Show with Donald Reynolds.

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**Sunday**

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**Saturday**

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Radio doesn’t stand still. Vigorous new things keep happening in its solid maturity, as in the days of its youth. Yet in all of the swift confusions of radio’s growth and changes some simple basic yardsticks remain, with which to measure radio network values.

What are these yardsticks?

1. Completeness of coverage
2. Balance of facilities
3. Balance of program schedules

These combine to give a sometimes-overlooked (but very basic) measure of network efficiency:

**How many listeners delivered at what cost?**

We have applied all these yardsticks to all the networks in a new CBS study; a useful measure of the **coverage** and **economies** of the networks.

The figures show, simply and clearly, that CBS is the most effective network in America, today.

To see the study—and to get the utmost in radio values...

**SEE CBS...THE COMPLETE NETWORK**
CBS MAKING GREATER USE OF VIDEO PICK-UPS

BEGINNING Sept. 4 for the next five weeks, CBS television programs began operating at actual location, reporting events as they occur by means of mobile pick-up equipment.

A flying school course comes directly from an airport. A cooking program brings the audience into the kitchen of a famous New York restaurant. An audience participation program titled Party Line is being televised from the main offices of an industrial organization with John Reed King as m.c. of the series, which permits the audience to take part in the show via telephone. Bill Leonard, m.c. on This is New York is traveling with the WCBS-TV mobile crew around the city to interview people.

In announcing these new programs, Worthington Miner, CBS director of television said, "We anticipate that this variety fare in our programming will accomplish important objectives. It will lift the mobile pick-up from its present status as a technical device for special events broadcasts to one of full-fledged entertainment and educational values."

McNeil Says Television Helps Sports Attendance

"DESPITE warnings of some promoters and their dire predictions of effects of televising their events, every sports arena is enjoying vastly increased gate receipts over last year," John McNeil, general manager of WABD New York, Du Mont video station, stated last week. He pointed out that attendance at Jerome Stadium, Bronx, N. Y., has increased 25% since bouts were telecast and that baseball paid admissions are making new records this year, despite the absence of free pocket money.

"Radio gave sports promoters the identical jitters," Mr. McNeil concluded, "but now radio is generally credited with the phenomenal rise in interest."

CBS Lists New Co-op

CBS last week announced that beginning Oct. 6 Winner Take All, current quiz sustainer, would be available for co-op sponsorship, now that one of its current cooperative programs, House Party, will be sponsored in its entirety by General Electric Co. effective Dec. 1. House Party, currently heard Mon.-Fri., 5-5:30 p.m., will shift to 3:30-4 p.m., on Oct. 6 and Winner Take All now heard 3:30-4 p.m., five times weekly, will shift to 4:30-5 p.m., on Oct. 6.

Increased Number of Stations Fail to Augment Listenership

THE INCREASE in the number of radio stations within the past year has failed to bring about a corresponding increase in radio listening, a special analysis prepared for Broadcasting by C. E. Hooper, Inc., revealed last week.

The analysis was based on studies of listening in 17 of the 36 Hooper checking cities where a total of 26 new stations have taken to the air during 1946-47. Although the number of stations in the 17 cities have increased by 31.7%, sets-in-use have risen only 5.6%, the survey showed.

Daytime average sets-in-use in January-July, 1946, showed a 3.7% gain over 1945; January-July, 1947, showed a 4.7% gain over 1946 and an 8.5% gain over 1945. The Hooper analysis further indicated that the 8.5% increase in listening may have been traceable to the increase in the number of "available homes" in 1946-47 as compared with 1945 and not to the increase in stations.

Support for that contention was seen in figures for average sets-in-use for all 36 Hooper checking cities where listening seemed to increase at a higher rate than it had in those 17 cities where new stations had gone on the air.

In the 36 Hooper cities, January-July, 1947, sets-in-use showed an 11.6% gain over 1946 as compared with the 8.5% rise in the 17 cities with new stations.

NBC Presents 83 Hours Of TV in 11-Day Period

CLAIMING to have broken all previous television records, NBC last week announced that it presented more than 83 hours of television programs during the 11-day period from Aug. 22 through Sept. 1. During this period NBC Television reports that it set a week-long record when its video station WNBTV New York was on the air 60 hours from Aug. 22 through Sept. 1.

Four days coverage of the American Legion's 29th annual convention accounted for approximately 30 hours of telecasting and, in addition, NBC Television also covered the N. Y. Giants baseball games, the Davis Cup finals, boxing bouts and trotting races.

Who Said That?

WHEN a station receives word from two distant parts of the country that listeners have picked it up, it ordinarily is most pleased. Well, that's what happened to KGAF Gainesville, Tex., but its reaction is strictly bewildement, for KGAF is still under construction and doesn't even have a transmitter as yet. Letters from Parkville, Md. and Highland Falls, N. Y. said they heard "Moonlight and Roses" at 3:40 a.m. on Aug. 21, followed by "Station KGAF Gainesville, Tex. broadcasting on 1680 ke with a power of 250 watts." The station plans to take the air Sept. 15.


Reporting Service Started by FCC Bar

Will Keep Latest Information On Commission Rules

ADMINISTRATIVE reporting service has been projected by Federal Communications Bar Assn. to provide and keep up to date FCC rules, engineering standards, pertinent statutes and orders of the FCC and the courts. The association's Executive Committee, of which John H. Midlen is secretary, last week sent out notices inviting attorneys, consultants, station owners and others to take the service.

The plan was approved at the association's last meeting, with the committee instructed to make arrangements. Compilation will be handled by the administrative reporting firm of Pike & Fisher, Washington. Service will not be started until 100 three-year subscriptions at $120 a year have been received.

Notices of the service will be distributed at the FMA and NAB annual conventions. Members of the special committee in charge of the service are Neville Miller, Arthur W. Scharfeld and Russell Rowell.

Volume I will contain a complete and amended reprint of all relevant statutes, FCC Rules and Regulations pertaining to radio, all engineering standards, and miscellaneous material such as appeals, court rules and sections of the Urgent Deficiencies Act.

Statutes, rules and standards will be annotated with legislative history, policy statements and interpretations by the Commission, with liberal cross references. Volume II will serve as a current reporter of administrative and court decisions relating to the FCC as well as contract, fair trade and anti-trust litigation.

Volume III will consist of a digest of Commission decisions and all relevant court decisions. Federal Radio Commission decisions will be included along with court decisions. The digest will be kept current.

Cole Back

H. Cole Milling Co. (Omegum Flour), Chester, Ill., which last winter cancelled Somin Ed. Mc-Connell because of the wheat shortage, will return to network radio Oct. 4 with program as yet unselected. KADW New Orleans, has signed 26-week contract with MBS for 3-3:30 EST, Saturdays.

MINNEAPOLIS City Council unanimously adopted a resolution condemning WCCO Minneapolis for its series of programs, "Neither Free Nor Equal," a point-blank attack on racial and religious discrimination in Northwest.

September 8, 1947 • Page 29
Great moments in the life of a radio station

WWL

1st Broadcast from WWL: Father Edward A. Cummings, S.J., president of Loyola, speaks over WWL—a 10-watt transmitter, made from $400 worth of spare parts from a Government War Surplus ship. The studio audience—20 Loyola students—gave a spontaneous cheer at conclusion of historic broadcast.

One of the first WWL studios
1923—10-watt power
1924—50-watt power
1927—500-watt power

5,000 Watts
—and this was the WWL transmitter

1946...
WWL's FM
affiliate begins operations
WWLH

1947...
New "Silver Anniversary" Studios opened

Page 30 • September 8, 1947
1922...

1st MUSIC BROADCAST IN THE SOUTH

A recording of John McCormack singing "When Irish Eyes Are Smiling" is broadcast over WWL.

THOMAS A. EDISON: The great inventor's first address to the American people was "transcribed" and carried over WWL.

THE BOSWELL SISTERS: New Orleans' famed music trio played and sang over WWL while still in high school.

1924...

1st Mass Broadcast from Holy Name Church

This program is still broadcast every Sunday over WWL—one of the oldest continuous programs in the nation.

1931...

10,000 WATTS

1935...

"We take you to the Columbia Broadcasting System"

1938...

50,000 WATTS

The greatest SELLING power in the South's greatest city...1st in retail sales...1st in wholesale sales.

Today...

1st in Public Service

1st in Merchandising

1st in the Hearts of All the People

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
CBS Realigns Fall Sustaining Schedule
To Make Room for Football, Other Shows

WITH the impending football season and the return of many commercial programs this fall, CBS last week announced a realignment of its sustaining schedule.

When the football season opens on Sept. 27 for CBS with the North Carolina-Georgia game, four regularly scheduled Saturday afternoon programs will go off temporarily. Columbia's Country Journal, currently 2:30-3 p.m., will be off the air Oct. 4-Dec. 6, but Don Lerch, CBS farm editor, will continue active and there are plans for a special program set up for him.

Other Saturday programs to be discontinued from Sept. 27 through Dec. 6 are Adventures in Science, 4:30-4:45 p.m.; Of Men and Books, 4:45-5 p.m., and Cross-Section U. S. A., 5-5:30 p.m.

The Robert Q. Lewis Show will be expanded to 45 minutes and shifted to 2-2:45 p.m. Sunday, and Bob Reid's quarter-hour song program is being cancelled due to the expansion of the Lewis show. Mr. Reid's songs will be integrated in the Lewis program.

CBS Is There and Escape, which were discontinued Aug. 18, will return to the air in October. CBS Is There will return on Oct. 7, Tuesday, 10:30-11 p.m., and Escape will replace Doorway to Life Oct. 1, Wednesday, 10:30-11 p.m. Doorway to Life will switch, effective Oct. 5 to Sunday, 1:30-2 p.m.

Invitations to Music, currently heard Wednesday, 11:30 p.m.-12 midnight, Oct. 12 moves to Sunday at the same hour.

SHORTWAVE broadcasts to Europe and Far East on fight against cancer have been started by American Cancer Society in cooperation with State Dept.'s GIC programs.

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UP, ACME INAUGURATE PICTURE-NEWS SERVICE

A NEW picture-news service for television stations was announced last week in New York by the United Press and Acme Newpictures Inc.

The service, which was to begin yesterday (Sept. 7) with WNET New York and WRGB Schenectady as its first clients, will provide 26 programs a week. Weekdays it will distribute two five-minute spot news shows for evening audiences, one five-minute woman's show and one five-minute documentary. Two five-minute spot news shows will be sent Sundays.

Pictures will be received at stations on Acme telephoto receivers; scripts coordinated with the pictures will be delivered by UP wire.

The service was described as at least a temporary answer to the difficulties of putting spot news from world-wide sources on television.

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One station blanks the Upper Midwest

One station . . . KFYR . . . gives you complete coverage of the Upper Midwest with one message—one rate. No other station in America gives you such a vast primary coverage area.

KFYR's happy combination of favorable frequency (550 kc.), high ground conductivity, and masterfully engineered antenna system results in a 10% BMB area embracing 160 U. S. counties plus 51 Canadian census subdivisions . . . an area no alert advertiser can overlook.

Even more important, KFYR's 22 year policy of building programs to suit the special tastes of the Upper Midwest has created an audience loyalty that pays off where it counts—at the sales counter.

KFYR can build sales for your product.

Ask any John Blair man for availabilities.

---

NBC SAFETY PROJECT

Helicopter Spots Congestion;
Motorists Warned

NBC's CENTRAL Division newsroom, Chicago, set what it thinks was a precedent Labor Day in providing public service to its listeners. To assist an estimated one million vacationers returning to Chicago safely, NBC chartered a helicopter and enlisted the aid of the Cook County Sheriff's Office to make an aerial survey of congested areas. As the helicopter sighted particularly dangerous traffic bottlenecks it relayed the information to William Ray and his staff of NBC newsmen who reported the traffic warnings at 15-minute intervals over WMAQ from 4-8 p.m.

The Cook County Traffic Dept. said thousands of cars were observed taking instructions they got through their car radios.

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INITIAL ISSUE OF BMB QUARTERLY OFF PRESS

INITIAL issue of the BMB Quarterly, dated September, has been published by BMB. Two of its six feature articles analyze BMB audience data, another describes the Bureau's forthcoming interim audience measurement and the remaining articles are contributed.

Daniel Denholz of the Katz Agency, New York, has written on uses to which a station representative puts BMB data, E. P. H. James, MBS vice president in charge of advertising, promotion and research, wrote on the MBS engineering measurement of station coverage and the third is a reprint of an article by Alfred Polites and Richard Brumback on the reliability of mail surveys. Lead article of the issue is based on the Bureau's analysis of its own station audience.

The quarterly carries the first description of BMB's interim station audience measurement, which will be made in March, 1948. The issue also contains several pages of questions and answers about various phases of BMB.

BMB Extends Deadline

DEADLINE for earning BMB "early subscription" discounts has been extended from Sept. 15 as previously announced to Oct. 1, the BMB executive committee announced last week. Renewal subscriptions mailed prior to Oct. 1, 1947, are entitled to 10% discount on the first 12 months fees, new subscriptions to 5% discount.

Just seven months after KKLW St. Louis, went on air it has put into service a completely new $6,500.00 transmitter. Station has been using secondhand transmitter borrowed from WTAS Quincy, III., because manufacturer was unable to make delivery of new equipment when station went on air.
ANNOUNCING
the
APPOINTMENT of

J. S. "JIM" AYERS
MANAGER
ATLANTA OFFICE
120 MARIETTA STREET
CYPRESS 1323

TAYLOR - HOWE - SNOWDEN
Radio Sales, INC.

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco
Atlanta
WHLI SHOWS THE WAY
Month-Old 250-w Daytime Independent Prospers
As Many New Stations Falter

THE MORTALITY RATE among new stations which have hoped to
keep up blueblood standards has been notably high, but last week it
looked as though a 250-w daytime independent on Long Island had
learned how to be aristocratic and solvent almost at birth.

WHLI Hempstead, L. I., N. Y., on the air only a month, was near
the point of breaking even, despite a stringent policy that forbade the
use of such commercial devices as jingles and double spot announce-
ments.

Before WHLI had taken the air, 70% of its available commercial
time was sold. The rest went two days later. Soon the station issued
a new rate card, raising its ante. Staffed and managed by expe-
rienced broadcasters, WHLI may attribute its success to a number
of factors—its location being one—but probably its pre-debut promo-
tion was a principal reason for station's financial robustness now.

For months before WHLI went on the air, Elias L. Godofsky, presi-
dent and general manager, addressed local merchant or civic
groups. The station sent 100,000 postcards to Nassau County resi-
dents, advising them that "The Voice of Long Island" was about
to be heard.

Bus Cards Used
Car cards were posted in buses, advertising space was taken in 35
weekly newspapers, brochures on "How To Increase Your Business"
and "Let The Voice of Long Island Speak for You" were distributed
to prospective sponsors.

WHLI gave away $1,000 in prizes in contests every hour dur-
ing its first day of broadcasting, took teaser ads three times a week
prior to that in the two local daily papers.

In a four-day period of "testing" before its actual debut, the sta-
tion asked listeners to call and report on reception; 8,000 calls, let-
ters and telegrams were received, according to the WHLI man-
agement.

The WHLI programming concentrates on music (no jive) and
news with a local slant. Its own news bureau retains a staff of 11
reporters; seven of them work ex-
clusively for WHLI, the others also
are with weekly newspapers.

Maxson Corp. Acquires
Langevin Common Stock
W. L. MAXSON Corp., New York,
engineering and manufacturing
company, has acquired all of the
common stock of Langevin Mfg.
Corp., New York. Carl C. Lange-
vin, president of Langevin, has
become a member of the Maxson
board of directors.

Maxson has taken over all of
the property and business of the
Langevin Corp., with the exception
of the latter's West Coast offices
which will act as distributors in
sales and engineering service
for Langevin products. The new
organization will retain Langevin
management and personnel and
will continue the manufacture and
sale of audio amplifiers, trans-
formers and other apparatus used
in sound systems and industrial
control equipment.

Files Objection
OBJECTION has been filed with
FCC by WIPS Inc., Evans-
ville, Ind., to the earlier request
of Tri-State Broadcasting Corp.
for reconsideration by the Com-
mission of its 1380-ke grant to WIPS
Inc. The Evansville grantee in its
petition stated Tri-State had en-
tered in the record the fact that
Robert H. Hinckley, ABC vice
president, would retire from Tri-
State should his connection put
Tri-State at a disadvantage, and
therefore use of this fact as basis
for the Tri-State reconsideration
petition was without substance.
Tri-State filed its reconsideration
petition after Mr. Hinckley sold
his 25% interest to President W.
John K. Jennings for $6,250
[BROADCASTING, Aug. 25]. Proposed
decision in case had been to grant
Tri-State but in final ruling the
facilities of 5 kw on 1380 kc went
to WIPS Inc.

FIRST PLACE award for 1946-
47 in the public education di-
vision was made last week by the
U. S. Junior Chamber of Commerce
to WPDK Jacksonville, Fla., for its
forum program Jacksonville Un-
limited. Program is produced by
WPDK under sponsorship of the
Jacksonville Junior Chamber of
Commerce.
276 Counties in 9 States Prove WOAI Has Superior Daytime Coverage

SUMMARY BY LEVELS

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<td>Measured city with over 10% BMB</td>
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DAYTIME MAP

Based on BMB Study No. 1—March 1946

Counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.

WOAI

San Antonio

50,000 WATTS Clear CHANNEL

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

NBC • TQN

September 8, 1947 • Page 35
Open Mike

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

skill's Science and Sanity, and put into practice a little non-Aristotelian thinking.

Ted Leitell
Zenith Radio Corp., Chicago, Ill.

Julian F. Skinnell, Operations Manager, WLBK Lebanon, Pa.

WLOW, Too, Presents City Council Sessions

EDITOR, BROADCASTING:
I have just read in your August 25th issue of BROADCASTING that WKBH, La Crosse, Wis., believes it is the first station which has scheduled actual proceedings of city council meetings.

Just for the records, we would like BROADCASTING to know that WLOW in Norfolk, Va., has been carrying city council meetings since June 3rd of this year. WLOW has been given the opportunity to carry these meetings whenever issues of sufficient general importance are on the agenda.

In this letter to BROADCASTING WLOW is not making any claims relative to being first. We are merely interested in straightening out the records.

Robert E. Wasdon, General Manager, WLOW Norfolk, Va.

Tomkins Says WKBH
Also Aired Council

EDITOR, BROADCASTING:
In the August 25th issue of BROADCASTING, page 52, column 4, you have a small article which states that: "It was believed to be the first time that an American city council has ever permitted its proceedings to go on a public record."

It may interest you to know that WKBH, Youngstown, Ohio, made several wire recordings of city council meetings last January. At that time I was with WKBH as a news editor. There was considerable excitement at the time over the seating of a councilman. We recorded the meeting and, after editing it and inserting a running commentary, had it on the air two hours after the meeting was over.

I'm sure that Don Brice, present news editor at WKBH and Paul White, special events director used the wire recorder at other meetings prior to the January date.

Just thought I'd make an attempt to clear the record and let you know, too, that WKBH is a live-wire outfit.

William H. Tomkins, State Publicity Agent, Radio Bureau, N. Y. State Commerce Dept., Albany, N. Y.

Co-ordinates Given

FCC fortnight ago issued a complete list of the geographical co-ordinates of standard stations in the U. S. The information concerns the precise location of station transmitters and has been compiled as mutually agreed by countries party to NARBA. Hereuntofore such information related only to location of directional arrays. The data also is published by the Berne Bureau of the International Telecommunications Union.

CBS to Record Talks

IN ORDER to fulfill requests from staff members of CBS affiliates for copies of talks to be given at CBS first promotion managers clinic scheduled for New York, Sept. 9-10, Thomas D. Corby, CBS director of program promotion, announced last week that he would have transcriptions of the talks made and copies sent to CBS affiliates.

Communications Course
To Begin at New School

A NEW COURSE titled "Freedom and Control in the Communications Industries" will begin at the New School for Social Research, New York, on Oct. 3.

Milton D. Stewart, director of research of the President's Commission on Civil Rights is chairman of the course, among the guest speakers are: Hon. James E. Murray, U. S. Senator; Archibald MacLeish, former Assistant Secretary of State and now member of U. S. National Commission for UNESCO; Hon. Clifford Durr, FCC member; Cass Canfield, chairman of the board, Harper & Bros.; Morris L. Ernst, author and lawyer; Harold D. Laswell, professor, School of Law, Yale U.; Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia U.; Arthur Webb, Washington Correspondent London Daily Herald.

BROADCASTING • Telecasting

Page 36 • September 8, 1947
Everybody knows how Oregon industry zoomed in war time.

But look what’s happened since the war:

- 173 new industries organized in the city of Portland alone
- Further expansion of established industries... at costs up to $15,000,000 per plant
- Consolidation of long-range advantages: cheapest hydroelectric power, unlimited raw materials, easy transportation

If you have a product or service for the people of this ever-growing Northwest, stake out your claim in Portland—through the popular voice of KEX. Get the benefit of a ready-made audience, plus the promotion-ability of the Westinghouse organization! Our national representatives have the details ready for you.

KEX
THE ABC AFFILIATE IN
PORTLAND, Oregon

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Today is T.
today's the day
Tommy DORSEY
DISC JOCKEY SHOW ON TRANSCRIPTION
FIVE FULL HOURS A WEEK!
starts delivering
...new audience ratings to stations
...new sales highs to advertisers
...new entertainment peaks to listeners
(that takes in everybody, doesn't it?)

The Tommy Dorsey Disc Jockey Show drops the needle today. Are you one of the lucky ones? Don't say we didn't warn you. We said: “If you don't book it, you'll have to buck it!” (There's a chance your territory is still open. It won't hurt you—or us—to find out.)

Just about the greatest guest star list ever!
These are some of the lucky ones: top NBC, CBS, ABC, MBS, and leading independent stations ... and many stations are 100% sold out for not five, but TEN hours a week!
You know all about the show by this time: Dorsey, the boss bandsman of them all, on transcription personally emcees the show, picks the best records by top recording artists, and—get this!—brings on the most glittering line-up of guest stars ever!

**Here's the Disc Jockey Show for wonderful sales results!**

And you can sponsor it too! You share the cost with hundreds of other sponsors in every neck of the woods. You pay only for your listening area ... and you get your area delivered ... because Tommy Dorsey on transcription means top drawing power five full hours every week! (That was the immediate reaction of these sponsors among others!)

**WARNER BROTHERS**  
**PIEL'S BEER**  
**CRAWFORD CLOTHES**  
**VENIDA HAIR TONIC**  
**OLD COUNTRY TROTTING RACES**  
**PARK CENTRAL HOTEL**  
**CAMEL CIGARETTES**  
**K. ARAKELIAN WINE**  
**T.W.A.**  
**MARYLAND PHARMACEUTICAL**  
**OLDSMOBILE**  
**CHICAGO SUN**  
**20TH CENTURY FOX**  
... and hundreds of others everywhere

**Phone or wire collect for the facts today!**
AAA Coast Unit Meets Next Month

'Brass Tack' Sessions Planned At Yosemite Oct. 12-15

THIS YEAR'S convention of the Pacific Council of the American Assn. of Advertising Agencies will be both "informative and relaxing," according to plans completed Aug 25 at a special meeting of the board of governors.

The convention, to be held Oct. 12-15 at Yosemite National Park, will follow a schedule allowing enough free time for those who will enjoy the park, besides providing "helpful brass tack" sessions, said Warren E. Kraft of Seattle, Pacific Council chairman.

First event on the schedule is a golf tournament Sunday, Oct. 12, at Wawona Golf Course, with J. R. Fox of San Francisco as chairman. A follow-up will be held the following day after the business sessions for those who could not participate on Sunday.

The board, in addition to Chairman Kraft, includes: C. H. Ferguson, San Francisco, vice chairman; Charles Devlin, Portland, secretary-treasurer; L. C. Cole, San Francisco, and C. Burt Oliver, Howwood.

Also helping to plan the convention are the chairmen of the four western AAAA chapters of the AAAA advisory committee, composed of past Pacific Council presidents: J. H. Driscoll, San Francisco; William F. Manly, Portland; Carl K. Tester, Los Angeles, and Evan Peters, Seattle. On advisory committee are H. E. Cassidy, S. B. Minner and August J. Bruhn of Los Angeles; Joseph R. Gerber, Portland; William H. Horsey, Seattle, and David M. Botsford, San Francisco.

Gach Forms Agency

GENE GACH, formerly publicity director of Hugo Schebliner Inc., Los Angeles agency, and prior to that head of publicity and sales promotion for military aircraft division of Lockheed Aircraft Corp., Burbank, Calif., has established an advertising and publicity agency under his own name at 6671 Sunset Blvd., Hollywood. Telephone is Hollywood 8163.

WFIL-TV Tests

WFIL-TV Philadelphia, which for two weeks has been on the air with a video test pattern, a fort- night ago telecast its first test programs, horse races at Garden State Park, Newark. Station officials report signals are good and that each day more and more bugs are being eliminated. Audio attributes of tests have been especially outstanding.

CERTIFICATE of recognition has been awarded to WSM Nashville, Tenn., for assistance to Knoxville Bureau of Fire Prevention during recent drive.

SELLING FM is joint project as far as KFXF-FM and KBMT San Bernardino are concerned. Two stations recently staged demonstration for more than 100 local radio dealers of San Bernardino Valley. Discussing project are (1 to r): Don Goodcell, general manager of KBMT; J. Clifford Lee and Eugene W. Lee, of Bros. Broadcasting Co., owners of KFXF-FM; Jack Myers, GE Corp. representative who handled demonstration.

U. S. INFLUENCE SHOWN IN BBC

Driscoll Reports on Tour of Britain,

France and Switzerland

BRITISH RADIO is beginning to show American influence, Dave Driscoll, WOR New York director of news and special features, reported last week, upon his return from a month-long tour of Great Britain, France and Switzerland. BBC's Ignorance Is Bliss is patterned after the CBS program, It's a Snap to Be Ignorant, and Twenty Questions, the MBS program, is heard with the same title and format on the BBC Home Service Network, he said.

Reporting on television, Mr. Driscoll said that the programs are available three hours daily in London, and the BBC spends as much as $2,000 to produce a half-hour dramatic show. To produce these television and radio programs, the BBC employs 11,000 people. There are now 35,000 television receivers in the London area, 6,000 of them being pre-war, he reported.

Radio in France is still operated by the Government, he stated, although there is some conversation of the government turning it into a commercial enterprise themselves. Television in France, which now includes one hour of daily broadcasting, has closed down for the summer because most of the talent is vacationing. "There are only 1,000 receivers and none of them can be sold," Mr. Driscoll said. Receivers are sold in parts and it is necessary for the buyer to assemble them at home.

WWDC RACKET DRIVE IS PRAISED BY ARMY

FRAISE for "the courageous and public-spirited manner in which your station helped to wipe out a racket" was received by WWDC Washington from officials of the Army Medical Center, as a result of recent action by the station in bringing to light a fake promotion for a boat cruise for the benefit of patients at Walter Reed Hospital.

Racket was revealed during a routine call at Walter Reed by the WWDC news department. It was learned that a promoter paid a Maryland post of the Veterans of Foreign Wars for the use of its name on the tickets for the cruise. Tickets for 5,400 persons were printed and the boat, at most, could accommodate only 2,500. The promoter would have netted about $4,000. Hospital officials denounced the plan.

WWDC put the story on the air, and in three days, the station reports, the operation was ordered by the Maryland state commander not to sponsor the program. Capt. Richard S. Field Jr., public information officer of the Army Medical Center, advised the station that as a result of the broadcast, tickets for the cruise were no longer being received.

McClatchy Stations Combat Delinquency

IN A DRIVE against juvenile delinquency, the McClatchy stations in California, in cooperation with the McClatchy newspapers, conducted baseball schools in four cities during the month of August. Schools were operated for the purposes of giving the youths a constructive project with which to occupy their minds during vacation, thereby helping to arrest delinquency tendencies, and to give the boys instruction in every phase of baseball.

Over 2,000 boys between the ages of 12 and 17 attended the two week concentrated sessions sponsored by WBEN-FM and KFBRK, the Modesto Bee, Fresno Bee and KMJ, and KERN Bakersfield. All-star squads of 14 were chosen in each city and elimination games were held to determine the championship team of the Central Valleys of California. The McClatchy organization presented each All Star team with a trophy and members of the championship Sacramento squad received miniature gold baseballs.

RMA Export Meet

FURTHER means of defending the American radio industry's export interests in Latin America will be considered at the RMA Export Committee meeting Sept. 15, at the Roosevelt Hotel, New York. Mexican prohibition will probably result in "bootlegging" sets across border, according to the committee. Other possible export markets, include (1) no saving in dollar exchange, (2) higher radio costs to Latin American public, (3) loss of foreign governments' revenue from duties, and (4) no local labor increase.

"Command Performance" To Be Featured in Movie

AFRS Command Performance will come in for its share of attention in "motion picture Cavalcade of Radio" currently being produced by Jerry Brandt, Hollywood independent producer. This was disclosed following recent conference between the producer, NAB officials and the AFRS commandant.

Film is expected to go into production this winter, following NAB approval of final script draft being prepared by John McLain. During conference NAB affirmed fact that its prime interest was in "seamless" radio, to be played in a sincere and entertaining fashion.

WACE, Regional Broadcasting Co.'s 1's in Chicopee, Mass., is operating a special 25 kw, 10 watt transmitter which is completing work on its new studios in Springfield, Mass., which will be used in conjunction with station's present studios in Chicopee.

CFQC Saskatoon, and CKCK Regina, have increased power with directional antennas to 5 kw and CFRM Quebec has increased power to 1 kw on 1280 kc. according to a report issued by the Dept. of Transport, Radio Branch, Ottawa.
IN JUST ONE YEAR WHDH BECOMES BOSTON'S BEST RADIO BUY!

“Share of Audience” up 459%

For the first time, an independent station has attained overall leadership in Boston radio. With 100% local programming, WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous “sports round-ups,” and Herald-Traveler news every hour on the half hour. Musically, too, WHDH offers easiest listening with many popular participating features, including the “Carnival of Music,” and the new “Tommy Dorsey Show.”

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<tr>
<th>THEN (June-July 1946)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEX</td>
</tr>
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<tr>
<td>TOTAL RATED TIME PERIODS</td>
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<tr>
<td>INDEX</td>
</tr>
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<td>TOTAL RATED TIME PERIODS</td>
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And if you’re buying Boston, you want the best. In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story — but here are two facts you should know now:

1. **WHDH** will deliver you lowest cost per thousand radio time available in Boston.

2. **WHDH** superior coverage will assure you of reaching the maximum number of listeners for every dollar spent.

BOSTON'S BEST BUY

HERALD-TRAVELER STATION · 5,000 WATTS · CP 50,000 WATTS

Represented Nationally by John Blair & Company

September 8, 1947 • Page 41
**Salesman's Promised Land Is Radio**

**Ex-Seller of Newspaper Space Compares Two Media**

By RALPH ELVIN

Managing Director, WJBK Detroit

THE ADVENT of more newspapers into the field of radio broadcasting has diverted many a trained seller of newspaper space into the selling of broadcast time. After the first shock of transition, the former newspaper man blinks his eyes and asks himself: "How long has THIS been going on, without my finding out about it?"

For, once he gets his feet on the ground, he realizes that, as compared with his job of selling newspaper space, he has entered the promised land, flowing with milk and honey. After he clears his nostrils of the smell of paper and ink and sees the complete fallacy of the tradition that the newspaper is the one great medium for influencing public opinion, either to buy or persuade, or to shape our daily lives, your newspaper space-salesman finds that he has really hit the jack-pot.

On many, if not most, newspaper advertising solicitors are regarded as a sort of inferior breed of cats. They are instructed that the real brains belong in the editorial end, and that their absolute masters are the boys in the print shop. Some newspapers of my experience do not even allow ad-men in the editorial rooms! The ad-man spends his days tramping in and out of clients' offices, his evenings thumbing through grimy ad-service books and handing messy cutts to make layouts for carping advertisers. He learns his advertising trade THE HARD WAY!

'Man With a Mission'

Come the day when he spreads up his courage to tell his boss to jump in the river with his job, and he goes to work for competition in the form of a radio station; or the day comes when his newspaper acquires a broadcasting license, and assigns him to the sales staff of the new station. On that day the sun breaks through the gloom for him, and he really becomes a man with a mission.

The commercial representative is a key man at the radio station. He is a welcome guest in any prospective place of business, because he is working for and with the medium that has taken the entire center spotlight as the greatest force in modern life.

True enough, he may be amazed and a little nervous about having nothing to sell but ideas and blue-sky, for while formerly he had allegedly accurate circulation statements of guaranteed readers, in radio he cannot promise a soul that even one person will hear his broadcast message.

If he is smart, he equips himself with the facts about his station's coverage, the radio homes in the territory, the acceptance of his station in the community as against possible competition and gets that across. Then, when Mr. Advertiser inquires how many people he thinks will hear his program or announcement, he modestly says: "Mister, I haven't the foggiest notion."

The very unmutilated gait of that statement is what generally floors the prospect. He is so charmed at the confidence of the man in his station that, And, brother, after the prospect buys, HE'S IN!

Any successful radio man will tell you, if he is really on the level, that he is amazed every day of his career when broadcasting will do for an advertiser.

He will sit on a phone and sell some fellow a New Year's greeting (the old newspaper signature-page "tip") and two days later the man will telephone him to come around with a contract, because that greeting quick to show results—that any newspaper advertising man finds himself completely reborn into new life in his chosen profession.

Almost any successful newspaper advertising solicitor can make himself over into a successful radio-time salesman with a minimum of effort. In the first place, he already has the background of selling experience, learned in a tough school. Around a broadcasting station he soon learns valuable ideas about program structure, production methods, and the proper relation between a prospect's product and the time of day best calculated to bring results.

If he is smooth and careful, he soon finds out how to win the confidence and aid of the program director in working to make a success of any account. That's an advantage over being on a newspaper, for with salesmanship, usually detective, its well-worn rut. Broadcasting, on the other hand, is new, hustling, eager to try new ideas, bent upon making a success of itself. The men in radio are young, aggressive, willing to learn, ready to help make all departments function as a team. What a smart newspaper man can do with a bunch like THAT, brother, I leave to your imagination!
an inch that's worth
4,000,000 impressions

Two identical programs—starring the same actors in the same roles on the same days for the same advertisers—have been carried for over a year by Chicago's two major stations.* There is only one difference between the two programs. They are separated by one inch on Chicago radio dials.

That inch represents a difference of four million advertising impressions a year!

The first show hit an eighteen-month average Hooperating of 7.2 on WBBM, “Chicago's Showmanship Station.” That was 33% more Chicago listeners—4,680,000 more advertising impressions per year—than the identical program delivered on another 50,000-watt Chicago network affiliate.† The second program enjoyed an eighteen-month average Hooperating of 5.3 on WBBM. That was 36% more Chicago listeners—3,640,000 more advertising impressions per year—than the identical show delivered via Chicago's other major station!‡

This isn't surprising. It's simply more proof that WBBM delivers huge bonus audiences—even when other Chicago stations are airing identical shows. Nor is the reason a mystery. “A quarter-century of showmanship” has taught Chicagoans that WBBM has a flair for coupling its 50,000 watts with enterprise and ingenuity. That's why Chicago listeners instinctively dial first to 780...to WBBM...to “Chicago's Showmanship Station.”

*Program titles available on request. †C. E. Hooper, November, 1945-April, 1947
dependability
Early explorers, extending the limits of the known world, relied mainly upon courage and instinct to find their way. Charts and maps—when they existed at all—were uncertain and deceptive.

But an expanding civilization with an eye upon new lands and world trade demanded something better, more dependable. New methods of navigation resulted in new, increasingly accurate charts. Only by perfecting dependability in the guides they followed could navigators hope to traverse the world with safety and swiftness.

Dependability, a guiding factor in the development of science, commerce and all progress, is no less an essential in the service that the seven Fort Industry stations render to seven important markets where more than 20,000,000 people live.

From Florida to Ohio, over thousands of square miles, in big cities and small ones, Fort Industry stations are depended upon by their listeners for the best that broadcasting can offer.

Advertisers who do the same are never disappointed in the results.

THE FORT INDUSTRY COMPANY
WLOK, Lima, O.  WJBK, Detroit, Mich.  WAGA, Atlanta, Ga.  WGBS, Miami, Fla.
FM David—AM Goliath?

RADIO'S convention season gets under way this week with the FM Assn. holding its first annual convention in New York Friday and Saturday and with the 25th NAB convention (and satellite sessions) at Atlantic City next week.

For the NAB it's an old story, although the pattern never can be regarded as pro forma. With a new self-regulation code to be considered and new elements of competition to be met, the deliberations can divert to topics not now on the agenda.

FMA breaks new ground. Since its organization a year ago, the association has digressed into fields which originally were not contemplated as within its province. It has been plagued with problems of membership and financing. Withal, however, it has performed its main function of stimulating interest in FM station development and in promoting manufacture and sale of receiving sets.

FM has had a tough upbringing. It has been beset with natural disasters, such as the Petrello ban on AM program duplication, and the slow-down occasioned by the high-band-low-band allocations dilemma. Despite this, there is the verve and the enthusiasm of the pioneer which means that those who are means of providing an improved service, and who realize that the medium can't start full blown. AM radio didn't either.

FM broadcasters shouldn't regard themselves as separate and apart from the established broadcasting art. They are part and parcel of it. Some folks are prone to lose sight of the fact that it's what comes out of the loudspeaker that counts—whether its AM, FM or pulse-time modulation. The listener doesn't care how he gets his programs, just so he gets what he wants when he wants it.

The day will come when the listener won't know whether he's listening to AM or FM. That will be the day when combination sets work by push-button and when the listener will tune the best signal available, whatever the station. The program he wants. That day can come only after AM-FM duplication is commonplace and when other artificial barriers to free development of radio are rooted out.

There's loose talk about advertising splitting approach between FM and AM. Advertisers are not ecleemosynary institutions. They will buy time on FM stations when there is circulation to justify the rates asked. They will foot the bill for programs that attract new audiences when they are convinced that they can get the desired ratio of dollar return. Advertisers who buy time simply to stake out desirable time claims are relatively few.

FM Assn. deserves the support of those who want FM to hasten FM's public acceptance. It isn't a fight between AM and FM at all. It's an affirmative selling job to get recognition for FM as a selling medium. That can be accomplished (1) through operation of an increased number of stations; (2) through exploitation of receiving set manufacture and distribution, and (3) through programs acceptable to substantial elements of the public.

Despite what some may regard as a bleak outlook, no phase of radio by the American plan of free competitive enterprise has ever faltered or failed. FM will make the grade if it pursues the indicated course diligently and confidently, and if it dispels the thought that it is a Radio David which must bely the AM Goliath.
...but when this picture was taken, almost 6 years ago, these youngsters formed the original panel of KOIN's "Kid Critics"

Kid Critics...with its extemporaneous discussion of plot and characters...is designed to stimulate the reading of children's books...and does!

Kid Critics...presented in co-operation with the Portland Public Schools and the Portland Library Association...will start its seventh year on KOIN in October.

Kid Critics...which always has enjoyed an enviable Saturday morning audience...is another example of KOIN's enthusiasm for all phases of public interest.

KOIN
Marshall Field
PORTLAND
OREGON

LUKE ROBERTS
KOIN's Director of Education
Creator and Producer of "Kid Critics"

BROADCASTING • Telecasting
September 8, 1947 • Page 47
Respects

(Continued from page 48)

accounts—the Rubel Baking Co. A children’s program with small-fry talent, the show was called The Freshest Thing in Town and was produced locally across the board over WKRC Cincinnati. It was an instant success with everyone but the bankrollers. It was a great show, a colorful story, but they thought it was too expensive. The Rubel management said regretfully that their budget did not permit competition in radio advertising with nationally-known baking companies.

Mr. Ziv then came up with an idea beautiful in its simplicity and its money-making potentialities for agency as well as advertiser. The idea was massive production—via transcriptions. Instead of custom-tailoring the show for one sponsor at a prohibitive price the Ziv Co. would make the same show available to many sponsors at a greatly-reduced figure but without lowering its quality.

If the show got results for one baker in Cincinnati, they reasoned, was there any reason why it wouldn’t work as well for bakeries all over the country? There wasn’t. Messrs. Ziv and Sinn moved The Freshest Thing in Town to Chicago and began recording it there. They organized a sales force and soon were offering the transcription package to bakeries everywhere.

Manager to Disc M.C.

FROM STATION manager to hillbilly disc m.c. is the story of Martin S. Wales. Appointed manager of WIOD Miami in 1937, Mr. Wales resigned three years later to reenter sales and production work on a freelance basis. Now he emerged as a singer and disc m.c. specializing in hillbilly and popular shows. His one-hour hillbilly program, Uncle Martin’s Square Dance, has been launched on WBAY Coral Gables, Fla. Mr. Wales has other shows running on WKAT Miami Beach and WIOD.

Results were more gratifying, Mr. Ziv recalls. Here obviously was a service which filled a crying need—the yearning of smalltime advertisers for bigtime programs, of less-than-network sponsors for shows of network caliber. In effect, it was the application to radio of a principle that newspapers had long since adopted—syndication. Thus a station in Sleepy Eye, Minn.—if there had been one—might carry the same transcribed show as a station in New York or Kansas City.

Once Mr. Ziv had proved to independent bakers that you can have your cake and sell it too, through packaged radio shows, he and Mr. Sinn turned to what obviously was the next step—extending their system to include other local and regional advertisers.

For they then found that there was no snap, but instead entailed a long and ardent courtship of prospective sponsors. In many cases they had first to overcome a certain aloofness among smalltime advertisers who had dabbled briefly in transcribed programs in pre-Ziv days and had not yet recovered from their disenchantment. The reason for this was clear in the early days of radio packaging many shows were peddled by entrepreneurs with all the stability of a sidewalk razor-blade merchant. They would sign up a few sponsors for a new program series on the basis of one or two audition discs; more often than not, however, the radio packaging deal. Bedouins of the old days would be unable to get enough sponsors to make it pay and the whole enterprise would fold quietly after a few weeks. The prospective sponsor who already had signed holding the sack.

Ziv Successes

The Ziv Co. changed all that, and in the process became the Metropolitan Life of the radio transcription field. The firm instills on top talent, top performance and top recording for its packaged shows.

Among transcriptions which have carried the Ziv label are those of Ronald Colman, whose Favorite Story series is broadcast over 172 stations, Easy Aces, Benny Baker, Barry Wood and Wayne King. The Ziv-produced Calling All Girls show, sponsored by more than 100 department stores, was awarded a City College of New York prize as the best transcribed show of 1948.

As president of his firm Mr. Ziv is active personally in the planning of all Ziv shows, although actual production and direction are handled by the executive vice president, Mr. Sinn. Mr. Ziv finds another outlet for his abundant energy in an affiliation with a Hollywood film producing company, Cisco Kid Productions Inc., which turns out Western and adventure films.

The Zivs make their permanent home in Cincinnati with their two-legged children, Fritzie and Billy, but they also spend much of their time in Hollywood, New York and Chicago, since Mr. Ziv has offices in these three cities.

Mr. Ziv golfs and swims whenever his manifold occupations permit. He is an expert horseman and rides as often as possible. He is the author of The Business of Writing, published in 1931, and The Story of My Life, 1939. His interest in writing dates back to the days at Ann Arbor when he was editor of the campus monthly magazine.

For the future, Mr. Ziv foresees “...a constantly increasing demand for superior radio programs on the part of advertisers, agencies and station management... programs which not only attract maximum audience but sell maximum merchandise...” Circulation and consumer demand will continue to depend on the program, he believes “whether it is transmitted by telephone lines or on Vinylite discs.”

When television is made available to the million-dollar shows programs on film will be merchandised along with Ziv transcribed shows. And it goes without saying that the biggest name in the radio package will be the public eye in television as well.

COMMERCIAL

DALE F. DARR, former sales manager of KEGO Oakland, has been named commercial manager of KDML Milwaukee. He assumes his duties Sept. 1. He has been active in radio for 15 years.

H. ILLENBACK, former assistant traffic manager for WINS Dallas, Tex., has been named a sales manager.

VINCENT FRANCIS, account executive of EGO San Francisco, has been appointed ABC radio sales manager in San Francisco, succeeding FRANK J. MCMHUGH Jr., resigned. Mr. Francis also is the father of a boy born Aug. 27.

RUTH BUBRON, network sales staff member, replaces BEA OBORE, resigned, as secretary to PAUL McCULLER, sales department manager of NBC Central. BB has been transferred to the office of E. E. SCHWAB, new NBC vice president in charge of advertising.

GEORGE ARKEDIS, WCBS New York City station manager, is the father of a boy, George Jr., born Aug. 25.

PENSACOLA, FLORIDA

Increases Power to

5000 WATTS

Northwest Floridd’s NBC Outlet Broadens Field This Month!

WCOA, in switching to a powerful 5000 watts, brings to reality a long-planned expansion program. Pensacola listeners will have an enlarged volume for their favorite NBC Broadcasts with virtual elimination of interference from outside stations. And reception will be remarkably improved in the large surrounding area, which includes the permanent Naval Air Training Base, largest in the kind in the country.

WCOA offers primary coverage in Northwest Florida and Alabama where NET effective buying income is now over $111,000,000 annually! There is an ample sales potential in this enlarged Pensacola market.

John H. Perry Associates

New York, Philadelphia, Detroit, Chicago, Atlanta
The U.S. Leads the World in Air Freight

The scheduled Airlines of the United States operate the largest air freight transportation system in the world. A fleet of 700 planes, all of which carry cargo as well as passengers, plus a fleet of 50 all-cargo planes, provides air freight service between the hundreds of communities served by these lines.

Three times since 1941 the scheduled Airlines have reduced air freight rates, including 25% reduction effective August 1, 1947. Thousands of tons of goods today are moving on regular daily schedules at rates as low as 16¢ per ton mile. This air-swift transportation is saving shippers thousands of dollars daily in scores of ways ... from packaging and handling economies to elimination of warehousing and speed-up of turnover.

Air Freight is the newest arm of America’s strength in the air. Sustained today by the nation’s industrial enterprise, it is alert and ever ready in case of national emergency.

You get there quickly, comfortably and economically when you go by scheduled Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation’s scheduled Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES
L. G. MOSELEY, with the San Francisco office of Foote, Cone & Belding since 1943, has been appointed manager of that office. Prior to his affiliation with the agency he was assistant to the president of Bowman, Deute, Cummings in San Francisco. He replaces HERBERT K. REYNOLDS, retired.

HARRY M. IRELAND, formerly with J. Walter Thompson Co., New York, as account executive on Owense-Illinois Glass Co., has resigned to join Compton Adv., New York, as vice president and account executive. He is in charge of drug products work at Compton.

GEORGE P. MACGREGOR, formerly with Coca-Cola Co. and Young & Rubicam, New York, has joined New York office of Dancer-Fitzgerald-Sample, in an executive capacity to work on drug accounts.

WILLIAM I. DENNAN Jr., for five years with Detroit office of Los Angeles agency, has opened his own Los Angeles office and business. Said to be one of Philadelphia's top account managers, his departure is a blow to one of the industry's most successful public relations dep- artments, which is expanding its publicity staff. Mr. Berry, information specialists for War Assets Administration and prior to that with Philadelphia Record for 18 years, will be assistant publicity direc- tor.

LOUIS C. ROLONTZ, former sales and advertising manager at Great Central in Chicago, and previously sales manager at the San Francisco office of the San Francisco agency, has joined Kutter & Kutter Inc., Chicago, as account executive.

JERRE EGGLESTON & HOWARD REITTER have established a Santa Ana, Calif., agency at 491 East Fourth St. under name of Edgecomb & Reitter Adv.

MORGAN Adv., Phoenix, has opened Los Angeles offices at 2495 5th Pl. Telephone: Drex 6676. RICK CLARK has been shifted from Arizoma offices to head new operation as West Coast manager. PAUL TERRY, formerly with Wade Adv., Chicago, has joined firm as an account executive overseeing advertising activities of Studio City Shampoo and Bonnie Bell (cosmetic). ANONA HANSEN, formerly with Combines Co. & Hollywood, is media director.

JOHN T. P. MACDONALD Jr., account executive of Eisen-O'Donnell Adv., Los Angeles, and Charlotte Mary Will- iams were married in Santa Ana, Calif., on Aug. 21.

HOWARD MOSER, radio account executive of Ross Sawyer Adv., Los Angeles, is the father of a girl, Wendy.

JEROME ROBIN, former president of Aircraft Machinery Corp., Burbank, Calif., has joined Booker-Cooper Inc., Los Angeles agency, as account executive.

JOHN R. SWALLOW, West Coast manager of Makemot Assoc., Chicago, has re- signed to devote full time to EVVC Venture, Calif., scheduled to go on air in mid-September.

R. H. ALKER Co., Los Angeles agency, has moved to larger offices at 49 North Larchmont Blvd. Telephone: Hollywood 87-12.


JAMES DEGRAFW, former account executive of Steller-Muller-Eberta, Los Angeles, has joined Hunter Adv., that city, in similar capacity.

WILLIAM BURCH, producer-director, Hollywood, on CBS "Gene Autry show," is the father of a girl.

CLEMENTS F. HATHAWAY, associated with J. Walter Thompson Co. for 15 years as an executive and director of the agency's consumer panel, has joined Geyer, Newell & Ganger Inc., New York, as an executive account executive.

WILLIAM H. TURNBULL, president of Booth, Vickery & Schwinn, New York, has married a girl born Aug. 21. The baby was named after her mother, VIRGINIA BUTLER TURNBULL, former buyer for Lenzen & Newell, New York.

WILLIAM W. KAPLAN, formerly in advertising section of several California news- papers, recently with the Monterey Peninsula Assn., has joined Ad Fried Ads, Oakland, as account executive.

BRENNER & JAMESON Ltd., Oakland, Calif., has appointed Ad Fried Adv., same city, to handle its advertising. Radio will be used.

NIEL HEARD, account executive with Garfield & Guild, San Francisco, has re- signed to become general sales manager for Louis Mills Foods Inc.


FRED D. ADAMS, formerly of CRBC Winnipeg, and CFCF Calgary, has joined Cockfield Brown & Co., Winnipeg, as account executive.

WILLIAM E. HABERMAN has joined the staff of Los Angeles agency as a full partner, according to an announcement from the firm of the same name, of Buffalo, N. Y.

E. M. CLARKE BERGER has joined the firm as an executive.

KAPLAN & BRUCK, New York, has been elected to membership in the American Advertising Federation.

WALTER CHAO, vice president and radio director of Los Angeles agency, New York, is in Hollywood to check initial fall broadcasts of NBC "Burns & Allen Show," which resumed Sept. 4.


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No Justice

WHEN two Freds, Haney and Henry, work for the same station most things can happen. Similar last names tend to induce confusion at times around KLAC Hollywood, but none so much as when the most recent incident. Mr. Henry, assistant general manager of station, won the Howard Jennings Memorial golf tourna- ment for radio, press and sports people with a low net of 65. Newspaper credit for win and the prize went to Sportscaster Haney.
Don't miss the big **Western Electric** exhibit at the **NAB CONVENTION**

Atlantic City Auditorium

SEPTEMBER 15-18
Meet your friends and see

Western's outstanding line of Broadcast Equipment

10 KW FM TRANSMITTER
3 KW FM TRANSMITTER
250 WATT AM TRANSMITTER
NEW TUBES FOR FM BROADCASTING
25B SPEECH INPUT CONSOLE
23C SPEECH INPUT EQUIPMENT
22D PORTABLE SPEECH INPUT EQUIPMENT
CUSTOM BUILT SPEECH INPUT EQUIPMENT
SPEECH INPUT AMPLIFIERS
BROADCAST MICROPHONES
1304A REPRODUCER SET

728B LOUDSPEAKER
755A LOUDSPEAKER
757A LOUDSPEAKER
3A POWER AND IMPEDANCE MONITOR
NEW FM FREQUENCY AND MODULATION MONITOR
CLOVER-LEAF FM BROADCAST ANTENNA

If you can't get to the NAB Convention, get the story on new Western Electric products from your local Graybar Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS
Advance Registration for FMA Convention

FOLLOWING are registrations received as of Sept. 2 for the FM Assn. annual convention Sept. 12-13 in the Roosevelt Hotel, New York (see separate story this issue).

Arnold, George F., WTAD, Quincy, III.
Austin, T. W., WFMF Greensboro, N. C.

B  Bailey, Bill, FMA Washington
Balsley, Frank J., JS&K Bailey & Bailey, New York
Beckner, J. H., WGBH, Boston, Mass.
Beaver, Albert E., Mayer, Bannerman & Rigby, Washington
Barfod, Paul F., FCC Federal Advertising Agency, New York
Baighn, Edward F., WPAO-AM Ann Arbor, Mich.
Beard, Blythe P., WSTP-AM Saltsbury, N. C.
Beet, Robert M., WATF-AM Ashland, Ohio
Behr, Joseph, Radio Engineering Lab., Long Island City
Bingham, George W., WHVQ Poughkeepsie, N. Y.
Boddy, Clinton J., WLOB Claremont, N. H.
Boyd, Hugh M., WHNM New Brunswick, N. J.
Brablin, Cyril F., FCC Washington
Brewer, W. F., WMRC-FM Greenvile, S. C.
Brughton, W. G., General Electric Co., Syracuse
Brugen, Bill, KMUS (FM) Mukogowagi, Wash.
Buick, Louise G., WWHO-FM Hornell, N. Y.
Buick, Mark W., KFAB-FM Lincoln
Burke, Harry D., KFAB-AM Omaha

C  Campbell, Doug, WJEM Springfield, O.
Chain, Sol, WBBS New Haven
Clare, Miss Marion, WNOE Chicago
Clark, Max S., KPHI Wichita
Coday, Edward F., Business, New York
Coy, Wayne, WINX Washington
D  Dady, Ray E., KWW St. Louis
David, W. R., General Electric Co., Syracuse
Davidson, H. M., WDBM-FM Dayton

E  Eastwood, W. T., WHFM Rochester
Estrum, Robert N., WTCN-FM Minneapolis
Eridge, Hudson, WASH-FM Washington
Esau, John, KTWU-FM Tulsa
Evans, Harry, WVTF (FM) Green Bay, Wis.
F  Farnsworth, Guy, WATF-AM Ashland, Ohio

Too Much Help

CICH HALIFAX, found out how not to solve staff shortage problems recently.
The station had a part-time announcer in the evenings, who ran a trucking business in the daytime. He happened to mention that business was not particularly good with his trucking operations, so as a gesture, the management of CICH put out five spot announcements one day.
As it turned out, so much business that he had to inform the management of CICH that he would have to drop the evening stint in order to meet the demands.

BROADCASTING  Telecasting

MARKETS ARE PEOPLE WITH BUYING POWER

The Dayton Rubber Company

SOLID, SUBSTANTIAL CITIZENS are the Dayton listeners you reach over WHOI, 52% of Dayton’s 69,000 dwelling units are owner-occupied. 97.5% of Dayton families are radio families. Their effective buying power, estimated at $4,903 per family ($1,263 higher than the national average), rests solidly on regular employment at such world-famous manufacturing plants as The Dayton Rubber Company.

Use WHOI to sell the Dayton market consistently.

5000 WATTS BASIC CBS

DAYTON, O.

SOLAR:

The Dayton Rubber Company

SOLDIERS, SUBSTANTIAL CITIZENS are the Dayton listeners you reach over WHOI, 52% of Dayton’s 69,000 dwelling units are owner-occupied. 97.5% of Dayton families are radio families. Their effective buying power, estimated at $4,903 per family ($1,263 higher than the national average), rests solidly on regular employment at such world-famous manufacturing plants as The Dayton Rubber Company.

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5000 WATTS BASIC CBS

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Use WHOI to sell the Dayton market consistently.
MR. TRELXER, veteran newsmen long associated with Scripps-Howard stations, has been named by WDIV Detroit to handle newsroom and program assignments. Station is beefing up its news service of broadcasting five million news, weather, radio and television new scenes every hour, under the sponsorship of Robert Hall, who will sponsor all but two half-hour programs on the station's news period.

ERNIN NEWS SERVICE, Washington, and American RadiCorp has added SWAN, newsmen and m.c. at WJTN Jamestown, N. Y., to the staff.

Mr. Trelxer, formerly with WDIV, Detroit, was named news editor of WJTN, which is under the ownership of Tom and Ed Swann.

FMA Registration

(Continued from page 58)

Weber, Edwin D., WWJ Detroit
Wilson, Augustine M., Colonial Broadcasting Co., Providence, R. I.
Wilson, York L., Southern Broadcasters, Indianapolis, Ind.
Wolfe, Robert D., WFRE-FM Fremont, Ohio
Wright, Robert, KCOY-FM Kansas City
Wood, Francis Carter Jr., WPMO Jersey City, N. J.
Wood, Helen, WIDB-FM Utica, N. Y.
Wood, Herbert S., WCPM Washington
Wright, O. R., KÖZT-FM Kansas City

Veasdale, R. S., General Electric Co., Syracuse

AWARD OF the year 1947 by the Franklin Institute in Philadelphia to the American Society for the Prevention of Blindness is for the aid and cooperation given to the Society's work. The award is in the amount of $500.

Aridal Radio, the first network in the world to broadcast in color, has recently employed a new staff of announcers and technicians to improve its services. Among the new employees are John Miller, who is general manager, and Willard Scott, who is the newscaster.

ADVERTISING by the National Association of Broadcasters, Inc., in cooperation with the National Broadcasting Company, will be held in New York City on October 1 and 2. The program will include a panel discussion on the problems of advertising in radio and television, as well as a demonstration of the latest equipment available for the broadcast industry.

ADVERTISING AGE, the nation's leading magazine devoted to the advertising and marketing fields, has published a special supplement on the subject of radio advertising. The supplement contains articles by leading experts in the field, as well as a list of advertisers and their agencies.

ADVANCEMENT of radio to the status of an independent art is the goal of a new organization, the American Association of Broadcasting Executives. The association has been formed to promote the interests of radio stations and their employees, and to encourage the development of the medium as a major source of entertainment and information.
3 FACTS ABOUT KSL SELLING POWER

that make KSL advertising more profitable for you

KSL PRESTIGE

KSL has long been regarded by listeners and businessmen, alike, as a quality station. In a recent independent survey, 4 out of 5 of the Intermountain wholesalers, jobbers, and brokers in Salt Lake City listed KSL as their choice for the best coverage of the Intermountain market.

AND

KSL LEADERSHIP

Throughout its history, KSL has been consistently first with the finest in radio, including engineering research, program standards, and public service. Recognition has come in the form of the West's first Peabody Award and First Award for Farm Programs at Ohio State University.

AND

KSL COVERAGE

According to Broadcast Measurement Bureau, KSL's nighttime signal blankets an area in 17 states that includes 1,391,370 radio families. KSL's daytime coverage is large, too, and includes 722,820 radio families in an 11 state area. KSL offers advertisers a coverage of the West that cannot be duplicated on any other station or network.

MEAN

MAXIMUM EFFECTIVENESS FOR YOUR ADVERTISING

ON

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY
Edward Petry & Co., Representatives

BROADCASTING • Telecasting September 8, 1947 • Page 35
Successful Fort Wayne, Ind., Grantee Opposes Rival's Plea for Rehearing

OPPOSITION was filed at FCC last week by Radio Fort Wayne Inc., to the Community Broadcasting Commission's petition for rehearing of the 1450 kc-case at Fort Wayne, Ind. Radio Fort Wayne, favored in the Commission's final decision on the 250 w facility after having received a proposed decision declared that Community Broadcasting had received a full and proper hearing and that participation in the adoption of the final decision by Comr. E. M. Webster had been lawful. These facts were contested by Community Broadcasting in its petition for reconsideration.

Community Broadcasting, principally owned by Newscaster-Commentator Arthur Feldman and his wife, had won the 3-to-2 vote of the proposed decision. The Supreme Court ruling of "the one who decides must hear" was held to be basis for the claim that Commissioner Webster's vote was upon an action which could be likened to a nunc pro tune order, that is "to speak what has been done, not create." Radio Fort Wayne further said that a full and proper hearing was not denied as the entire record of the proceeding was entered for consideration by the Commission before the last action.

Concerning Community's allegation that it was not permitted opportunity to be heard on the findings of the FCC's final decision, Radio Fort Wayne stated that the findings were "not materially different" from the findings set forth in the proposed decision and to which Community "was not heard to object."

As to the Community belief that unjustified emphasis was placed upon the local ownership consideration, Radio Fort Wayne stated that FCC "was in disregard of the fact that its avowed policies and passed pronouncements and the mandate expressed by Congress in the Act," continuing that the local ownership theory is not a tight rule but a factor among many others to be considered. The petition recited Community's statement that the Commission "had lost their fair-minded non-residents to local residents because of various disqualifying factors and added that no such disqualifying factors existed insofar as Radio Fort Wayne were concerned."

---

WCPO Service

WARNING aired by Paul Dixon over WCPO Cincinnati is believed to have saved the life of Mrs. Louis E. Dubuque of that city. Mr. and Mrs. Dubuque were returning to their home from a vacation trip when they heard Mr. Dixon over the car radio stating that "Police are searching for Mrs. Louis E. Dubuque, bitten two weeks ago by a rabid cat." The couple rushed immediately to the Cincinnati General Hospital where Mrs. Dubuque was given treatment. Physicians said that treatments must begin within about two weeks, and that the time was running out for Dubuque when Mr. Dixon's warning reached her. Police, newspapers and radio stations of three states had joined in the search for the Dubuques, who are in no danger now, hospital officials report.
WITH LEADING NEWSPAPERS . . .

IT'S TELEVISION BY RCA

TYPICAL of the growing trend among leading metropolitan newspapers, The A. S. Abell Company, publishers of the Sunpapers of Baltimore, has adopted television to tie in with the activities of its publications.

When the Sunpapers station begins its test broadcasts it will be, like most newspaper-owned television stations from coast to coast, equipped throughout by RCA . . . from its five image-orthicon cameras to its Super Turnstile television antenna.

A full commercial schedule of wide-ranging programs will be broadcast through an RCA 5,000-watt television transmitter feeding a high-gain Super Turnstile antenna which boosts the effective radiated power to more than 17 kw. This antenna will be mounted atop an RCA Pylon antenna for simultaneous transmission of FM programs and television pictures and sound from one compact system 590 feet above the street in the heart of Baltimore.

Special mobile units, equipped with RCA microwave television relay links, will permit a flexible coverage of spot news, sports, and special events with easy, convenient relay of these remote pickups to the station transmitter.

Four RCA camera-projector units for studio use provide means for use of both 16 and 35mm films and permit easy insertion of station-breaks, commercials, and a variety of special effects. Complete facilities for monitoring, controlling, and routing all programs will give WMAR a versatile, easily operated setup.

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

Golf Exclusive

BILL STERN, NBC sports director, has announced that the network has secured exclusive broadcast rights to the Los Angeles Open golf tournament—first major golf event of 1948. Los Angeles Open usually is played early in January.

UCLA Extension Division has announced course in "Music For Radio" starting Sept. 21.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Robert L. Kaufman Organization
Technical Maintenance, Construction
Beverly and Business Services
for Broadcasting

Tower SALES & ERECTING CO.

Tower Towers Erected
Parking, lighting, painting &
Ground Systems

WINFIELD SCOTT MACKACHEN AND ASSOCIATES

Consulting Radio Engineers

TELEVISION SPECIALISTS

William E. Richardson

Consulting Radio Engineer

1933 S. W. Moss St. Cherry 4070

Lydell L. Asch, Director

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

George P. Adair

Radio Engineering Consultant

1833 M STREET. N. W.
EXECUTIVE 1220 WASHINGTON 6, D. C.

David Darrin and Associates

Radio Architectural Design
338 Pennsylvania Ave. S. E.
Washington, D. C.

Are You Moving?

We'd like to move with you.
Please tell us three weeks in ad-

ance your new address. You'll
not miss an issue of . . . .

BROADCASTING

Ronald W. Hoff, formerly with
Collins Radio Co., Cedar Rapids, has
joined engineering staff of KORG that city.

M. W. Schildorf, co-inventor of the
circular-loop antenna used by FM
broadcasters, has joined engineering
staff of Andrew Co., Chicago, as head
of the engineering research department.
Mr. Schildorf was
with RCA Victor for five
years and joined the group to
increase the company's capacity to
handle antenna development.

Henry Young, a Westinghouse engineer,
along with Mark Bullock and Burt Davis
KFBP engineers, worked all day and into the night,
and by 1 a.m. the following day had
together the tubes and crystals
made all the power connections
and finished the circuit check. Tests were made and com-
pleted by 3 a.m. and KFBPFM
was on the air broadcasting at
the scheduled time, 3 to 9 p.m.,
the same day.

Mr. Harry Burke of KFBP believes this is a record for installation of FM
equipment.

Record Installation

ENGINEERS at KFBP Lincoln,
Nebraska, don't believe in wasting any
time when there is a job to be
done. FM equipment purchased
by KFBP-FM was received in
Lincoln at 9 a.m. on Aug. 25.
By 11 a.m. all the equipment
had been unloaded and moved into
position. Henry Young, a Westinghouse engineer, along
with Mark Bullock and Burt Davis,
KFBP engineers, worked all day and into the night
and by 1 a.m. the following day had
installed the tubes and crystals
made all the power connections
and finished the circuit check. Tests were made and com-
pleted by 3 a.m. and KFBPFM
was on the air broadcasting at
the scheduled time, 3 to 9 p.m.,
the same day.

Mr. Harry Burke of KFBP believes this is a record for installation of FM
equipment.

KVF D Aids

FUND for the future education of
Lyle Ely, 7-year-old boy of Fort
Dodge, Iowa, who recently lost his
left leg and left arm in a freight
train accident, has been established
by the citizens of Fort Dodge,
through the promotion of KVF D.
The station started a drive for money a few days after the accident occurred, and now
reports that $13,816.22 has been pre-
sented to the boy's guardian.

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest
Half-Hour Radio Show

I t's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by
Marshall & Comptel
Plymouth & De Soto
1. The Highest Hooper, six nights
2. Biggest mail ball in the history of
3. More than 1,000,000 letters nightly,
of which 68% are families, homies,
etc.

The entire Pacific Coast, with the ex-
ception of the Los Angeles market, is
immediately available.

THE JOE HERNANDEZ AGENCY

934 So. La Brea St.
Los Angeles 36, Calif.

Page 58 • September 8, 1947
BUILT-IN HOME RADIO
Reeves Sound Studios Develop New
Concealed Units

A NEW TYPE of built-in home radio and sound system, in which all units are concealed except a small portable tuner, has been developed by Reeves Sound Studios, New York.

Designed to be a functional part of a home, the new system, known as Reeves Soundcraft Radio, consists of a portable tuner, an amplifier, record player, and one or more speakers plus an antenna and the necessary wiring to connect the units. The tuner is about the size of a cradle telephone and can be plugged in the wall. All other units are concealed in the walls or in other suitable space.

According to Hazard Reeves, company president, “By eliminating a costly cabinet from the system, we have been able to put the increased saving into a better radio and sound system.”

At present the two types of speakers available are the Super-sound, which covers the complete range of human hearing (30-15,000 cycles per second) and the Deluxe, with a range of 80 to 12,000 cycles per second. The latter is said to deliver sound quality equal to or better than that found in console sets selling for as high as $1,400.

A third speaker to be built later will have a sound quality comparable to conventional sets of the $500-$700 class. Initial production provides for AM only, but an FM tuner will be produced later. The FM tuner is all that is required to convert the Soundcraft Radio System from an AM to an FM unit.

The systems will be distributed through millwork jobbers.

Installs Pushbuttons
AS A PROMOTION stunt, KEEN San Jose, Calif., is conducting a campaign publicizing “Mr. Button” who will come to any home and install pushbuttons on receivers free of charge. Station has worked out a deal with Lion’s Furniture Co. As a result of singing spot announcements and local newspaper ads describing the offer, the campaign has been a success, according to the management. The station reasons also that whether a listener has a pushbutton or not, the campaign is engendering good will.

JOHN H. MITCHELL, formerly with Frederick-Clinton Adv. New York, and prior to that with Ethel, Wasey & Co., has joined Paragon Productions firm as vice president in charge of the New York office. Mr. Mitchell will direct sales and promotion for open-end transcriptions of the “Frank Parker Show,” “The Cases of Mr. Ace” and others.

DECCA RECORDS Inc. recently declared a quarterly dividend of 35 cents per share on outstanding shares of capital stock, payable Sept. 30, 1947, to stockholders of record Sept. 16, 1947.

GEORGE MORISI, formerly of Capital Records Inc., Hollywood, has joined Exclusive Records, that city, as regional promotion manager.

J. CLINTON STANLEY, vice president in charge of programs for Televays Radio Productions Inc., Hollywood, producers of transmitted shows, has resigned to join Pinley Transcriptions Inc., that city, as vice president in charge of television. With Televays for past year, Mr. Stanley was formerly in U. S. Navy. Prior to that he was on staff of NBC for ten years as writer, director and producer.

AT BREAKFAST marking Toni Co.’s assumption of sponsorship of a portion of ABC’s Breakfast Club are (l to r): E. R. Boroff, ABC vice president in charge of Central Division; Irving Harris, vice president of Toni Co.; Don McNeill, toastmaster of the program, and Leo H. Rosenberg, vice president of Foote, Cone & Belding, Chicago, agency handling Toni account. Company recently began sponsoring of first quarter-hour segment of show, heard Mon.-Fri., 8-9 a.m. (CDST).

With KDFY Public Service
is not just an afterthought

KDYL has the habit of leadership—in Public Service programs and on-the-spot coverage of important community events — as well as in all-around showmanship, promotion and merchandising.

This leadership didn’t just happen. It’s a result of KDYL’s established policy of serving the best interest of its listeners and its advertisers.
FLOYD M. BARNES, vice president in charge of purchases of Procter & Gamble, has retired from the company Sept. 1, but remains with the company in an advisory capacity. Mr. Barnes joined P & G in 1926.

WILLIAM KOSTKA, former vice president of the Institute of Public Relations in New York, where he organized its public relations department, has resigned from the Institute to organize its public relations department in the New York office of the Institute. Mr. Kostka's previous public relations director of NBC for three years.

THE CAMPBELL SOUP Co., Philadelphia-based manufacturer of products, has appointed Davis-Hood & Assoc., New York, to handle its export advertising. The new agency will also handle the export advertising of Campbell's products, including the company's products in Canada, the United Kingdom, and Australia. The agency has previously handled the export advertising of Campbell's products in these countries.

Write for complete facts!

WJDX in JACKSON, MISSISSIPPI
“Selling America’s Fastest-Growing Up-And-Coming Market!”

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGER CO.

WHO is “Listened-to-Most” in 74 of Iowa’s 99 Counties (during daytime)

50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

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Write for complete facts!

WJDX in JACKSON, MISSISSIPPI
“Selling America’s Fastest-Growing Up-And-Coming Market!”

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGER CO.
RCA has the most complete line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting...tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes when new tubes are needed.

For information on RCA tubes for broadcasting, write RCA, Sales Division, Section P-361, Harrison, New Jersey.

See us at the NAB CONVENTION

RCA TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BROADCASTING • Telecasting

Sept. 8, 1947 • Page 61
August 29 Decisions . . .

DOCKET CASE ACTIONS

(Or the Commission)

License Renewal

KONO San Antonio, Tex.—Adopted decision and order granting license renewal.

TEAD Kalamazoo, Mich.—Adopted decision and order granting license renewal.

BY A BOARD

AM.—1130 kc

KYCR San Diego, Calif.—Granted CP hearing request from 250 to 315 kc.

deemed no further action from 1150 1 a.m.

KMAC San Antonio, Tex.—Adopted decision and order granting license renewal.

MODIFICATION OF CP

WINZ Hollywood, Fla.—Granted modified CP to change trans. site.

WREN Taylors, S.C.—Granted modified CP to change trans. site.

KFXM San Bernardino, Calif.—Granted modified CP to change trans. site.

KUGG Bellingham, Wash.—Granted modified CP to change trans. site.

KUBA Yuba City, Calif.—Adopted order granting request to reconsider Commission's action in granting for lease.

KPMX McAllen, Tex.—Adopted order granting request to reconsider Commission's action in granting.

KPHO Phoenix, Ariz.—Granted modified CP to change trans. site.

KBEK-AM, Brockton, Mass.—Granted petition requesting reinstatement of its application as amended.

Listing of Assignment

WNGO Mayfield, Ky.—Granted petition for assignment of license from partnership to corporation.

SBA Extended

WNYC New York—Granted extension of SBA for six months from Sept. 2 for operation of station between 6 a.m. (EST) and 3 p.m. (EST) at N.

Petition Denied

KSOO Sioux Falls, S. D.—Adopted opinion and order denying petitions of KSOO for rehearing directed against Commission's action in granting for lease.

Licensing Expiration

WAWB-FM Indianapolis—Extended on temporary basis to Dec. 1, license for FM station, pending study of accounting information received under Section 308 (b) of Act.

WCAO-FM Philadelphia—Present authority to operate station is further extended for temporary basis for 90 days, pending further study and consideration of application.

SBA Extended

WOKO Incline, Nev.—Granted extension of SBA for 30 days from Aug. 31 to operate facsimile station W2XWY to run concurrently with that of WOKO (Com.).

License Renewal

KPTS Texas—Granted license renewal for period ending Aug. 1, 1954.

KWEB Chattanooga, Tenn.—Same.

KKE Berkeley, Calif.—Same.

KKEB Jacksonville, Tex.—Same.

ACTIONS ON MOTIONS

(Or the Commissioner Durr)

Fannin County Bstg. Co., Bonham, Texas—Granted petition for lease to amend application to substitute 250 w

inc. of station W250X.

The WAY Publications, Vernon, Calif.—Adopted order granting to accept late appearance in re application for FM station.

The Patriot Co., Harrisburg, Pa.—Granted petition for leave to amend application for new station.

Deep South Bstg. Corp. and WNGE New Orleans—Commission on its own motion continued without date, until further order of Commission, further consolidated hearing presently scheduled.

KSTT Davenport, Iowa—Granted petition inadmissible, requests leave to amend application to specify revised DA.

WMPS Memphis, Tenn.—Granted petition to intervene in hearing on application of WBBQ Memphis.

Platte Valley Bstg. Corp., Scottsbluff, Neb.—Granted petition for leave to amend its application to specify 50 kw instead of 250 w. Amendment accepted and application removed from hearing docket.


Southeastern Massachusetts Bstg., New Bedford, Mass.—Denied petition inadmissible, requests record of consolidated proceeding.

Granted petition inadmissible, requests additional time within which to file exceptions to proposed decision, and hearing extended to and including Sept. 8.

September 2 Applications . . .

ACCEPTED FOR FILING

Gila Bstg. Co., Winslow, Ariz.—CP—Granted station license Class D.

HDDX Fort Smith, Ark.—CP, as mod. to apply for change of direction and increase of power.

Sacramento Bstg. Inc., Chico, Calif.—CP—New station standard 1150 kc.

AM.—1190 kc

To Cover The Tri-state

(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000

you need

Retail

6

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
branham

BRANHAM

5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
represented by BRANHAM

BROADCASTING • Telecasting
AM—1590 kc
William Courtney Evans, Dover, Del.—CP new standard station 1690 kc 500 w. AMENDED to change power from 500 to 500 w.

AM—550 kc
WRUF Gainesville, Fla.—CP change hours from unlimited time to 1100 to 1600 w.

Modification of CP
WMBR-FM Jacksonv ille, Fla.—CP, as mod., which authorized new FM station for re-extension of completion date.

KTTI Twin Falls, Ida.—CP, as mod., which authorized increase in power, install new trans. and change studio locations for extension of completion date.

WJJW South Bend, Ind.—CP which authorized new standard station for approval of ant. and trans., DA.

KWVL Waterloo, Iowa.—CP which authorized new standard station for extension of completion date.

AM—710 kc
KT8S Shreveport, La.—CP increase power from 1 kw to 5 kw N 10 kw D, install new trans., DA-EN and change trans. location. AMENDED to change frequency from 1000 to 1200 kc and make changes in Ant. and trans. location.

AM—1120 kc
Crest Best, Co., Inc., Pasacagoula, Miss.—CP new standard station 900 kc 250 w, trans. and studio location. License for CP

KFAM Best, Co. area of Omaha and Lincoln, Neb.—License to cover CP for new remote pickup station KFGS.

Modification of CP
Allen B. DeMent Labs, Inc., Passaic, N. J.—CP, as mod., which authorized changes in frequency and tower. License for CP

License for Aux.
WGAR Cleveland.—License to use old trans. for Aux. purposes with 5 kw DA-EN on 1220 kc.

AM—1320 kc
The Fairfield Best, Co., Lancaster, Ohio.—CP new standard station 1270 kc. License for CP on 1270 kc.

AM—1520 kc
The Fairfield Best, Co., Lancaster, Ohio.—CP new standard station 1520 kc. License for CP on 1520 kc.

Modification of CP
WSDD-FM Toledo, Ohio.—CP which authorized new FM station for extension of date. Also CP which authorized new FM station for change in transit location and make changes in Ant. and trans. location.

WRFD Wethington, Ohio.—CP, as mod., which authorized new standard station for extension of completion date.

License for CP
WEST Easton, Pa.—License to cover CP which authorized installation of new trans. and changes in Ant. and trans. location.

AM—180 kc
WHB Harrisburg, Pa.—CP increase frequency from 160 to 500 kc. Change trans. location and make change in Ant. and trans. location. AMENDED to change DA.

Modification of CP
WJKT Johnstown, Pa.—CP, as mod. CP which authorized new FM station for extension of completion date.

(Continued on page 64)

BROADCASTING • Telecasting
September 8, 1947 • Page 63
FCC Actions
(Continued from page 68)

Applications Cont.

Modification of CP

WFIL-TV Philadelphia—Mod. CP which authorized changes in FM station, as mod., for extension of completion date. WPGY Pittsburgh—Mod. CP which authorized new commercial television station for extension of completion date.

Remote Pickup

Jan Piza, area of San Juan, P. R.—CP new remote pickup station on 25-30 mc, 50 w A.M. emission.

AM-499 kc

Viking Bestg. Co., Newport, R. I.—CP new standard station 980 kc 1 kw D. AM-499 kc to change power from 1 kw to 500 w and change re directors and stockholders.

AM-1460 kc

WORD Sparksburg, S. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBIR Knoxville, Tenn.—Mod. CP, as mod., which authorized installation of new vertical ant. and ground system and change trans. location for extension of completion date.

WTVH Richmond, Va.—Mod. CP, as mod., which authorized new commercial television station to change type vi. trans. and extension of commencement and completion date.

KWRC-TV Seattle, Wash.—Mod. CP which authorized installation of new trans. television station for extension of completion date.

WWK-FM Wheeling, W. Va.—Mod. CP, as mod., which authorized new trans. station for extension of completion date. WWK-FM Transmitter Delay Canceled.


TENDERED FOR FILING

AM-1130 kc

Independent Bestg. Service, Oak Park, Ill.—CP new standard station 1530 kc 500 w D.

AM-998 kc

Jasper On The Air Inc., Jasper, Ind.—CP new standard station 940 kc 1 kw D.

Assignment of License

WOOD Grand Rapids, Mich.—Assignment of license to Grandwood Bestg. Co.

Transfer of Control

KDAL Duluth, Minn.—Transfer of control from Radio-TV Service to Dalton LeMasurier.

AM-1458 kc

Sam P. Douglas, Portales, N. M.—CP new standard station 1450 kc 250 w unil.

KWVW Grand Forks, N. D.—Mod. CP which authorized new trans. station for change in trans. location.

WTFM Tiffany, Ohio.—Assignment of CP to change type trans. and for extension of completion date.

XOTX Columbus, Ga.—Mod. CP which authorized change in frequency, increase power, install new trans. and change trans. location, for change in trans. location and mod. DA.

AM-Antenna

WIB Columbia, S. C.—CP to install FM ant. on top of AM tower.

Community Bestg. Co., Corpus Christi, Tex.—CP new standard station 1400 kc 100 w and unil.

lakewood Bestg. Co., Dallas, Texas.—CP standard station 1470 kc 500 w D. AM-1796 kc

Activity Bestg. Co., Madison, Wis.—CP new standard station 1470 kc 500 w D. AM-2799 kc

September 3 Decisions...

BY THE SECRETARY

KFAC Los Angeles.—Granted license for new station 1250 kc 500 w D. CP to install new trans. and DA-DN. Granted license to use old main trans. as aux. with 1 kw.

WFIL-TV Philadelphia.—Granted mod. CP for extension of completion date to 2-18-48.

King Bestg. Corp., area of Seattle, Washington.—Granted license for new remote pickup station KWSW and to change commercial television station to KH. CP, as mod., to King Bestg. Co.

Whitehall-Springsfield, Ohio.—Granted mod. CP for approval of ant. and trans. and to specify studio location.

KFMO Flat River, Mo.—Granted li- cense for new station 1260 kc 250 w uni.

WDHJ Boston.—Granted license for CP to install ant. 1948.

KDBJ Deadwood, S. D.—Granted li- cense for new station 1450 kc 250 w uni.

KDJO San Fra., Calif.—Granted mod. CP for extension of completion date to 1-16-48.

KCBJ Pueblo, Colo.—Granted license for new station 580 kc 1 kw D.A-N.

KVNC Madison, Wis.—Granted mod. CP for extension of completion date to 1-16-48.

KAMQ Amarillo, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KGNC Amarillo, Tex.—Granted mod. CP for extension of location date to 12-17-47.

Commodore Bestg. Inc., Decatur, Ill.—Granted license for new remote pick- up station WBXL.

General Bestg. Co., area of Atlanta, Ga.—Granted license for new remote pickup stations WGRS and WJOB.

WHA-FM Madison, Wis.—Granted mod. CP for extension of completion date to 1-16-48.


WAAW Newark, N. J.—Same to 3-1-48.

Ratich Corp. of America—Granted mod. CP for extension. completion date WIOX k 12-3-47.

KOOG Englewood, Fla.—Granted license to install new trans. and station.

KXAB Hope, Ark.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

KWJF Los Angeles.—Granted mod. CP to operate with 350 w during such hours as FCC is operating with 100 w during hours KPCC is actually op- erating.

WVDA Danville, Va.—Granted license for new station 1250 kc 1 kw D.A-N. CP to operate with 250 w during such hours as FCC is operating with 100 w during hours KPCC is actually op- erating.

WECU Grand Rapids, Mich.—Granted license for new station 1570 kc 1 kw D. and to specify studio location.

WDEC Ameri-tv, Ga.—Granted license for new station 1220 kc 250 w uni. and to change studio location.

KITO San Bernardino, Calif.— Granted mod. CP to change type trans., and to extend completion date to 180 days after grant.

KWEI Weiser, Ida.—Granted mod. CP to change type trans., and for approval of ant. and trans. studios.

KPAC Port Arthur, Tex.—Granted CP for extension of completion date to 1-16-48.


KFBN Casper, Wyo.—Granted mod. CP for extension of completion date to 2-27-48.

KFNC Fayetteville, N. C.—Same to 1-21-48.

WBAU Wausau, Wis.—Granted mod. CP for extension of new trans. and studio location.

WAKE Akron, Ohio.—Granted mod. CP for extension of completion date to 11-23-47.

KXKO Mexico, Mo.—Granted mod. CP for extension of completion date to 3-6-48.

WRFP Eau Claire, Wis.—Granted mod. CP to change type trans., and for approval of ant. and trans. and studio location.

KSWM Humboldt, N. Y.—Granted license for change in frequency, increase power, install new trans. and change trans. and studio location.

KWFU Belleville, Ill.—Granted license for new station 1090 kc 250 w uni.

WBLF Leesburg, Fla.—Granted license for new station 1240 kc 250 w uni.

KPOF Denver, Col.—Granted license for increase in power, install new trans. and station.

WYYY Terre Haute, Ind.—Granted license for new station 1180 kc 1000 w D.

KWSY Chicago.—Same to 2-5-48.


September 3 Applications...

ACCEPTED FOR FILING

Modification of CP

KNGO Neapelos, Ariz.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WLAK Lakeland, Fla.—Mod. CP which authorized new standard station for change in frequency, increase power, install new trans. and DA-N and change trans. location, to specify type trans. and change studio location.

License for CP

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

(Continued on page 70)
<table>
<thead>
<tr>
<th>CONSULTING RADIO ENGINEERS</th>
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</thead>
</table>
| **JANSKY & BAILEY**  
  Executive Offices  
  National Press Building  
  Offices and Laboratories  
  1239 Wisconsin Ave., N. W.  
  Washington, D. C.  
  Adams 2414 |
| **MCNARY & WRATHALL**  
  983 National Press Bldg.  
  Dfl. 1208  
  Washington, D. C. |
| **PAUL GODLEY CO.**  
  Labs: Great Notch, N. J.  
  Little Falls 4-1000  
  982 National Press Bldg.  
  District 2347  
  Washington, D. C. |
| **GEORGE C. DAVIS**  
  501-505 Munsey Bldg.  
  District 8456  
  Washington, D. C. |
| **RING & CLARK**  
  55 Years' Experience in Radio Engineering  
  Munsey Bldg.  
  Republic 2347  
  Washington, D. C. |
| **LOHNES & CULVER**  
  Munsey Building  
  District 2347  
  Washington, D. C. |
| **JOHN BARRON**  
  Consulting Radio Engineers  
  Specializing in Broadcast and Allocation Engineering  
  Earle Building, Washington, D. C.  
  Telephone NAtional 7757 |
| **RAYMOND M. WILMOTTE**  
  Paul A. deMars  
  Associate  
  1469 Church St., N.W.  
  De. 1234  
  Washington, D. C. |
| **JOHN J. KEEL**  
  A Complete Consulting Service  
  Earle Bldg.  
  Washington, D. C.  
  National 613-6515 |
| **HERBERT L. WILSON**  
  1018 Vermont Ave. N.W.  
  No. 2414  
  Washington, D. C.  
  1000 No. Seward St.  
  Ho. 6221  
  Hollywood, 28, Cal. |
| **JOHN J. KEEL**  
  A Complete Consulting Service  
  Earle Bldg.  
  Washington, D. C.  
  National 613-6515 |
| **RUSSELL P. MAY**  
  1422 F St., N.W.  
  Kellogg Bldg.  
  Washington, D. C.  
  Republic 3984 |
| **WELDON & CARR**  
  Washington, D. C.  
  1605 Connecticut Ave.  
  Mi. 4151  
  Dallas, Texas  
  1728 Wood St.  
  Riverside 3611 |
| **HAROLD B. ROTHROCK**  
  George B. Bailey  
  Associate  
  1008 EYE ST., N.W.  
  National 2406  
  Washington, D. C. |
| **GARO W. RAY**  
  591 Broad Street  
  Phone 8-2235  
  Bridgeport, Connecticut |
| **LEN'T AND POAST**  
  CONSULTING ENGINEERS  
  Washington, D. C.  
  1319 F St., N. W.  
  District 4127 |
| **ANDREW CO.**  
  Consulting Radio Engineers  
  963 E. 70TH St.  
  Triangle 4400  
  Chicago 10, Illinois |
| **DIXIE B. McKEY & ASSOC.**  
  1730 Connecticut Ave., N.W.  
  Washington, D. C.  
  Adams 3711 |
| **WELDON & CARR**  
  Washington, D. C.  
  1605 Connecticut Ave.  
  Mi. 4151  
  Dallas, Texas  
  1728 Wood St.  
  Riverside 3611 |
| **E. C. PAGE**  
  Consulting Radio Engineers  
  Bond Bldg.  
  Executive 2670  
  Washington, D. C. |
| **CHAMBERS & GARRISON**  
  1519 Connecticut Avenue  
  Washington 6, D. C.  
  Michigan 2261 |
| **KEAR & KENNEDY**  
  1716 K St., N.W.  
  Republic 1951  
  Washington, D. C. |
| **UNIVERSAL RESEARCH LABORATORIES**  
  Alfred E. Towne, Director  
  One Nob Hill Circle, San Francisco 2, Calif.  
  Telephone: EXbrook 1-4567 |
| **A. EARL CULLUM, JR.**  
  Highland Park Village  
  Dallas 5, Texas  
  Justine 8-6108 |
| **COLTON & FOSS, INC.**  
  927 19TH St., N.W.  
  Republic 3883  
  Washington, D. C. |
| **JOHN CREUTZ**  
  219 bond Bldg.  
  Republic 2181  
  Washington, D. C. |
| **GUY C. HUTCHESON**  
  1100 W. Abram St.  
  Phone 1218  
  Arlington, Texas |
| **KANDELL & SUNDIN**  
  Consulting Engineers  
  966 20TH St., N.W.  
  Republic 2388  
  Washington, D. C. |
| **NATHAN WILLIAMS**  
  Allocation & Field Engineering  
  20 Algoma Blvd. Ph. Blackhawk 22  
  Oshkosh, Wisc. |
| **A. R. Bitter**  
  Consulting Radio Engineer  
  622 Madison Avenue  
  Toledo 4, Ohio |
| **Barclay & Saxon**  
  3524 South Henderson  
  Telephone 4-5440  
  Fort Worth, Texas |

September 8, 1947 • Page 65
SUNDAY MORNING quarter-backs are going to have a little direction in their football post-mortems this fall, courtesy of KLX Oakland, Calif., and Maxwell Hardware Co. Weekly programs featuring Lynn Waldorf, head football coach at U. of Calif., was scheduled to begin on KLX Sept. 7, sponsored by Maxwell Hardware. Mr. Waldorf will be interviewed each Sunday morning during the season at 11 a.m. by Ed Schoenfeld of the Oakland Tribune sports department. Waldorf will explain the football game aired the previous day and will indulge in a little second guessing about what might have happened. Making pieces in shape of a football have been mailed to Maxwell customers to promote the show.

Covers Fair Activities

DEMONSTRATION of new tractors and farm equipment was one of the features broadcast by KELO Sioux Falls, S. D., during its coverage of the Sioux Falls Empire Fair. Station originated a complete series of daily quarter-hour shows from various locations at the Fair. Entire series was sponsored by United Tractor and Equipment Co. distributors of Farm equipment in South Dakota and Minnesota.

Host to Youngsters

PHILADELPHIA youngster had a chance to meet and talk to Roy Rogers, his "Trigger" and his roto troop when the band of WLPM Philadelphia. "Sports Clinic. The "Clinic" broadcast was heard 11 to 11:30 a.m., with Roy Rogers joining the program's regulars. Free tickets were distributed a week before. The broadcast saw two complete half-hour programs.

Recorded "Grand Opera"

COMPLETE recording of "Grand Opera" program will start Nov. 2 on WASH (FM) radio station in South Dakota. Quarterly sessions were used by the station, a "build-up" for the show, which was called the "Grand Opera," was that a 30-minute program will be broadcast on Sundays until "Grand Opera" takes the air.

CARE Day

FULL-DAY'S schedule of WWRL New York for Sept. 8 is being devoted to CARE (the Cooperative for American Relief Everywhere). Every country in the heart of the bright leafy tobacco belt has considered one of the richest agricultural areas in the nation. The 923,253 persons in this wealthy market listen to their regional Tar Heel stations, WRL and WBB. The primary daytime listening area of these two stations is extended 12 countries in the heart of the bright leafy tobacco belt, considered one of the richest agricultural areas in the nation.

WASHINGTON, North Carolina

TAR HEEL BROADCASTING SYSTEM, INC.

WRRZ - WRRF

1000 WATTS, 880 KC
5000 WATTS, 830 KC

Carteret County and local programming plus the top programs of ABC keep the dial tuned to WRRZ. The primary daytime listening area of these two stations is extended 12 counties in the heart of the bright leafy tobacco belt, considered one of the richest agricultural areas in the nation.

During Football Season, WRRZ will air programming promoted the idea to Polynesia. Films were shown in the Norwegian Embassy and NBC. The films were taken by members of the six-man crew aboard the board wood raft which left Peru April 29 seeking to prove that pre-Inca voyagers drifted from South America to Polynesia. Films will be seen on the NBC television network as soon as the Kon-Tiki expedition returns to the U. S.

Kon-Tiki Raft TV

NBC has been granted exclusive television rights to motion pictures taken aboard the Kon-Tiki raft as it drifted for 15 weeks across the Pacific from Peru to the Tuamotu Islands, according to an agreement announced last week by Norwegian Ambassador and NBC. The films were taken by members of the six-man crew aboard the board wood raft which left Peru April 29 seeking to prove that pre-Inca voyagers drifted from South America to Polynesia. Films will be seen on the NBC television network as soon as the Kon-Tiki expedition returns to the U. S.

Polio Drive

CAMPAIGN for the establishment of a Sister Kenny Clinic in Central Illinois got under way last month since the summer of 1946, when the city was ravaged by an infantile paralysis epidemic. The effects of the epidemic impressed citizens with the need of a clinic in their own city, and WCNT Centralia promptly joined the drive. The station promoted the idea of building a clinic by means of public interviews and appeals from those who had been stricken with the disease. A steady schedule of requests for broadcast and letters to the cause was broadcast by WCNT. As a result, Centralia is now the home of the second Sister Kenny Clinic (Minneapolis is the home of the first). The clinic was dedicated this month by Sister Kenny in a one and a half hour service which was broadcast by WCNT.

Aids Fire Fight

WHEN National Forestry headquar- ters in Porterville, Calif., notified KITP that city, about a dis-parate fire raging in the Sierra Nevada mountains, Peter Tewsby, station manager, and Jim Tennyson, chief engineer, rigged up a battery operated wire recorder and conducted a half-hour program, which was accepted by the communities, with no expectation of confiscation from a low-flying C-47 cargo plane that dropped supplies to fire fighters. Rebroadcast twice during the day, program was so effective that in an hour's time, 35 volunteers, fire fighters from Tulare, Kings County area, who heard broadcast were screened by local police service and sent on their way by pack animal to help fight the fire.

ARRANGEMENTS have been made by WMQ in Berlin, N. H., to broadcast pro-cedings of Berlin City Council meetings every Tuesday evening. Broadcast can be made direct from Berlin City Hall.

Page 66 • September 8, 1947
**In the Public Interest**

TWO YEARS ago when the Foster Parents Plan for Adopted Children Inc. began its drive, Frank Blair, who was then heard on WOL Washington, explained the idea to his D. C. listeners, and proposed that they send in contributions for the support of an orphan. To support a child for one month required $15. Enough money was received on the first appeal to support D. C.

**TWO**

money for the child was exhausted, he placed the problem before his Scranton listeners, asking whether they would like to continue the adoption. The response was immediate. Station reports that in one hour after the announcement listeners pledged enough money to support the boy for another month.

**Honesty Personified**

A LISTENER to WSTV Steuben-

ton and child's

reports,

of

Christ.

is

ported, the relative called the studio to report that her brother had been returned to his home. The second distress call was heeded on the same day in cooperation with the Outremont Police Dept. A boy suffering from anemia had been missing from his home for four days. Two pleas on CJAD's noon-time news broadcast resulted in the safe return of the boy. A profitable day of broadcasting, says CJAD.

**Christmas Drive Begins**

CHRISTMAS GIFTS for shipment to needy children overseas are being solicited by Anice Ives on her *Everywoman's Hour* on WFIL Philadelphia, Mon. through Fri. at 1:30 p.m. Miss Ives appeals to her listeners to go to the Salvage Sewing Committee to obtain empty Christmas stockings. When they have filled the stockings with gifts they are returned to the Committee for shipment. Deadline for returning the stockings is Oct. 15. Last year Miss Ives handled the radio appeal to obtain "Package Parents" for children overseas in a drive by the Foster Parents Plan for War Children. She will continue that appeal this year in addition to the new Christmas stocking drive.

**Promoting FM**

TO HELP promote frequency modulation and help merchants sell FM, WCSI-FM Columbus, Ind., is contacting all merchants handling radios within a 75-mile radius of Columbus to determine their reaction to FM; instruct them on tuning and operation of their sets and help them in giving hints to promote sales. To all merchants who can subscribe to the station's program, WCSI-FM is offering a 15-minute program saluting that one particular store, free of charge. Promotion folder sent out by D. C. Elijah "Mr. Country Business" asks merchants to use the program "Remember—To Dealers, FM Means—Folding Money" have been left at all dealers' stores.

**WTAG Drive**

IN ALL-OUT public service drive, WTAG Worcester, Mass., is carrying eight campaigns in the public interest. Listeners are urged to join the bond-a-month saving plan; the need for nurses is promoted by announcements of September classes at local hospitals for student nurses, and the station is promoting a safe driving and general vacation safety campaign. In addition, a quiet campaign, asking listeners to turn radios down during late summer nights when windows are open, is featured in late evening programs of WTAG. Information for veterans on American Defense and Victory Medals and terminal leave bonds is presented regularly by the station. Frequent announcements are made for contributions of food and clothing for distribution overseas by CARE, and for support of the Church World Service, an organization aiding distressed overseas. Approximately 67 announcements per week are broadcast by WTAG for the above services.

**Nice Baby**

MEMBERS of the staff of WMID Atlantic City are doubling as babysitters these days, General Manager Paul Hancock reports. It began several weeks ago when WMID's five-year-old record m.c., Vicky, made her debut. Several mothers who came to watch their small children, ages four to young that their studio reactions were not predictable were left outside in the care of WMID staffers until after Vicky's broadcast. Lovely gifts and ice cream were on the house.

**TV Included**

JOHNS HOPKINS MEDICAL COLLEGE is sending architects designing its new surgical wing at Baltimore to confer at RCA Victor engineers on building television facilities into the new structure. The famed medical school is said to be impressed by "teaching and other professional possibilities of television in surgery after recent demonstrations there by RCA of tele- screening of operations.
It will soon be 630 in Savannah

FOLDING MONEY

WAIR is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.

LEWIS J. DOOLITTLE, formerly with WWNA Greenfield, Mass., and Augustin, Fla., and feature writer for the Augustin Record, has joined WBHC New Haven, Conn., as a director of publicity and Sunday program director. Doolittle was previously publisher of the weekly St. Augustine Observer.

GENE WHITE, of the promotion staff of WXY Oklahoma City, has been named promotion manager, replacing PAUL HOOD, who has resigned to join staff of the Oklahoma.

CLARENCE WORDEN, of the CBS publicity staff and former Army Public Relations Winter War Dept. National Guard Bureau to assist in television and radio in connection with the big recruiting drive for the Army.

BLAKE CHATFIELD, former editor of Chumaw Miracle (Los Angeles), has joined WABC Hollywood press department.

CONNIE FANSTEEL, promotion manager of WTOP Washington, is the father of six, born, Chris, Sept, 2.

JANE A. WILDE, formerly with KGAT Albuquerque, N. Mex., has joined KDA Denver, as assistant advertising and promotion manager. Miss Sheldon replaces WA GRAVESTOCK DABLY, resigned.

JEROME S. WEISS, formerly with promotion department of the Philadelphia Record, has joined WLB Lebanon, Pa., as advertising director. He replaces CHET E. HAGAN, resigned.

"FM Special"

ELABORATE ice cream desert has been developed by the Public Relations Department, in conjunction with the WGBI-FM, known as the "FM broadcasting in the area. The "FM Special" consists of an ice cream sandwich with a scoop of chocolate ice cream in the middle. Suttermoisture is then poured over the top, crumbs sugared on, and to top it all, a dip of whipped cream are added on top of the chocolate ice cream. Signs announcing the new special are being displayed in the store with call letters, WGBI-FM, on the sign.

Watermelon Contest

QUESTIONS for 250 to 15,000 seeds, and listener interest ran high when Motorcyclist held its first editor, Mos Eisley, ask visitors at the Gloucaster County (N. J.) Fair how many $100 bills and mailboxes and a cardboard box. Actual count—1017 seeds—was an answer. A late player, Mr. K. H. Nagle of "Dairy Digest" show, promotion was furthered by this week's "Mailbox Man," who said he now knows the growers try to bring in a watermelon to outstanding man and woman who have already been in the market farmer brought in a 904 pound melon to better the prize-winner.

Public Service FIRSTS

FIRST of a series of three-colour promotion folders commemorating years of continuous service to public by WMAQ Chicago, has been mailed to more than 3,000 spot and local clients, agencies and prospective customers by NBC Central Div. Mailing piece shows comparison of station's present coverage with that in 1922. Subsequent folders will draw similar comparisons of stations studio facets awarded in local and national publicity. Letters and clients. Die-cut, trick fold was designed and produced by Emmons Carlson, department manager.

Plastic Tumbler

RED PLASTIC tumblers are being distributed by WIBW Topeka. Each tumbler is imprinted with the reading, "Greater Kansas Sales will WIBW Collector Cash Receipt. Who You Want WIBW? Reply card is attached to box lid for ordering additional tumbler and information on WIBW availability. According to sales manager, a plastic tumbler will prove mighty useful in your home because WIBW is unbreakable"...

Western Tour

TO BOOST listener interest, Peter Peter, die, m.s. sponsored by Liggetts & Myers Tobacco Co., on 8 Don Lee Pacific Coast stations, and the city of Eligibility for local organizations of promotion, are providing a chance to make personal appearance at colleges and as broadcast during road tours starting 24 hours from San Diego, San Francisco, Portland, Seattle, Spokane and Tacoma on rotating basis.

Exhibition Booths

CITATION will be given outstanding exhibition booths ever displayed by WABC New York and WKRC Cincinnati and its FM affiliate, during the "WABC-VKCR Western Tour" of 71 stations, to be staged in sales market. One player received a cutout of royalty award.

"Woman's Hour" Promoted

BOOSTING interest in the "Woman's Hour" program on KTSA San Antonio, sponsored by the Stills Co., that city, was given extensive merchandising promotion by the station. Over 700 color posters were distributed to retail stores in the area, as well as distribution of free air mail letters to remaining customers of its advertisements.

Power Increase

NEWSPAPER Advertising rates run daily in Ulica, N. Y. papers to introduce the "Nation's Power Program" to 9,000 stations of WIBV-FM that city. Ads showed illustration of P.E. and gave reasons why radio is superior to other operation. A salute to the mother station of WIBV-FM by WIBX on the day of dedication. Station flew up on the air at 9:48 a.m., and 6 p.m., with plans to extend the schedule.

Sponsored Motorcycle Race

MOTORCYCLE RACE is latest promotion of KXW Yakima, Wash., which recently helped sponsor the National Championship Auto Racing, which drew a crowd of 37,000. Motorcycle competition, which is the 100-mile national championship affair, was held four days ago at Langhorne (Pa.) Speedway. Stewart Bayne, KXW anchor, and former racer, was official starter. More than 100 riders entered the affair which KXW presented a trophy.

Unexpected Help

NATURE pitched in to help make the "Football for the Men of the Air Alliance," Ohio, program seem more realistic and eerie. The station was airing a transcription of "Poe's "Murders in the Rue Morgue." and had reached the part where Monsieur Dupin said "Well, extinguish the candles, gentlemen." it was just at that instant that lightning struck the power plant and every bulb in town went out.

BROADCASTING • Telecasting
WIDE RANGE
(Continued from page 15)

stations approaching 100% increase. Perhaps it is too soon to tap the results, but rate increases have been a matter of attention as the pressure of competition increases, on one side of the ledger, and will require careful adjustment as the percent of commercial content increases. It is not contended that rate standardization is desirable. There is no more feasible in broadcasting than in periodicals. But, there are certain corner stones or benchmark marks which can be observed in setting rates which will keep them within limits of intelligent justification.

The survey produced a comparison of proportionate charges for 30, 15 and 1-minute units with the hour rate in detail of one-time and 52-time rates. Normal practice has been 60% for half-hour and 40% for quarter-hour. There has been more latitude on one-minute units but the 80-40 from-the-book markup would be 20.57%. The theory of this relation of rate is based on cost of production and incentive to increase the product.

In practice the half-hour rates in this study range from 50% to 60% of hour rates. Quarter-hour rates ranged from 40.4 to 42.2% of the hour rate. One-minute announcements ranged from 8.1 to 14%. These rates are for city size average figures—the extremes for individual stations is 5%.

MINIMIZING SPREAD
The argument usually advanced to justify deviations from the normal percentage relationships for time units is that the market favors the announcement on the short program units and these were priced down to attract the local market. But why close the door to the possibility of developing the market to purchase longer periods? It can be done unless the rates stand as an obstacle. The relation of announce- ment to 5, 10 and 15-minute rates is perhaps the most delicate to establish in proper alignment because of the usual restrictions on copy acceptable in programs. That indicates the advisability of minimizing the spread of other rates.

The survey compares the one-time and 52-time rates of stations to reflect discount practice. It is pointed out that the variation of discount quotations precluded true comparison beyond that. Some stations quote 52 times as maximum discount; others quote as high as $120 times discount.

At 52 times the range of discount for regional deals was 12.9% to 23% off of one-time rates. Local channel stations range from 13.3% to 47.7% off. These ranges are based on averages in city size groups—individual station figures show a greater spread.

Maximum discount in the station rates examined was 72%—a $10 hat for $2.80.

Discount practice fundamentally

BROADCASTING • Televasting

FOUR MAJOR NETWORKS and two New York television stations will carry the activities of the opening session of the UN General Assembly at Flushing Meadows, N.Y., on Sept. 16.

The Sept. 16 will inaugurate a half-hour weekly series of special programs covering important parts of the UN sessions and featuring newsmen who will be the usual delegates. The first program on Sept. 16 will be heard from 10:10-10:30 p.m. and broadcast times for the future programs will be announced at a later date.

ABC's coverage on opening day will also include the regularly scheduled news commentaries by Baukhave and Walter Koenan at 1 and 2 p.m. respectively, direct from ABC's booth in the Assembly hall. Mr. Bauchave will report to the network's daily broadcasts from the network's booth until Sept. 18. ABC Correspondents Gordon Fraser and Pauline Frederick, who will be at all Assembly meetings through the course of the sessions, will broadcast their reports on the ABC news programs, Headline Edition at 7 p.m., and News of Tokyo at 11 p.m.

Correspondents' Program
NBA, on Sept. 16, will present special program direct from UN by NBC Correspondents John MacVane and Bob Reuben, at 1:15-1:30 p.m. Mr. MacVane will be heard during the broadcast of NBC Washington newscast and he will be heard also, direct from the UN at 6 p.m. and 7:15 p.m.

WNET New York, NBC video station, will also cover the opening session. The television station has covered the important sessions of the UN Security Council and General Assembly within the last 18 months.

CBS coverage of the opening session will include two special programs for Sept. 16. The first show, 10:10-10:30 p.m. titled The Time Is Now, will review the accomplishments and failures of the UN since last year's assemblies. The program was written by Allan Sloane and will be directed by Norman Corwin. Mr. Corwin has made transcriptions of the program 10 days before broadcast time and sent recordings to all English speaking networks in the world—BBC, Australia, New Zealand, India and South Africa. It will be carried live in Canada and CBS will also short-wave the documentary.

From 10:30-11 p.m. on Sept. 16 CBS will carry an address by the Pope, broadcasted by the Vatican's permanent U. S. representative to the UN. On Sept. 18 from 16:16-16:30 p.m.

is an incentive system to attract optimum customer purchases, but it appears that, in some cases, there is more in the discounts than in the delivered rates. And what has been your reaction and experience with bargain counter merchandise?

CBS will present a program titled What About the U.N. Veto, featuring Col. William R. Hodgson, Australian representative on the Security Council and the Atomic Energy Commission, and Julius Katz, Secretary General of the Polish UN delegation. On Sept. 11, from 6:15-6:30 p.m., CBS will present Should the UN Assembly Act on Spain? and will present Mr. Lech Manning, Member of Parliament, Great Britain, and C. G. Paulding, management editor of the British magazine The Economist.

CBS television station WCBS-TV New York will televise the opening ceremonies on Sept 16 and business sessions on Sept. 16 and 17.

The MBS American Forum of the Air series will devote its Sept. 16 broadcast to the UN and MBS Correspondent Leo Nichols will present his sessions direct from Flushing Meadows for the network.

ADVERTISERS OFFERED GUARANTEED PROGRAM

AN INNOVATION in radio programs—a "guaranteed" series—was announced last week by Dr. George W. Crane, widely known psychologist, through John R. Kneebone, director of Hopkins Syndicate Inc., which offers his traditional series, Psychology in Action, for sponsorship to local advertisers throughout the country.

Guarantee is based on use of Dr. Crane's program five days a week for 15 weeks. If program hasn't been aired by that time, transcription costs are refunded to sponsor.

Despite apparent fact that to local station salesmen throughout country "psychology and soap opera are not homogeneous and no alchemy can make them companionable," Mr. Kneebone said, "The program does its job." Mr. Kneebone added that a number of stations, including WGN Chicago, WOS Chicago and WRGB Akron, had reported the program, which pulled considerable mail from listeners. Public appeal of program is based on case history format which covers all phases of psychology.

Announcement of the guaranteed program was made at a news conference at the Union League Club, Chicago.

McArthur Resigns

RESIGNATION of Dan McArthur as chief news editor of CBC was announced last week by Dr. Augustin Frgon, CBC general manager. Resignation is effective the end of September. Jean-Marie Baudet, CBC music director and recently appointed British Columbia CBC representative, also resigned to devote full time to his freelance musical career.

September 8, 1947 • Page 69
AM-590 kc WOW Omaha, N. Neb.
AM-1350 kc KVLY Perham, Minn.
AM-550 kc KURL Corvallis, Ore.
AM-1340 kc Gene Tibbet, Philadelphia, Miss.
AM-1290 kc WAMR Lewiston, Idaho.
AM-1260 kc KRWL Kansas City, Mo.
AM-1180 kc WYOM Brookesville, Miss.
AM-1120 kc Lamar A. Newcomb, Falls Church, Va.
AM-1000 kc Cedar Valley Bestg. Co., Austin, Minn.
AM-1010 kc WLOM Sheboygan, Wis.
AM-940 kc KKYI Oak Park, Ill.
AM-920 kc KNSY Kansas City, Kan.
AM-910 kc KNSG St. Joseph, Mo.
AM-900 kc WCBM Baltimore, Md.
AM-840 kc WFOM Fort Worth, Tex.
AM-820 kc WATTS Detroit, Mich.
AM-810 kc WNBX New Haven, Conn.
AM-800 kc WNYC New York, N. Y.
AM-770 kc WABC New York, N. Y.
AM-750 kc WJSF Jacksonville, Fla.
AM-730 kc WBCBS Nashville, Tenn.
AM-700 kc WBTM Tempe, Ariz.
AM-650 kc WJW Cleveland, Ohio.
AM-620 kc WLS Chicago, Ill.
AM-610 kc WBRC Birmingham, Ala.
AM-600 kc WIXR Washington, D. C.
AM-590 kc WOR New York, N. Y.
AM-580 kc WABC New York, N. Y.
AM-570 kc WJZ Baltimore, Md.
AM-560 kc WOSU Columbus, Ohio.
AM-550 kc WPIC Pittsburgh, Pa.
AM-530 kc WJZ Baltimore, Md.
AM-520 kc WTOP Washington, D. C.
AM-510 kc WOR New York, N. Y.
AM-500 kc WINS New York, N. Y.
AM-490 kc WINS New York, N. Y.
AM-480 kc WJZ Baltimore, Md.
AM-470 kc WOR New York, N. Y.
AM-460 kc WMAL Washington, D. C.
AM-450 kc WINS New York, N. Y.
AM-440 kc WOR New York, N. Y.
AM-430 kc WNSU Charleston, W. Va.
AM-420 kc WVEC Norfolk, Va.
AM-410 kc WMAL Washington, D. C.
AM-400 kc WINS New York, N. Y.
AM-390 kc WOR New York, N. Y.
AM-380 kc WINS New York, N. Y.
AM-370 kc WOR New York, N. Y.
AM-360 kc WNSU Charleston, W. Va.
AM-350 kc WVEC Norfolk, Va.
AM-340 kc WINS New York, N. Y.
AM-330 kc WOR New York, N. Y.
AM-320 kc WNSU Charleston, W. Va.
AM-310 kc WVEC Norfolk, Va.
AM-300 kc WINS New York, N. Y.
AM-290 kc WOR New York, N. Y.
AM-280 kc WNSU Charleston, W. Va.
AM-270 kc WVEC Norfolk, Va.
AM-260 kc WINS New York, N. Y.
AM-250 kc WOR New York, N. Y.
AM-240 kc WNSU Charleston, W. Va.
AM-230 kc WVEC Norfolk, Va.
AM-220 kc WINS New York, N. Y.
AM-210 kc WOR New York, N. Y.
AM-200 kc WNSU Charleston, W. Va.
AM-190 kc WVEC Norfolk, Va.
AM-180 kc WINS New York, N. Y.
AM-170 kc WOR New York, N. Y.
AM-160 kc WNSU Charleston, W. Va.
AM-150 kc WVEC Norfolk, Va.
AM-140 kc WINS New York, N. Y.
AM-130 kc WOR New York, N. Y.
AM-120 kc WNSU Charleston, W. Va.
AM-110 kc WVEC Norfolk, Va.
AM-100 kc WINS New York, N. Y.
AM-90 kc WOR New York, N. Y.
AM-80 kc WNSU Charleston, W. Va.
AM-70 kc WVEC Norfolk, Va.
AM-60 kc WINS New York, N. Y.
AM-50 kc WOR New York, N. Y.
AM-40 kc WNSU Charleston, W. Va.
AM-30 kc WVEC Norfolk, Va.
AM-20 kc WINS New York, N. Y.
AM-10 kc WOR New York, N. Y.
AM-0 kc WNSU Charleston, W. Va.
November 20, 1947

Changes Adopted by FCC
On Experimental Service
ORDER was adopted by FCC last week to amend Sec. 5.21 of Part of its Rules and Regulations governing experimental radio service to provide for frequency assignments in conformity with the Commission’s final frequency reallocations reports. FM developments broadcast authorizations and permits held by equipment manufacturers for test and research purposes follow in this category.

The amendment limits use of the frequencies to Class I experimental stations except upon showing unusual circumstances requiring assignment for Class 2 operation. Class 2 operation may include authorization for use in an established or proposed service, not permitted under Class 1. Also included were frequency allocations for Class experimental stations, which may be licensed only for personal reception by a citizen.

FCC Box Score

The FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,369 licensed, 607 construction permits, 690 applications pending (of which 388 are in hearing); FM—58 licensed, 881 conditional grants, 676 CPs (part of CPs come from conditional grants, others from hearing proceedings), 142 applications pending (85 in hearing); television—six licensed, 61 CPs, 11 applications pending (three in hearing); noncommercial educational FM—six licensed, 56 CPs, six applications pending.
Special Session Would Delay Work On White Bill, Some Observers Believe

POSSIBILITY that Congress may be called to Washington for an emergency session gave rise to speculation last week as to what the effect might be on radio legislation.

It was pointed out on Capitol Hill that an emergency session would be called to deal only with specific emergency matters such as the European food crisis, the British economic plight, etc. Congress would have little time or inclination under such circumstances to take up more "normal" legislation.

At the same time an emergency session presumably would remain in force only so long as necessary to meet specific legislative demands and then adjourn until the regular opening date of January 3.

There was even the possibility that a special session of Congress might delay work on the White Radio Bill (S 1335)—the biggest and most important piece of radio legislation now pending. Senator Wallace H. White Jr. (R-Me.), author of the bill, is understood to be redrafting it at his Maine home.

Nielsen Audimeter Test Results to Be Announced

A. C. NIELSEN CO., Chicago, plans announcement soon concerning tests made on new type instantaneous audimeters to measure listening habits. A. C. Nielsen Sr. said the audiometers had already proven they could compute listening data "far more quickly than any method now in use."

A system under which the new device would be used to measure radio listening on a nationwide scale, Mr. Nielsen said, would cost approximately $1,000,000. The system would eliminate forever existing doubts and confusion about the effectiveness of radio, he added. The Nielsen Co. contemplates no increase in existing rates for its radio index, according to Mr. Nielsen.

ABC Gets 4 Renewals, Adds 1 New Sponsor

ABC last week added another new sponsor and announced the renewal of four programs.


Carter Products Inc., New York, effective Sept. 7 for 52 weeks renewed sponsorship of the Jimmie Fuller program and at the same time shifted the broadcast time from 9:30-9:45 p.m., Sundays, to 10:30-10:45 p.m., Sundays. Agency is Sullivan, Stauffer, Colwell & Bayless, New York.

Gillette Safety Razor Co., Boston, effective Sept. 5 for 52 weeks renewed sponsorship of the Friday evening boxing bouts from Madison Square Garden or St. Nicholas Arena in New York, beginning at 10 p.m., until the conclusion of the main bout of the evening. Agency is Maxon, New York.

Philo Corp., Philadelphia, has renewed for 52 weeks, sponsorship of the Monday through Friday, 9:45-10 a.m. segment of the Break-FAST Club program on 244 ABC stations. Agency is Hutchins Adv., Philadelphia.

Brown & Williamson Tobacco Corp., Louisville, Ky., effective Oct. 5 for 52 weeks renewed sponsorship of "It Fact- or Fiction" on ABC Sundays, 12:55-1 p.m. Agency is Russel M. Seeds Co., Chicago.

Committee Preparing to Investigate Voice

Investigation of the "Voice of America" as it is received abroad got under way last week with the opening of the two Senators and six Representatives scheduled to make the flying trip. Senator Carl Hatch (D-N. Mex.) criticized the superficial nature of the projected world tour which is planned to cover 20 nations in 33 days. The total committee will include five Senate and six House members, some of whom will rendezvous in Europe.

The investigation was aimed at providing final information on the effectiveness of the State Department's overseas information broadcasting with a view to next year's budget for the Office of Information and Educational Affairs, under which it operates.

Sarnoff to Be Speaker At Gathering in Chicago

BRIG. GEN. DAVID A. SARNOFF, president and chairman of the board of directors of RCA, will address a special luncheon of the Chicago Council on Foreign Relations at the Congress Hotel in Chicago Sept. 12. Luncheon will be honor members of the U. S. National Commission for UNESCO.

Gen. Sarnoff will speak on the subject "Freedom to Listen and Freedom to Look" and will be introduced by Asst. Secretary of State William Bentley. Members of commission who will be present include Archibald MacLeish, chairman of U. S. delegation at meetings resulting in organization of UNESCO, Beardsley Ruml and Dr. Harlow Shapley.

WQQW

(Continued from page 29) night meeting, several stockholders indicated they would be willing to donate nearly $5,000 to carry on.

Most of the remaining staff members, numbering about 16, are believed to be out of sympathy with the subscription radio project. When the station began going heavily into red ink, Mr. Brecher is understood to have had difficulties with the board.

There have been a number of prospective bidders but none, up to last Thursday, was willing to make a firm offer. An official of one nationally known candy manufacturing company was understood to be the last individual interested. At one stage, Drew Pearson, ABC news commentator and newspaper columnist, was said to have been considering an offer. The fact that the so-called Aveo procedure of open bidding would apply probably was a deterrent, it was thought, along with the realization that Washington now is over-stationed since a half dozen new outlets have taken the air in the past year in the metropolitan area.
Hunt

(Continued from page 18)

program is touring the West for such community events as the Marysville (Calif.) Peach Fiesta, Sacramento State Fair, Montebello (Calif.) Chamber of Commerce, San Fernando (Calif.) Fiesta, in observance of the 150th anniversary of founding of mission.

In addition to broadcast performances, the program will be available to community theatres as vaudeville. In the past it has been utilized in Los Angeles on tie-ins with host of favorable promotions.

That the program has established a definite place for itself is reflected in an award to Jay Stewart by Los Angeles Junior Chamber of Commerce in recognition of "outstanding civic service."

One example of what this program has done may be seen in story of a young Los Angeles girl who was on her deathbed. A letter from her mother was read by the m.c., asking folks to cheer her with letters. Listeners responded with even greater generosity, sending gifts, money and mail. This coincided with a turn in youngster's interest in life.

Since that time the child has been able to get out of bed and has appeared at the broadcast on crutches. Her mother credits the program and its listeners with giving her child a reason to live.

An audience participation program is not without its anxious moments for the m.c. On a recent broadcast Mr. Stewart found a contestant who was a newlywed. A natural question was where her husband proposed. He asked about every part of the house, save bedroom and bathroom before giving it up, as the studio audience howled.

Growth of Radio

Hunt's radio history reflects in part its expanding family of products. In 1942, Val Vita utilized its presence on Los Angeles stations and participated in two day-time programs carried on KNX Hollywood (Housewives Protective League and Sunrise Salute). Emphasis was upon fruits and vegetables.

This emphasis continued in the fall of '43 when spots were extended to embrace 25 stations on coast plus Denver, Salt Lake City and Phoenix. This coincided with acquisition of Hunt Brothers Packing.

The campaign was on to promote Hunt and its history of quality. Coincident with this, Housewives Protective League was utilized in Los Angeles areas again. This remained in effect until September 1944. At that time Hunt undertook sponsorship of Fulton Lewis and his son in Lee network, continuing with it until March 1945. From May until September 1945, I Was There, dramatized news, was aired on Columbia's Pacific Network.

To comprehend the present position of Hunt Foods Inc., it is well to examine its proportions historically, as well as meeting the men behind the label.

The present company is the result of absorption, involving several established California food firms one of which extends back to 1890 (Hunt). Chairman of the board is Norton Simon who at 39 is overseeing a merger of 18 plants in four states.

Frederick R. Weisman, 34, is president of the organization which reported net sales of $48,353,732 for nine months ending November 1946.

Single Label Envisioned

Team of these two as Hunt Foods Inc. account executive at Young & Rubicam is Don Barr. Before joining the agency he was vice president in charge of marketing for Birds Eye-Snider and had been raised in food and packing environment, his father having been proprietor of a pickle works. Barr also has a background of food operations abroad in England and Russia.

This youthfully manned firm actually started in 1932 when Mr. Simon first acquired Val Vita Food Products Inc., a food processing plant in Fullerton, Calif. Subsequently building and consolidation of various food operations further paved the way.

In 1945, Mr. Simon gained control of Hunt Bros. Packing Co.

HUNT FOR HUNT, and there is no family angle involved. Marjorie Hunt (I), producer of ABC What's Doing Ladies, sponsored by Hunt Foods Inc., Los Angeles. With her is her production assistant, Betty Doebler.

Since the Hunt label had long been known for quality in the West, it was natural that remainder of organization was to be pyramid under its aegis. Operationally, the name has not been applied to each food product in firm's pantry. Continued use of established brand names eliminated expense and risk of promoting a new one. However, one label is the long-range aim.

Additional firms were acquired as follows: Fontana Food Prods. Co., 1943 (macaroni, spaghetti, noodles); Calif., Conserving Co., 1945 (pickles and condiments); Rocky Mountain Packing Corp., (98% control of frozen food outlet and canning facilities); Guggenheim & Co., 1946 (dried fruit); Drew Canning Co., 1946 (increased fruit canning facilities).

WAAT Transfer

INVOLUNTARY transfer of control of WAAT Newark, N. J., is requested in application filed with FCC from Albert H. Pollack, deceased, to his widow, Yeeta Pollack, executrix and beneficiary. Mr. Pollack had been secretary-treasurer of Bremer Broadcasting Corp., which licensed, owned WAAT and held 133 shares (59%) in the station. The whole interest is to be transferred. Those holding the remainder of the 226 shares issued include: Irving R. Rosenhaus, president, 60 shares; Maurice A. Haas, director, Frank V. Bremer, vice president, and Moe S. Havelin, 10 shares each.

Senate Committee To Take World Trip

May Be Cancelled If Special Session Is Called

WORLD COMMUNICATIONS will get Congressional once-over from a special Senate subcommittee of the Interstate & Foreign Commerce Committee with authority to look into all things that come under the authority of the group, it was learned last week.

Originally it had been planned to set up a special communications subcommittee but pressure of business was so great that all projects had to be lumped together for one trip.

There was some doubt expressed by a committee source that the Interstate group would even be able to realize its plans for any trip at all. Doubt hinged on increasing talk of an emergency session to consider the Marshall plan for European recovery.

At the very best no Interstate Committee would be able to put off for foreign shores before late fall or early winter. There was some evidence that disagreement between committee members over objectives of trip and itinerary were delaying crystallization of plans.

Heading the committee, if it sails, is Senator Albert W. Hawkins (R-N. J.).

Adds Radio-Course

COURSE in radio writing has been added to the fall schedule of the U. S. Dept. of Agriculture Graduate School. Comprising a two-hour weekly session, the course is designed for those in government who must prepare radio material or whose work entails radio relations. Chief emphasis will be upon speech and interview writing. Instructor is Bernard W. Molohon, head of several government radio units during the war. Previously in commercial radio in New York and Los Angeles, Mr. Molohon has written such shows as Pleasuremen, Reporter of Odd Facts, Alibi Club, Spotlight on Sports and more recently War of Enterprise for the U. S. Chamber of Commerce.
WFIL-TV, 'Inquirer' Outlet, To Begin Operation Sept. 13

WFIL-TV will go on the air commercial Sept. 13 as the second Philadelphia television station.

Most of station's programs for the first few months are expected to be remote pickups of sporting and other special events since studio facilities at the Arena, Philadelphia's Madison Square Garden, are still in course of construction. The sound studios of WFIL, however, will be in operation for studio productions during the construction of the regular video stage facilities.

At the same time that Roger Clipp, general manager of the motion picture television staff, made the announcement that WFIL-TV was scheduled to take to the air, announcement also was made of personnel realignments and assignments for the video station.

Mac E. Solomon, who has had 20 years of experience in radio sales, including 18 with WFIL and its predecessor, WFI, has been named sales director for television. His place on the WFIL sales staff will be taken by Douglas MacLatchie, who has been handling sales development for WFIL.

Ted Estabrook, who has been a producer of television motion picture and live shows, has joined the station as program producer.

He has done video shows for National, Kelvinator, Knox Hats and Du Mont, and has headed the television department of Geyer, Newell and Ganger agency, New York, and the network television staff of Young and Rubicam. For the past year he has had his own company and has produced films for television and the movies. His station, emphasizing the heavy stress it will give sporting events, also has taken on Chris Wood Jr., well known turf announcer, who will telecast the races daily from Garden State Park, N. J., and the Chester County (Pa.) horse show.

Valley Sheldon, freelance mystery writer who before the war was associate program director at WCAU Philadelphia, also has been employed to handle news for the station. He is a former Army combat correspondent.

Dedicator of Broadcast

The station will go on the air at 2:30 p.m. with a special dedicatory program. Fifteen minutes later its cameras will be trained on the Eagles-Bears football game at Franklin Field. That evening at 7:30 it will show films of the Soap Box Derby finals and at 8 will offer the first Philadelphia Inquirer television news.

Next morning (Sunday) at 10:30, it will present a half-hour children's program called Reading the Comics. Half an hour later another children's program will be headed by Jack Steck, who will emcee a talent show. Sunday evening from 7 to 8, the station by special RCA television relay link, will bring the ABC Fashion Show and Carnival from Brighton Pool, Atlantic City, an NAB convention event, to Philadelphia television viewers.

The station's horse-race features will start next Monday from Garden State Park. The next day WFIL-TV will telecast the Mummers' Frolic from Philadelphia's Municipal Stadium.

Michael's Promoted

BILL MICHAELS, associated with KABC San Antonio, Tex. for the past seven years, has been named station manager, succeeding Charles W. Balthrop, who resigned recently. Michaels prior to appointment was assistant manager. He has also been connected with the news, merchandising and commercial sales departments.

KFMB sells SAN DIEGO
Buying power for your product!

KLRA Broadcasting

Basic American Network, Pacific Coast

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager
Radio Advertising Co., National Representatives

WLBK

More listeners in the LEBANON area than all other stations combined

Robert S. Conlan survey

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WLBK

Serving Central Pennsylvania from Lebanon

Julian F. Skinnell, Operations Manager
Radio Advertising Co., National Representatives

Broadcasting • Telecasting

BRAY D. KENNEDY, former assistant account executive at J. Walter Thompson Co., New York, has joined A. W. Lewin, New York, as an account executive.
Two Fulltime, 4 Daytime AM Outlets Authorized by FCC

Two FULLTIME standard stations and four daytime only outlets were authorized last week by FCC. In addition, KPSC Phoenix, Ariz., was granted a change of fa-
cility in 1250 kHz 1400 to 5 kHz on 1270 kHz, directional.

Lamar A. Newcomb, Washington consulting radio engineer, received grant of new 250-w daytime outlet on 1250 kHz at Falls Church, Va. A. D. Weber.

Among principals of Southland Broadcasting Corp., recipient of a daytime grant of 250 kHz on 1880 kHz at Fort Lauderdale, Fla., is Robert Watson, vice president and 25% owner of WLOW Norfolk, Va. Mr. Watson is one-quarter owner and secretary of Southland.

Another grantee, Mason City Broadcasting Co., which received 1490 kHz, 250-w fulltime assignment at Mason City, Iowa, includes partners identified with ownership of KATE Albert Lea, Minn.

The new authorizations:

Fort Lauderdale, Fla. — Southland Broadcasting Corp., 1930 W. 26th St., has received a daytime grant of 250 kHz on 1880 kHz at Fort Lauderdale, Fla., is Robert Watson, vice president and 25% owner of WLOW Norfolk, Va., secretary. Each holds 25% interest.

Crash Into WAIT Tower Believed Pilots’ Error

CHICAGO office of the CAA indicated last week that it would conduct a routine investigation of the plane crash near Elmhurst, Ill., on Aug. 30 which sheared off the top sections of WAIT Chicago’s radio tower and took the lives of two youths.

CAA stated that since it was probably an error in navigation on part of the plane made by H. T. Shebat who would be done beyond a routine report for files.

The 420-foot tower is located about 1500 feet from Elmhurst airport, and an examination of the tower showed that the crash of the top sections of the tower was due to the impact of a plane which had crashed into the tower.

Edward Jacker, station’s chief engineer, and Howard Zille, another engineer, reported that transmitter readings during time of crash, though they were unaware of what had happened. They said they re-
duced the transmitting power about 75-25% of 5000 watts to save burning out condensers. Tip of end of self-standing Truscon tower lopping off force of crash, was secured to the base by the engineers.

Two stations in each of these two markets were granted, one to the Commercial及 two to the gentlemen’s group.

Two stations in each of these two markets were granted, one to the Commercial及 two to the gentlemen’s group.
Video Makes Debut as Vote Getter

Radio Big Factor in '48; Major Political Parties Plan Air Battle

AMERICAN VOTERS will have ringside seats all during the 1948 election contest--a year during which radio and television will be exploited by both political parties to history-making proportions.

The communications industry will probably remember 1948 as the first year in which television actually became a political factor. The GOP picked its convention site--Philadelphia--because of its vital position outside the coaxial cable, and the Democrats are seriously considering the same city for their meeting.

Radio is a comparative newcomer to the political arena but in relatively few years it has made a tremendous impact and is being looked to as a means of getting a record-making number of voters to the polls next year.

Philadelphia Choice

The GOP choice of Philadelphia as a convention site showed exceptional political shrewdness. The middle-Atlantic city is almost literally "visible" to 13 Eastern states controlling 168 electoral votes and including a population of 35 to 40 million persons. It is the cynosure of so many eyes only because it is in the midst of a television network that makes it a show accessible to this area.

GOP Radio Director Ed Ingle says: "It's obvious to us that this is the biggest radio convention in history and we're going to use radio and television to the utmost." He told BROADCASTING that Republicans are not going to wait until 1948 to start their radio campaign. The more than 90 Congressmen and Senators who have been feeding programs to their home town stations as public service features are going to continue to use radio, even while Congress is in recess, to keep their names familiar to constituents.

The million-and-a-half dollars spent by each political party for last year's Congressional elections will be dwarfed by next year's appropriations, it was learned. Neither party has yet made definitive plans for exact expenditures, but it was a foregone conclusion that much more would be spent for a Presidential election than for a Congressional contest.

Unions on Air

Joining the airwaves fray will be labor unions and other minority groups, all of which have had considerable experience "talking" to the grass roots via medium wave. There is no reliable estimate on overall time purchases or free time which will be devoted to electioneering, but the average American will not have to leave his heartside to know what the two parties are doing or promising to do.

Although television was first used to cover a convention in 1949 when the Republicans selected Wendell Willkie as their candidate, its use then was too limited to have any real effect. It will be different in 1948 when sets in use will be measured in the hundreds of millions.

The Democrats are well aware of this factor, and although their choice of a convention city has not yet been made--and when made may not include Philadelphia--video will effect the decision. By the time the convention opens other cities may well offer coaxial cable facilities to approach the efficiency of Philadelphia.

The Democrats may locate in Chicago, Baltimore, New York, San Francisco, St. Louis, or Los Angeles and still get coverage comparable with that provided by Philadelphia. In addition to spot telecasting the convention can be photographed and the films flown to any video station in the nation.

Although the Republicans have probably spent more money and time on radio to date, the Democrats must be credited with the first big radio blow in the 1948 fight. They also get credit for the first political radio innovation.

On September 2 the Democratic National Committee staged the first nationwide political meeting in radio history. Aided by ABC independent Democrats tried to get microphones in studios scattered across the entire country to deliver a report to the "grass roots."

The half-hour evening program was, in effect, a bid to recapture the great listening audience which the late Franklin Delano Roosevelt commanded for so long with his fireside chats.

ABC Time

ABC gave the time free--the only cost to the Democrats was for line charges. Top Democratic talent was utilized--each speaker being cut in from his own territory, with the four corners of the nation represented.

Jack Redding, of the National Committee radio staff, told BROADCASTING it was impossible to estimate the number of organized listening parties although he did say that 3,046 county meetings were planned with 8,800 precincts in Ohio alone organized for group listening.

The one thing about radio that has political bosses of both parties worried is that the effects of a broadcast are hard to measure until after the vote. The Republicans, therefore, are not sure whether or not they will answer the Democrats' latest challenge with a radio innovation of their own. They would like to get some idea first how effective this grass roots radio probing is.

But they are all certain that radio and television are political weapons such as no political party has ever before enjoyed. Radio's own campaign for a radio in every room is a potential political boom since each listener is a potential voter in a sense that newspaper readers are not.

September 8, 1947 • Page 75
Pleasing the 'Minority' Doesn't Pay

Writer Believes That Radio Belongs to Buying 'Common Horde'

By HOWARD M. PAUL
ASSN. OF BROADCASTING DIRECTORS, WLS, CHICAGO
WHO'S DOING all the griping about radio programs? College professors? Yes. Congressmen? Yes. Newspaper columnists? Yes. In short the (at least self-styled) "cultural group." Is "Mr. Average Listener" complaining? If he is, I haven't heard it. And the cash register hasn't registered it. Yet Hodder must prefer the against people, he phones so many of 'em.

Too Much Ducking?

I wonder if maybe we in the trade aren't a trifle too concerned with ducking the "bean balls" being hurled at us by the culture-conscious minor leaguers of the radio audience and thus sacrificing our opportunity to make a further hit with that remaining portion which constitutes the audience's program preferences. The average listener is no more given to griping about radio programs than he is to griping about soap operas, quiz programs, give-aways, etc., couldn't it well be at the expense of losing the listeners who really count—the less-discriminating, product-purchasing masses?

When I write for radio—as I sometimes do—I'm not slanting it at my relatively few but loudly yammering fraternity brothers. I'm writing for "Bud Schimmel-fennig," let's call him, who used to play third base on our sandlot baseball team up in Milwaukee. Bud works in a factory now, and he's typical of the millions of other factory workers who find in radio their principal source of entertainment. He and his family may erroneously believe the University of Chicago Round Table to be some sort of a high-brow cafeteria, but they can't afford to eat out, so they sup on the simple stuff Mrs. S. buys after hearing it advertised on Breakfast in Hasenpfeffer's Basement—a program which cures my own stomach to ulcers.

'Boy Wonder'

One of the most popular "e-mail" pullers here in the Midwest is an m.c., who more than a decade ago quit high school along about the same time to take an announcer's job in radio. He was then known as the "Boy Wonder." Today he's netting perhaps 10 times as much as the average cultured critic. He has now become the "biggest boy wonder" among myself and my critical contemporaries is how he does it. The answer could be that because he was never exposed to culture-conscious groups, his society of mentally muscle-bound discussion groups he never lost the common touch. And, believe me, at his audience participations the "touch" is very common. If that's what keeps them trotting downtown to the grocer's for "the speculative economy-size Hubah-Boy recommends"—he ain't the guy who's out of step.

Most would be radio reformers hate quiz and other give-away programs. "Why don't they buy the sponsors products?" is the continuity and publicity writer for WMJ Milwaukee he is a Navy veteran, and was, prior to the war, assistant radio director of BRDO, Chicago. He is now at WLS.

subconsciously resent the fact that only the uninhibited, the unaffected knife has the guts to put his knowledge, or lack of it, to the test before a million hecklers.

Ask the Ph.D. who's laboring over a treatise on 'What's Wrong With Radio' if he'd be willing to match wits against Joe Common, the steel-worker, on one of those zany consequence programs. You might ask him, too, if he's the type of sponsor who takes great pride in boasting, "I loathe commercials so much that I go out of my way to purchase goods I never hear advertised on the radio." The average listener is savvy enough to appreciate the fact that they're never heard advertised mainly because they're so inferior that they've never earned enough money for their producer to justify radio expenditure.

Personally, I've never been able to work out an answer to questions like these. Why do listeners prefer soap operas to Fred Ward? But, if the ladies choose Melinda's Maddening Maidenhood and the gentlemen choose to remain away to get grey at the temples long as they buy "Sudzie's Flakie Lather Batter?" Radio wouldn't be the billion dollar industry it is if it had to spend one Hooper-point on the "cultured groups." Radio is supported by and aimed at the masses, not the discriminating classes. As long as the "common touch" is the Golden Touch, why not let the average listener's taste continue to set the programming pace?

Inspect FCC

C. B. FANNING, director general of Post and Telegraph and chairman of the Australian delegation to the Atlantic City International Telecommunications Conference, and R. W. McCoy, chief engineer of the Postmaster General of Australia, were guests of the FCC early last week at its Washington headquarters offices.

Upcoming

Sept. 8: APM International Board and Network Executives, Blackstone Hotel, Chicago.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.
Sept. 13-15: BROADCASTING and television annual convention, Convention Hall, Atlantic City, N. J.
Sept. 15-18: NAB 36th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 21-23: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 27-29: School Broadcast Conference, Cleveland.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto, Ont.
Nov. 3-5: National Electronics Conference, Edgewater Beach, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, Ritz-Pal, Tex.
ACA Gets Contracts With 13 Stations

Provide Increases Which Reach New Highs In Industry

SIGNING of renewal agreements and new contracts with 13 stations in New York City; Buffalo, N. Y.; Wilkes-Barre, Pa.; Norristown, Pa., and Montclair, N. J., was announced last week by William Lamey, vice president of the Broadcasting Dept. of the American Communications Assn., CIO. All contracts were signed in the two-week period immediately preceding Aug. 22 and provided for increases which reach new highs in the broadcast industry, the union reported.

In New York City agreements were reached with WHOM, WNEW, WHN and WBNX and with the Musk T. Transmission Corp. All the contracts provide for the closed shop and have night differentials written into them. For WHOM, a single rate of $110 per week for technicians was established by ACA, with new employees starting at $80 and advancing to the $110 rate at the end of six months.

At WNEW a rate range of $62.50 to $125 per week for technicians was achieved. Supervisors will receive $145 per week under the new ACA contract.

At WHN the new rate range for technicians is $70 to $125 a week in a four-year agreement. Supervisors get $140 a week.

At WBNX the rate range is from $75 to $102.50 for announcers and technicians in a three-year progression.

At Musk, monitor operators received a $3 per week increase and control operators won $4 under the new agreement.

WILK Wilkes-Barre, Pa., a new station and an ABC affiliate, signed an agreement providing for a rate range from $45 to $78 per week, along with other standard ACA contract provisions.

WNAR Norristown, Pa., signed an agreement bringing increases of from $2.50 to $15 per week retroactive to April 1, 1947. New range is from $50 to $75 per week, with a system of commercial fees for announcers prided.

Stations WBEN WEBR WGR and WKBW Buffalo signed agreements bringing a $5 a week across-the-board rate raise to a rate range of $55 to $90 per week in a four-year progression, $95 for assistant supervisors and $105 for supervisors. WBYN Buffalo signed a renewal and promised a wage rise at an early date.

IRE Capital Meeting

CHARLES F. WHITE, of the Naval Research Laboratory in the nation’s capital, will address the Washington, D. C. section of the Institute of Radio Engineers on “The Versatile R-C Parallel-T” tonight (Monday) at 8 o’clock in the Potomac Electric Power Co. auditorium.
while the Pittsburgh-Chicago jump is approaching construction stage.

With the co-op investment not favored, another form of joint venture with the Bulletin is expected to be followed up by the New York-Philadelphia circuit into video operation, the Washington representative explained. Such a joint venture might bring in the necessary apparatus by Western Union to adapt its facilities, as suggested by the Commission, and assumption of TV program operating and maintenance costs by WPEN-TV.

FCC would support the project through appropriate tariff and to this Western Union seems now inclined to agree but finds it hard to safely compute a figure which would bear the unpredictable fluctuations of such development. It was indicated however by the Western Union spokesman that his firm would invite consideration of further cooperation in the project development as that offered by the Bulletin.

Upon FCC approval it is expected to require at least six months before the New York-Philadelphia circuit would be ready and unprecedented additional time before extensions were effected. The Western Union system employs microwave relays in the 3,000-4,000 miles band with towers spaced 30-60 miles apart.

Preview of the company's project had been aired Aug. 28-29 in Chicago at a meeting of executives of newspaper-owned television stations [BROADCASTING, Sept. 1].

FCC's letter in reply to the Western Union presentation stated:

This is in reference to your letter of August 28, 1947, outlining a proposal to establish an experimental microwave radio relay system between the CBS television station in New York, N. Y. and the television station of the Philadelphian Evening Bulletin in Philadelphia, Pa., for the transmission of television programs.

The Commission looks with favor upon the establishment of such a service. However, since the proposed experiment and service would be in actuality that of Western Union, the Commission does not find acceptable the plan of procedure outlined in your letter.

Instead, it is suggested that Western Union file appropriate applications to construct the necessary radio facilities as experimental Class II stations. In connection with such applications, you request a waiver of Section 144(e) of the Commission's Rules and Regulations. The Commission would be disposed to look with favor upon such applications, when in proper form, and to permit you to render commercial service over such facilities as soon as construction thereof has been completed. The execution of such commercial service would, of course, be subject to your filing with the Commission an appropriate effective tariff.

Such tariff could provide charges for the service reasonably commensurate with the capital and development expenses relating to the project.

Tell your story to

TOP MANAGEMENT
where it really counts

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

Men like this
S A L E S M A N A G E M E N T

subscriber:

Mr. J. B. Burdett, W. V. F. & L. Toppen
Galloway & Robinson, Inc., New York 14, N. Y.

You can reach thousands of these top men in

S A L E S M A N A G E M E N T
New York · Chicago · Santa Barbara

Network FM Duplication Fate
May Hinge on Today's Parley

Three Neighbors

WITH representation of WLW Cincinnati on the West Coast, the firm of Keanan & Eckelberg now represents in that region the three clear-channel neighbors from 700 to 720 ke—WLW on 700, WOR New York on 710 and WGN Chicago on 720. The three stations were original members of MBS when it was created a decade ago. The firm does not represent WINS New York as incorrectly stated in the Sept. 1 BROADCASTING.

Rathbun Named

JACK RATHBUN was appointed named stations director of the Arkansas Airwaves Co., last week with headquarters in Little Rock, Ark. He resigned his position as general manager and sales manager of WCOA and WCOA-FM Pensacola, Fla., to take the new post. He will direct activities of KXLR, Little Rock; KHOZ, Harrison; KWEM West Memphis and the new KWAK, Stuttgart, slated to go on the air in November.

POSSIBILITY of duplication of network music on FM affiliates hinges on action by James C. Pettrillo, AFM president, following meeting with network executives Monday (Sept. 8) at the Blackstone Hotel, Chicago. Networks were granted an audience before AFM's international board when they appealed from the Aud. 21 Pettrillo decision banning FM duplication [BROADCASTING, Sept. 1].

Talk is heard of reconsideration by AFM in view of the fact that Mr. Pettrillo failed to live up to inferences given Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee. Rep. Kearns is due back from the Coast where he has held hearings on broadcast and movie aspects of musician employment.

At a conference in Chicago with Rep. Kearns Mr. Pettrillo is said to have shown a conciliatory attitude toward FM duplication but his decision did not conform. The Kearns subcommittee is expected to convene later this month, with the AFM head tentatively scheduled for another grilling.

The Dept. of Justice is expected to watch results of the Chicago Pettrillo-network conference Monday.

Though no word could be obtained of Department attitude, it is thought the chance of action against any of the parties involved in music duplication—AFM, networks and FM Asso.—is slight at this time. Networks explained that their contracts do not mention FM and that they had an understanding with AFM at the time of negotiations last winter that duplicate service was not involved. They explained to the Department that they did not intend to inhibit FM development.

Pettrillo Cautious

The AFM president is understood to be using extreme care to avoid violating the Taft-Hartley Acts and to avoid the charge that he refuses to hear complaints of employers of musicians and music users. The Justice Dept. is believed merely to be studying the whole situation to determine if any law is being violated.

Network and other industry observers were studying new contracts of the AFM Washington local, which provides increased rates. The contracts do not mention FM.

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Food Facts Contest

WOMEN BROADCASTERS, food editors, columnists of newspapers and women editors of farm publi-
cations are eligible to enter the Grocery Manufacturers of America's new project, titled "Line Life of America Trophies," to be pre-
vented during the year. Prizes are to be given to the winner in each of the three groups and scripts and articles will be judged on the ex-
tent to which they have contribut-
ed by interpreting the inter-rela-
tionships and inter-dependencies of essential processes between food in the field and food on the table. To each of the media which has carried the prize-winning material of the entrants will go a bronze plaque.

Cooper Joins INS

JOHN M. COOPER, former news-
man at WBAL Baltimore and onetime NBC war correspondent, has been appointed director of the Radio Department of International News Service, Seymour Berkson, INS general manager, announced last week. Mr. Cooper will have charge of editorial matters con-
ected with INS radio service and his duties will include station rel-
ations, development of new busi-
ness and supervision of special INS radio scripts.

Oscar Goren

OSCAR GOREN, 39, radio an-
nouncer and news commentator in Yiddish on WEVD New York for the past 10 years, died on Sept. 3 at his home, 664 West 163 St., Bronx, from a heart attack after a long illness. Mr. Goren, in addi-
tion to his announcing duties, was m.c. for a number of WEVD pro-
grams and record shows and also broadcast in English and Italian. He was with WPEN Philadelphia prior to his association with WEVD. Surviving are his wife, Channah Spector Goren, also an announcer at WEVD, his mother, Anna Goren and a brother and three sisters.

WLS Promotion Stunt

TEST CUT-IN PROMOTION cam-
paign will be started on Sept. 15 by Galen Drake on ABC through WLS Chicago. Mr. Drake will request Chicago listeners to submit questions and discussion requests of special topics to WLS. Station will pick the ten best questions with one chosen as winner on Sept. 25. Cut-in from WLS, the winner will ask Mr. Drake the query during regular broadcast. Prizes are wrist watches and a year's supply of sponsor Kellogg's variety package. If successful the promotion campaign will be ex-
tended to other cities.

Johnson Joins WNBC

RAYMOND C. JOHNSON, former-
ly in the night operation of the NBC Announcing Division, has joined WNBC New York as promo-
tion assistant. Mr. Johnson joined NBC in 1942 and became a supervisor in the Guest Relations Department. Prior to that he was a reporter on the Long Branch, N. J., Daily Record. He served for four years with the U. S. Army during the war.

They Say...

"ALTHOUGH Dr. Juliu Maniu, head of the Rumanian Peasant party, was arrested . . . weeks ago, the people of Rumania heard about it for the first time the other day through the 'Voice of Amer-
ica,' . . . the 'Voice of America' is not only heard behind the Iron Curtain but . . . it forces the hand of rulers whose power depends on suppression of facts. Further evidence of this is to be found in the increasing shrillness of the voice of Moscow in denouncing the 'false reports' published in the capitalist press.

Help Wanted

WANTED—Manager to handle weather bureau for new station. Must have ability to handle weather bureau for a large city. Salary plus commission. Box 438, BROADCASTING.

Help Wanted (Cont'd)

WANTED—Applications are invited to have change of announcers and production of program. WJAD, Norfolk, Nebraska.

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel. Chief Engineer, Program Director, Salesmen—many opportunities to qualified people who want a connection with a future, can produce and grow with this station. Writing full ex- perience need not apply. Send photograph and salary requirements with applica- tion. Box 401, BROADCASTING.

Help Wanted

Wanted by news service long subscribed to New York daily newspapers. Salesman of high standing and wide contact in radio news circles to introduce our report into New York area. Must have several years' experience. Apply Box 221, BROAD- CASTING.

Commercial manager and chief engineer wanted by one of Ohio's progressive stations. Only thoroughly qualified man need apply. Write Box 361, BROADCASTING.

Continuity writer who can handle women's program in small station. In southwest. Give all details first applica- tion. Box 455, BROADCASTING.

Salesman—Drawing account against 1549500 which will be large network affiliate, large market, give complete background and experience. Box 373, BROADCASTING.

Radio station in western Michigan with opening on its staff for director of sales. Applicants need not be experienced, but a thorough understanding of station procedure is required. Applicants will be personally interviewed in Philadelphia, plus satisfactory background and salary and in first letter. Box 40, BROADCASTING.

Salary-Commission, to salesman that sell RHR Employment Service, Box 417, Flushing, Michigan.

KULA, Honolulu has openings for ex- perimental experience. Commercial is pref- erably with control room experience and 76-7800 experience. Will pay full details and photograph first letter.

Wanted—A good, all-round announcer for 5 kw midnight CB station. Salary commensurate with ability. Send all details, including photo and audition details to WZCO, Kalamazoo, Michigan.

Continuity writer, young woman, com- mercial copy, handle women's program. $50 per week, low rent. Experience desirable—not essential—with good background and talent (lack) for promising beginner. $130 monthly. Write WIBG, Dittmer, Ohio.

Experienced transmitter-studio man for new Class B FM station. Car a necessity. Apply to WIOX. Opportunity to augment regular salary. Write or wire WPAM, Pots- ville, Pennsylvania.

Experienced announcer for 1000 watt Mutual affiliate. Single preferred. Send photo, reference to WTOB, Win- ton-Salem, N. C.

Staff members wanted. Program direc- tor, copywriter, announcers. Program director will be selected for demonstra- tion of originality and aggressiveness in building intelligent, lively, local program—all opportunity to do more than the routine job. Pull management. Salary plus gross commissions. Apply Box 210, BROADCASTING.

Wanted—Mutual affiliate for 5 kw FM station. Will pay $1000 per month. Must have experience. Will write. Box 406, BROADCASTING.

WANTED—Applications are invited to have change of announcers and production of program. WJAD, Norfolk, Nebraska.

Other positions available in sales, program development, research, etc., to anyone who can handle the full load. Broadcast experience desirable. Will pay up to $1500.

WANTED—Applications are invited to have change of announcers and production of program. WJAD, Norfolk, Nebraska.

Commercial continuity writer. Applicants need not be experienced, but a thorough understanding of station procedure is required. Applicants will be personally interviewed in Philadelphia, plus satisfactory background and salary and in first letter. Box 40, BROADCASTING.

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WANTED—Applications are invited to have change of announcers and production of program. WJAD, Norfolk, Nebraska.
Chief experienced in all phases
Almost anyone you meet

Chief to employer.

willing to

college. Box
lady
Young woman excellent
Announcer, sports play
Desire
present
unusually pleasing
BROADCASTING.
Announcer,
CASTING.
Interview
BROADCASTING
broadcast, audio, electronics, electro-
WASHINGTON.
As much as $30.00, 50,000 and over.
Summer jobs. Complete
writing and producing radio
and women's program
group. Graduate of established radio
college. Box 406, BROADCASTING.

Engineer. First phone. Direct, reliable, willing to travel. Experienced on wire and console work. Available
anywhere. Box 407, BROADCASTING.

Announcer—Yet, 25, married, college
background. Graduate Radio School of
Technology, Chicago, 1947. Never afraid of hard work to prove worth to any employer. My home address is
Travel anywhere. Box 407, BROADCASTING.

Chief engineer available—Completed experience in all phases of transmitter studio operation and radio
systems. Complete installation experience up to 50,000 watt station. Experienced in all phases of college
graduate, veteran, married. Write Box 409, BROADCASTING.

Producer-director. Dramatic or musical shows. Complete handling of spots and copy. Salary $15,000. Box 409, BROADCASTING.

Announcer. Ambitious, reliable, conscien-
tious, single. Not a floater. Complete experience
in classical news, turntable experience.
Graduating sophomore, student Radio School,
Disc photo. Box 410, BROADCASTING.

For the one man ten it's the man who can announce, act, news, cheer, clock, and other phases of radio work.
Singly, 20, will travel anywhere. Box 411, BROADCASTING.

Announcer and newscaster, 23, single, unusually pleasing voice. Versatile. At present employed in a
Desire permanent position with middle
west location. Desires job. Box 412, BROADCASTING.

Announcer, sports play-by-play. Limited experience but available any-
where. Box 413, BROADCASTING.

Engineer—1st phone, 2nd Telegraph, Armed Forces, 1944-46. Vicinity employment. Box 414, BROADCASTING.

Timebuyer with experience in market
analysis in 300 U. S. markets wanted for
station. Desires senior position. Will travel anywhere.
interview September 14. Box 418, BROADCASTING.

Announcer, nine months commercial experience. Large amount sustaining and army work. Good board operator, some writing, special events. Box 423, BROADCASTING.

Ray Hamilton
and
Jim Blackburn
will be at the
SHELBURNE, ATLANTIC CITY
Sept. 15-18, NAB Convention
BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
1511 New Hampshire 1019 Market
255 Montgomery 500 8th Avenue
National 7460 Fairview 3-6472

BROADCASTING • Teletacing
Crosley Distributor for Eastern New York, Roskin Bros., Inc., has purchased Favorite Story, a Frederic W. Ziv show, through Hevenor Advertising Agency Inc., Albany, and first broadcast was scheduled Sept. 2 in Albany-Troy-Schenectady area. Arrangements for series were completed by (1 to r.): John Sullivan, sales manager; Ray Myers, vice president, John G. Myers Co., Crosley dealer; Frank Lyons, general manager, Roskin Bros.; Bill Schmaudt, account executive, Frederic W. Ziv Co., and Cari A. Lermann, account executive, Hevenor Advertising.

Atlantic City Churches

Following churches will be available to persons attending the NAB convention in Atlantic City (Sept. 15-18):

BAPTIST—Chelsea, Atlantic near Morris; First, Pacific near Pennsylvania; CATHOLIC—Holy Spirit, Oriental at New Jersey; St. Nicholas, Pacific at Tennessee; St. Michaels, N. Mississippi; Lady-Star of the Sea, Atlantic at California; CHRISTIAN SCIENCE—First, Christ Scientist, 5 North Carolina; EPISCOPAL—St. James, Pacific at North Carolina; Ascension, Pacific at Kentucky; All Saints, S. Chelsea; FRIENDS—Friends’ Meeting, Pacific at South Carolina; GREEK—Greek Orthodox, S. Mt. Vernon; JEWISH—Ateres Tzvi-Anese-Svard, Pacific at Missouri; Beth Israel, Pacific near Maryland; Rodef-Shalom, Pacific at Arkansas; Community, Pacific at Maryland; LUTHERAN—St. Andrews, Pacific at Michigan; METHODIST—Christ, Pacific at Belmont; Central, Pacific at South Carolina; First, Atlantic at Connecticut; St. Paul’s, Pacific at Ohio; PRESBYTERIAN—Chelsea, S. Chelsea; First, Pacific at Pennsylvania; Olivet, Pacific at Tennessee; Westminster, Vermont at Madison.

The Jewish New Year holidays (Rosh Hashanah) fall on Sept. 15-16 this year. Services will be held at all Jewish Synagogues Sunday evening, Sept. 14, and during the day Monday, Sept. 15. Only those of the Orthodox branch will hold services on Tuesday, Sept. 16.

KAKC Aids Invalid

A dream came true for Mrs. R. J. Wilmot of Tulsa, invalid who has been completely bedridden for eight years, when KAKC Tulsa broadcast a show from her home. Mrs. Wilmot’s principal source of entertainment is hearing radio, and has never met anyone connected with the business, nor had never to be a studio. Learning of these facts last month, William Poulsen, sponsor of Slogan Salute on KAKC, arranged to broadcast her program from her home. A remote line was installed in Mrs. Wilmot’s bedroom and the program originated there. Mrs. Wilmot selected all music heard on the show and made up the list of questions on which the program’s usual give-aways are based.

Col. Robert S. Allen Starting New Series

Robert S. Allen, radio and newspaper columnist and ex-Army colonel, starts a new radio series the week of Sept. 21. The commentary series will be heard both live and transmitted, produced by Ed Hart & Associates, Washington.

In an unusual arrangement for transcribed programs, the Allen commentaries will be recorded prior to the time the live show is heard on WINS, Washington, and possibly WOR New York, in order to give better time distribution to other stations throughout the country which are taking the transcriptions. The programs are to be 15 minutes in length, and available for sponsorship locally or regionally.

Handling the program regionally to do it will be Harlan Miller of the Allen Agency, Providence, for New England; Fred Weber, WDSU New Orleans, for Louisiana and southern Texas; International Network, for Utah, Idaho, and part of Montana; Wisconsin Network, for Wisconsin. Arrangements are taking place for WOR’s use of the series, via long lines.

Debut of the program will coincide with the Sept. 23rd publication of Colonel Allen’s new book, Lucky Forward, the story of the Third Army under General Patton. Colonel Allen was in command of communications Intelligence on General Patton’s staff throughout the European campaign.

FOR SALE

Outstanding Radio Station Price—$1,500,000.00

One of the Nation’s great 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 go with sale. This radio property has been owned consistently large profits. Indicated 1947 net profits before taxes in excess of $300,000. This station is well equipped, well managed and has one of the best potentials in radio. Future plans call for the installation of a complete new 75 kw transmitter with all up-to-date equipment. Approximately $500,000.00 will be required as down payment. Financing can be arranged.

Write

BLACKHURST-HAMILTON COMPANY

San Francisco

255 Montgomery
Exhibits 5-8753

FOR SALE

Truxton Tower

176½ ft. high

Galvanized, triangular, self-supporting, welded construction. Included are base insulators and approved tower lights. Price is $1,750.00 f.o.b. present transmitter site. Available immediately.

BOX 276, BROADCASTING
NAB Convention  
(Continued from page 18)

selected for the session. The whole problem of audience measurement, especially BMB’s plan for a permanent service, will be considered.

The election of directors-at-large has been moved forward to Wednesday morning to assure full membership participation in the balloting.

FCC Chairman Charles R. Denny will address the Wednesday lunch-on meeting. In the afternoon, at 1:30 p.m., Richard P. Doherty, Director of Employee-Relations, will conduct a general session on “Building Sound Employee Relations.”

SUCCESSFUL TECHNIQUES in radio selling by retailers will be demonstrated at NAB Convention Hall 18 by a group of department store executives. A session is titled “Case Histories Come to Life.” Taking part will be (1 to r): William T. White, general sales manager, Wieboldt Stores, Chicago; E. E. Bailey, managing director, James Black Dry Goods Co., Waterloo, Iowa; Myrtle Green, promotion manager, Wieboldt Stores; L. H. Foster, sales promotion manager, The Fair Stores, Chicago; J. N. Trivers, publicity director, William Hengerer Co., Buffalo.

At 3 p.m. a broadcast advertising panel discussion will present the II-American Radio Team in a roundtable discussion of station problems. Team members are Leonard Reinhart, managing director, as station president; Norman Boggs, WLOL Minneapolis, sales manager; Donald D. Davis, WHB Kansas City, program director; Thomas Connolly, CBS New York, sales promotion manager; Howard S.razier, of the management consulting firm of Frazier & Peter, as host engineer.

No general feature is planned Wednesday evening but the boards f NAB, AAAA and ANA will take art in a joint dinner designed as get-acquainted affair as well as an incursion of common problems.

Code on Thursday

Thursday morning the critical code problem will be discussed by the membership. Members will have ad copies of the code several days. Edge Miller is planning to lead the discussion, with full opportunity for airing of views on the more comprehensive standards proposed by the Special Standards of Practice Committee.

NAB headquarters was not pressed last week to announce plans for the Thursday luncheon meeting. Scheduled in the afternoon is a discussion of the music problem and adoption of resolutions, followed by adjournment.

The four Monday clinics will deal with programming, sales, engineering and employee-employer relations. They will be held all day meeting with the exception of employee-employer relations. The feature is new in NAB convention procedure.

Plans for the program clinic were completed last week by Harald Fair, Director of the Program Dept., with addition of Frank Black, NBC general music director, to the program. Dr. Black and Paul Whiteman, ABC music director, will discuss music programming.

Series of committee meetings and corollary functions will be held before and during convention week. NBC independent affiliates will meet Sept. 11, with the NBC affiliates convention to be held on the 12th and 13th. MBS Board of Directors will meet on the 12th and 13th.

Main daytime event Sunday is the NAB Golf Tournament, at which the Broadcasting Magazine trophies will be awarded low gross and low net winners.

Small Market Dinner

Small Market Stations Executive Committee will hold a dinner at 6:30 Sunday evening at the Ambassador Hotel, followed by a business meeting. District small market chairmen will attend. Wayne W. Cribb, KIMO Hannibal, Mo., is committee chairman.

Growing concern over relations of small market stations and local newspapers will be taken up at the business meeting. Simon Goldman, WGN Jamestown, N. Y., will report on findings of a survey covering the subject.

Plans for cooperation of stations and newspapers will be considered along with station public relations activities. The committee plans extensive public relations studies during the next year, having found need for better operation in this field. Public relations activity at some stations has been reflected in increased revenue. Other topics on the committee’s evening agenda will include operator license requirements, new revenue sources, sale of network cooperative programs, transcribed syndicated programs and creation of local salable features.

Among other Sunday events are: 10 a.m., BMI board, Hotel Ambassador; NAB Engineering Committee breakfast, Executive Grill, Ambassador Hotel; 12 noon, NAB Board Finance Committee, Ambassador Hotel; 1:30 p.m., NAB Sales Managers Executive Committee, Room A, Ambassador Hotel; 2:30 p.m., NAB board, Room 6, Convention Hall; 6 p.m., CBS affiliates meeting and dinner, Hotel Traymore.

On Monday Agenda

On the Monday schedule, besides the clinics, are: 8 a.m., Program Panel breakfasts, Executive Grill, Ambassador; 9 a.m., Public Relations Committee and Executive Committee, Room 6, Convention Hall; 9 a.m., Research Committee, Room 15, Convention Hall; 9 a.m., Music Advisory Committee, Room 18, Convention Hall; 9 a.m., Employee-Employer Relations Committee, Room 21, Convention Hall; 2 p.m., joint NAB-BMB technical subcommittee, Room 15, Convention Hall; 6 p.m., ABC affiliates dinner and meeting, Cambridge Room, Claridge Hotel; 6 p.m., MBS affiliates meeting, Westminster Hall, Chelsea Hotel.

Scheduled Tuesday are: 8 a.m., Surf Room, Ambassador Hotel, Louisiana Broadcasters Assn.; 2 p.m., Recording and Reproducing Standards Committee, Room 15, Convention Hall.

Attending the NAB meeting from Canada will be Harry Sedgwick, CFRB Toronto, and CAB board chairman; Ken Sobie, CHML Hamilton; Ted Campeau, CKLW Windsor-Detroit; Doug Scott, CAB director of broadcast advertising; Horace Stovin, N. H. Stovin & Co., Toronto; Walter Elliott, Elliott,

(Continued on page 84)

FOR STAY-AT-HOMES

WAAT Plans Coverage
From Convention

EIGHT special broadcasts from the Atlantic City convention of the NAB have been scheduled by WAAT Newark, N. J. to keep stay-at-home radio men in the area informed of convention activities.

At 9:05-9:30 a.m. Sept. 15 through 18 WAAT will broadcast interviews of NAB officials by a panel of trade press editors on convention developments. Station will also carry a half hour evening show each of these days featuring recorded excerpts of major speeches delivered at the conclaves. Tentatively the evening program has been set for 8:30-9 p.m.

- WAAT, in cooperation with Radio Inventions Inc., will also transmit facsimile programs to be received on recorders placed at and near Convention Hall in Atlantic City during the meeting. Convention news as well as general news will be broadcast by facsimile.

Two Are Renewed

LICENSE renewals were granted last week by FCC to WJLB Detroit and WTTM Trenton, N. J. The WJLB renewal is for the period ending Aug. 1, 1950, and WTTM for period ending May 1, 1960.
ACOUSTICAL design of new WBAL Baltimore studios is pointed out to Mayor Thomas D'Alesandro Jr. (1) by Harold C. Burke, station manager. Design in the "Futuristic Studio" is patterned after NBC studios in New York.

NAB Convention  
(Continued from page 88)
Haynes Research, Toronto; Guy Herbert, All-Canada Radio Facilities, Toronto; Jack Slatter, Radio Representatives Ltd., Toronto; Spence Caldwell, All-Canada Radio Facilities, Toronto; Lou Flemmer, president, Bureau of Broadcast Measurement, Toronto.

TWO ZIV DISC SHOWS  
ADDED IN 34 MARKETS
Two of the Frederic W. Ziv Co.'s transcribed programs, Favorite Story and Philo Vance have been bought for sponsorship in 17 markets for each series. Iroquois Brewing Co., Buffalo, using 17 markets in New York and Pennsylvania, signed a contract which calls for 156 Favorite Story programs over a three-year period. The series begins Sept. 29. Baldwin, Bowes & Strachan, Buffalo, is the agency.

The Philo Vance detective show has been bought by the four-state Intermountain Network Inc. for their 17 markets. The programs begin on Oct. 1 for 82 programs which will be heard 9-9:30 p.m.

TENTATIVE NAB CONVENTION AGENDA
(AS OF SEPTEMBER 5)

Monday, Sept. 15
General meetings and clinics.

Tuesday, Sept. 16
9 a.m.-5 p.m. Registration; Lobby Convention Hall. GENERAL SESSION — Main Arena Floor.
10 a.m.-12 p.m. — Call of Convention, W. N. Aroux, WTAR Norfolk, chairman; Convention Program Committee.
12:30 p.m.-Address, Joe Sedwick, counsel, Canadian Assn. of Broadcasters.
12:30 p.m.-General luncheon, Ball Room.
1:30 p.m.-Address, W. H. P. Bland.
1:30 p.m.-Address, Rep. Clarence F. Lea.
2 p.m.-BMM Publishers and Their Hits, Carl Haverlin, president, Bureau of Broadcast Measurement, Toronto.

Wednesday, Sept. 17
9 a.m.-5 p.m. — Registration; Lobby Convention Hall. GENERAL SESSION — Main Arena Floor.
10 a.m.-"Facts for Management," RMB Panel and discussion, Hugh Terry, KLO Denver, presiding.
10 a.m.-"How an Advertiser Uses RMB," Joe Allen, Bristol-Meyers.
12 p.m.-"The MDB 15-Point Plan," Paul McKenzie, WTN Portland, Ore., and Richard Shafino, WBBM Chicago, III.
1:30 p.m. - Question and answer period. Above council to be augmented by Hugh Peitz, RMB president; John Churchill, RMB research director; Wayne Coy, WIXC Washington; John J. Gilim, KXIV Denver; Kenneth R. Baker, NAB Director of Research.
12:30 p.m.-General luncheon, Ball Room.
Speaker: Charles R. Denny, Chairman, FCC. GENERAL SESSION — Main Arena Floor.
2 p.m.-Richard F. Deherty, Director, Employee-Employer Relations Dept., "Building Sound Employee Relations."
3 p.m.-"The Sales Foundation of the American System of Broadcasting" by the Alliance for Broadcasting.
3:45 p.m.-Address, Station President, J. Leonard Reinisch, Cox Broadcasting; Sales Manager, Norman Boggs, WLOY Minneapolis; Program Director, Arnold D. Davis, WHB Kansas City; Sales Promotion, Thomas D. Connolly, CBS New York; Chief Engineer, Howard S. Frazier, Frazier & Peter.
5 p.m.-Adjournment.

Thomascolor  
(Continued from page 14)
54 items included in the Thomascolor registration statement. Items to be discussed included: The adequacy and accuracy of the description filed with the FCC in regard to the use of Thomascolor process in television; the adaptability of the process to television; statements made in regard to existing methods of color projection; statements about the color wheel system; financial matters including the earnings and production records of Richard Thomas and other companies with which he has been affiliated; experience and ability of executive officers of Thomascolor Inc. including that of Richard Thomas; the patents Mr. Thomas holds and the promotional efforts he has employed for previous inventions; the statement that Thomascolor offers a "new" system of color reproduction.

SEC Plans
The SEC specified intention of going into all parts of the statement filed by Thomascolor Inc. Informed spokesmen said that the inquiry was not intended to cast doubt on any of the statements made until the facts were investigated. Observers familiar with SEC operation cited previous cases in which errors in the original statement had been corrected after which the SEC approved issuance of the securities requested.

"Additive" color photography, it has been explained by Richard Thomas, inventor of Thomascolor, differs from the technicolor technique currently used by motion pictures in that it is natural color reproduction and does not involve the "dye" process.

The Thomascolor camera contains an optical unit with a single aperture behind which are three lenses. Behind the lenses are three filters in gradations of black and white. Three colors, red, blue and green, are used to reproduce, in combination, the full spectrum.

Mr. Thomas has concentrated primarily on application of his system to motion pictures, but engineers are said to have predicted that it would be easily adaptable to television.

Among stockholders in Thomascolor Inc. is Carl Haverlin, president of Broadcast Music Inc., and former next-door-neighbor of Mr. Thomas in California.
**FMA (Continued from page 11)**

WCTS Cincinnati; Thomas McNulty, WMCP Baltimore; Guy Farnsworth, WATG Ashland, Ohio.

Opening the convention Friday morning will be Mr. Hofheinz, who will submit the president's report. A discussion of FM audience measurement will be led by Hugh M. Feltis, BMB president; Capt. P. K. Lieberman, WGN New York, and C. E. Hooper, of C. E. Hooper Inc.

On the luncheon schedule, besides Representative Kennar, is Ira A. Hirschmann, WABF New York, a director of FMA. His subject will be "How to Put Over an FM Station."

John Wright, of BBDO Boston, will describe a proposal to broadcast-transcribed rehearsals of the Boston Symphony. C. M. Jansky Jr., of the engineering firm of Jan- sky & Bailey and a principal in FM's development, will discuss "Potentialities of Wide Coverage by FM."

Herald Beckjorden, assistant executive secretary of AAAA in New York, will give the week's radio events, which will be unable to make his scheduled appearance.

Leonard H. Marks, FMA general counsel, is to review the FM music situation and tell of FMA's work in behalf of network duplication of FM. A timebuyers' meeting is scheduled, with talks by Alvin Hirschmann, WABF New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak on retail selling by FM.

A proposed by-law enlarging board membership to provide geographical representation in line with FM's expansion will be submitted. If it passes, seven directors will be elected. If it is rejected, four will be elected.

On Saturday's schedule, besides the morning meeting, is a 2 p.m. inspection tour of Dr. Armstrong's Alpine plant and a meeting of the new board at 4:30 p.m.

List of exhibitors [Broadcasting, Sept. 1] was augmented last week when RCA Victor Division announced it would display equipment.

**Schwartz With FC&B**

FOOTE, CONE AND BLEDING will supervise all radio commercial copy from its Chicago office with Milt Schwartz, formerly with H. M. Gross Co. as radio advertising chief. Hugh Davis, vice president and office manager of FC & B, said this would in no way affect the operation of the agency's Radio Dept., which will continue to be headed by Henry Dieter as manager, with James Fonda as radio director.

**Broadcasting • Telecasting**

**WFIL Planning Facsimile-TV Programming in Atlantic City**

WFIL Philadelphia will set up complete television and facsimile facilities at the NAB Convention in Atlantic City Sept. 15-18 and will supply some of the talent for the entertainment features of the annual NAB dinner.

Television receivers will be installed at various points in Atlantic City for the reception of programs telecast by WFIL-TV and special telecasts originating in the convention city.

The cameras will televise the special ABC television program Sept. 14 from 7 to 9 p.m., consisting of a fashion show and water carnival from the Brighton Pool, where world-famous swimming and diving stars will perform and a water ballet will be staged. This show will be carried to Philadelphia over a specially-installed RCA television relay link to be aired. Likewise, it will be carried on the demonstration receivers set up in Atlantic City.

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UCLA Extension division added two courses in radio drama studies starting Sept. 2 and 3. One is offered in daytime and second in evening.

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The same relay link will be used Tuesday afternoon, Sept. 16, when WFIL-TV will televise the entire racing card at Garden State Park outside Camden. All of these races will be shown on the demonstration sets and WFIL-TV will telemat the feature race.

A complete facsimile newsroom crew with writers, artists, and electro-typists will be set up in Booth 27 in Convention Hall to afford the broadcasters a view of a facsimile newsroom in operation. Each day, Monday through Thursday, at 3 p.m. a complete eight-page facsimile edition of the Philadelphia Inquirer will be transmitted to recorders set up at demonstration points throughout the city. These editions will be reproduced for distribution to all persons at the convention.

Facsimile transmission will be made over equipment supplied by the Newspaper Publishers Facsimile Service and a mobile transmitter will be used for the purpose. United Press and Acme Newspictures wires will feed the newroom with up-to-the-minute news and pictures and the FAX editions of the Inquirer will give many of the broadcasters their first view of a complete facsimile newspaper.

WFIL's contribution to the NAB annual dinner will include a production by Jack Steck, WFIL program director, featuring some of the station's best-known talent. Twenty-five members of the cast of Hayloft Showdown, the WFIL-ALIC network barn dance, which originates at Town Hall, Philadelphia, Saturday nights, will perform. Also on the program will be Carol Wynne, songstress; the "Choraliers," a teen-age girls chorus heard regularly on ABC; Skipper Dawes, narrator of many WFIL shows, and Phillip Taylor, Negro boy singer.

**LARGE-SCREEN TV SET IS PLANNED FROM RCA**

A NEW large-screen television receiver producing pictures nearly as large as a newspaper page will be on the market within a month, RCA Victor Division of Radio Corp. of America announced.

The set, which will be available in both walnut and mahogany, will retail for $1,195 plus $11 federal excise tax. Purchasers also will pay an additional $95 for an owner's policy covering antenna installation and year's service and maintenance for the set.

The set offers a 15-by-20-inch picture with the image about five times as bright as the average motion picture, said Henry C. Baker, general sales manager of the Home Instrument Department.

**Jones (Continued from page 11)**

promptly returned to Atlantic City sessions and Chairman Denny, who is presiding at the Conferences, and Mr. Jett, a member of the American delegation, were to return to their posts.

In opening the ceremonies, which took place in the Commission's regular meeting room, Chairman Denny welcomed "Bob" Jones to the FCC and read President Truman's official commission. After the swearing in, the Commission, with five members present, held its first regular meeting since July 28 when a special session was held in Atlantic City. Regular meetings of Atlantic City Conferences got under way in mid-May.

Confirmed in July

Mr. Jones was confirmed unanimously in July both by the Senate Interstate Commerce Committee and the Senate following hearings on charges by Drew Pearson, columnist and commentator, that the Congressman had been a member of the Black Legion. Mr. Jones had categorically denied the charges.

Among those present for the swearing in ceremony, besides the Commissioners, were Reps. John H. Kerr (D-Ind.), Paul W. Shafer (R-Mich.), Dewey Short (R-Mo.), and Charles R. Roberts (R-N.D.);


Also in attendance were Commissioner Jones' wife, Ida Marie, his mother, Mrs. J. C. Jones, and his sister and brother-in-law, Mr. and Mrs. Paul Lernach, of Ohio, in which Commissioner Jones had held a minor interest, was represented by Harry M. Jay, salesman.

Commissioner Jones has taken over the offices of former Commissioner Wakefield in Room 6213 of FCC Headquarters in the New Post Office Bldg. His term expires June 30, 1964.

**Maling in Radio**

MALING BROS. Co., Chicago (retail shoes) will use radio for first time in conjunction with opening of newest store in Toledo. Company purchased 26 station breaks on WTOL and WTOD to start about Sept. 1. Mailing will immediately follow office opening day crowds company will consider campaign for 23 other outlets.

WINS New York, last week announced that the station's morning show "Morning Show" was increased to two hours effective Sept. 26 with the addition of an hour's afternoon program. The "Morning Show" was added in August.

September 8, 1947 • Page 85
At Deadline...

EIGHT NEW BOARD MEMBERS ARE ELECTED BY WQQW

STOCKHOLDERS of WQQW Washington, red-ink Blue Book station, elected eight new members to board of directors at Friday night meeting (early story page 20). New board was empowered to sell station and to try subscription plan of refinancing station only as last resort.

Effort probably will be made to raise money among present stockholders. Persistent rumor one of new board members will put up $25,000 if two others will match sum, taking money in preferred stock.

No manager named to succeed Edward M. Brecher, whose service ended Wednesday after stockholders meeting.

New board members are John P. Anderson, druggist; Simon Gerber, real estate; Marcus Goldman, retired; Malcolm Hobbs, journalist; Belford Lawson Jr., attorney; Samuel Rodman, real estate, and brother of Morris Rodman, corporation president; Piersen Underwood, station musical director; Irwin Geiger. Board now has 13 members. Stockholders recessed meeting, and can convene any time within 30 days under laws of operating corporation.

SPALDING PUTS TENNIS ON NATION-WIDE HOOK-UP

A. G. SPALDING & BROS., New York, will sponsor national tennis championship at Forest Hills, L. I., Sept. 13-14, 3 to 5 p.m., over special nation-wide hook-up. Jinx Falkenburg will describe background and color and Harry Wiser and Lev Richards will do play-by-play. Harry Hicks & Montgomery, New York, in agency.

Broadcasts will be heard on WGST KTBC WCOP WBNY WCFL WRCB WJW WRR WMYR WMHK KTRH WPDQ WBH KGER KFVW WJAC WJML WNEW WQXR KKLX KWKW WPAT WQEN KQVL KUTA KYA KKA WSPR WAIL.

RCA-20TH CENTURY PACT

AGREEMENT between RCA and 20th Century Fox Film Corp. for joint research program in theater television identical with one negotiated in July between RCA and Warner Bros. [BROADCASTING, July 21], drafted last week and expected to be signed momentarily Friday. RCA first demonstrated theater-size video reception before war, has recently shown improved equipment, is now doing everything possible to aid motion picture companies to work out best methods fitting television into theater programming.

DR. JOLLIFFE ON RCA BOARD

DR. C. B. JOLLIFFE, executive vice president in charge RCA Laboratories Division, elected to RCA Board of Directors. Dr. Jolliffe joined RCA in 1935 as engineer in charge RCA Frequency Bureau. Appointed chief engineer RCA Laboratories in 1941 and in early 1942 made assistant to president RCA. March 2, 1945, he was elected vice president in charge RCA Laboratories and Dec. 7, 1945, became executive vice president same division.

GIVE-AWAYS, MUSIC TOPICS AT CANADIAN MEET

PROBLEMS encountered by broadcasters over cash giveaways, price promotion and musician's union fees on delayed broadcasts were discussed at two-day annual meeting of the Western Assn. of Broadcasters at Minakai, Ont., Sept. 3-4.

It was felt that money give-aways affect radio audience surveys and are generally injurious to industry.

Bert Cairns of CFAC Calgary reelected president of association for second term. Directors elected were: A. A. Murphy, CPGC Saskatoon; Dick Rice, CFRN Edmonton; Bill Guild, CJCJ Lethbridge. A. L. Garside, of CJGX Yorkton, appointed chairman of committee to study problems of small market stations.

Bryan Meredith of United Nations radio unit urged broadcasters to keep their listeners informed on international problems.

TRANSCRIPTION, RECORDING STANDARDS TO BE STUDIED

LEADING engineers of world will take part in meeting at NAB convention in Atlantic City Sept. 16, 2 p.m., in Convention Hall, to consider resumption of move to standardize equipment and recording techniques. NAB Recording & Reproducing Standards Committee will go over standards adopted before war and those still awaiting action [BROADCASTING, Aug. 4].

Presiding will be Royal V. Howard, NAB Director of Engineering. Project was started in 1941 by Lynne C. Smeby, consulting engineer and at that time NAB Director of Engineering.

FOURTH labor seminar will be held Nov. 15 by Radio Manufacturers Assn. at Stevens Hotel Chicago. In charge is Glenn W. Thompson, president Nobilit- Sparks Industries, chairman of RMA Industrial Relations Committee. Topic will be effect of Taft-Hartley Act on radio industry.

ROBERT E. LIVERANCE, applicant for 250 w day on 1170 kc at Gaffney, S. C., Friday granted dismissal of application since he has merged with competitor, Cherokee Radio Co., which seeks same facilities at Gaffney. Cherokee application removed from hearing docket by FCC.

BORDEN DROPS TV PERIOD

AFTER one year as sponsor of television programs on WNB and NBC television network, Borden Co., New York, has withdrawn sponsorship of Sunday 9-9:30 p.m. period effective Sept. 25. Stuart Peabody, assistant vice president in charge Borden advertising, said company had been experimenting with dozen types television programs and exploring numerous ways of presenting commercials but had schedule for time being to "take a breathing spell." Agency is Kenyon & Eckhardt, New York.

Closed Circuit

(Continued from page 4)

return to national political scene of Harry C. Butcher, wartime naval aide to supreme commander, now owner of KIST in Santa Barbara, Cal. Capt. Butcher was former CBS Washington vice president and close personal friend and confidant of Gen. Ike.

PHILIP MORRIS CO., now spending about $3,000,000 of its $44 million advertising appropriation in radio, is exploring possible sponsorship of locally tested programs. Company also probing late evening dance band situation.

TWENTIETH CENTURY-FOX, New York (movies), through its agency, Kayton-Sapiro, New York, reportedly preparing spot announcement campaign for "Forever Amber" to be placed throughout country with release of picture.

RODNEY ERIICKSON, program director at WOR New York for past year, reportedly will resign post—one of most important in New York radio programming—effective Oct. 1. No successor named. Mr. Erickson formerly manager of radio department of Procter & Gamble.

HOWARD HUGHES Productions, Hollywood, through its agency, Weiss & Geller, New York, preparing one-minute and half-minute spot announcement campaign with Tom Howard to promote latest picture, Mad Wednesday. Spots will be placed on stations in cities where picture is released sometime this fall.

WHEN network executives meet with Petriello today (Sept. 8), broadcasters prepared to tell union head musicians have fully as much stake in future of FM as themselves and that delay in permitting network music on FM was reducing public confidence in service as reflected by slow turnover of combination AM-FM receivers.

N. W. AYER & SON, New York, which has exclusive television rights to Notre Dame-Army games for American Tobacco Co. (Lucky Strike) will also sponsor home games of Notre Dame and Northwestern over WBKB Chicago. Move seen as bid of cigarette company to capture television audience of major sports contests.

SMALL TABLE models still comprise bulk of radio set business of Majestic Radio & Television Corp., Chicago. Company feels new radio demand will soon increase considerably. Company got orders for $11,640,000 worth new receivers for fall shipment following sales meetings in 15 key markets.

Multiplication

THEME of Radio Manufacturers Assn. booth at NAB Atlantic City convention Sept. 15-18 will be "Multiply Your Listeners." Motif will be emphasized on huge map of United States, by metal rabbits of smart-alc type hopping all over country. Exhibit will promote RMA's Radio-in-Every-Room drive and National Radio Week. Creator of animated layout is W. B. McGill, advertising manager of Westinghouse Radio Stations and head of RMA National Radio Week committee.

Page 86 • September 8, 1947

BROADCASTING • Telecasting
THE NATION'S STATION announces the appointment of KEENAN & EICKELBERG as west coast representatives.

SAN FRANCISCO 4:
W. Hubbard Keenan
235 Montgomery Street

Los Angeles 13:
Wilbur Eickelberg
411 West Fifth Street

James H. Stanton
Telephone Douglas 1323

Frank Dougherty
Telephone Michigan 7571

CROSLEY BROADCASTING CORPORATION
Television gives you a choice seat at the game.

Television—a Season Pass to Baseball!

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for all three ball clubs. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy brighter, clearer, steadier pictures through the RCA Victor Eye-Witness picture synchronizer that "locks" the receiver in tune with the sending station. For television at its finest, you'll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or a phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U.S. Pat. Off.

Radio Corporation of America, R.C.A. Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. Here is a supersensitive RCA Image Orthicon television camera used by NBC's New York station WNBT in televising all the home games of the New York Giants this season.