Driver’s seat

In that picture you’re looking over the engineer’s shoulder from the cab of one of those new streamlined babies down near Harpers Ferry, W. Va.

You’re in the driver’s seat.

And the obvious thing we’re about to say about Baltimore radio is this: you’ll be in the driver’s seat on sales if you put W-I-T-H on the list of stations you’re making up.

W-I-T-H is the successful independent in this big 5-station town. And it delivers more listeners-per-dollar-spent than any other station in this, the country’s 6th largest city. If you want the green light on sales here’s the way to do it: just make sure, mighty sure, that W-I-T-H is on your radio list. It belongs there... so put it there!

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President  •  Headley-Reed, National Representatives
In the sponsor's own words-

"FOLKS, ON THIS TENTH ANNIVERSARY of our Barn Dance Program on WLS, I want first to express our appreciation and gratitude to the folks who have produced this show ... their interest and enthusiasm have helped make many friends ...

"FOR THE PAST DECADE this program has been devoted to one idea: helping farmers and feeders to get more out of their farm grown feeds ... unless we were able to get this information into the hands and homes of farm families, it could never be of much value.

"WE TURNED TO THE RADIO and farm papers to distribute this information as simply, as effectively, and as quickly as possible.

"THE RESPONSE of the listeners and readers has been very gratifying. The idea of feeding concentrates in addition to farm feeds has taken hold and is now an accepted feeding practice. It is saving feeders hundreds of thousands of dollars a year ...

"THE POPULAR SATURDAY NIGHT BARN DANCE has been a big factor in this development. We appreciate their cooperation and pledge our best efforts for even better feeding service in the years to come ..."

THIS IS WHAT JIM MURPHY SAID recently to the great family of WLS listeners on the occasion of the tenth anniversary of Murphy's Jamboree, an integral part of the WLS National Barn Dance every Saturday night. It expresses, in the sponsor's own words, how WLS works with advertiser and listener in the best interests of both. WLS GETS RESULTS!

*Mr. Murphy is head of the well-known Murphy Products Company of Burlington, Wisconsin

---

WLS
A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with Koy, Phoenix, and the ARIZONA NETWORK — Koy, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
Why get the wrong number?

Philadelphia listeners don't. They dial 950. We asked them recently to give the dial settings of local radio stations. More of them gave the right answer for WPEN than for any network station in the city.

WPEN has won this recognition by giving listeners in the Philadelphia area the kind of programs they prefer. Ever since this station was acquired by The Evening Bulletin—the largest evening newspaper in America—its programming has been getting better and better. WPEN now puts on more good music, more special events, more shows with a Philadelphia flavor and appeal than ever before.

These are some of the reasons why so many Philadelphia listeners have got the habit of turning to 950 for information and entertainment. They know that 950 means WPEN and a good show at any hour. Advertisers know that WPEN means a good buy.
Closed Circuit

REPORTED BUT IMPOSSIBLE TO CONFIRM: Neil H. McElroy, vice president in charge of advertising, Procter & Gamble, slated for presidency with present chief, Richard R. Deupree, moving to chairmanship of board; Howard Morgenc, manager of advertising department, or A. N. Halverstadt, director of media, to become director of media. This report picked up last week in New York, Chicago and Cincinnati but denied flatly at P&G headquarters in latter city.

ANY DAY now expect announcement of acquisition by Marshall Field Co. of KJR Seattle from Birt F. Fisher for $700,000. Conversations in progress for weeks with delay entailed by legal terms and placement of earnest money. Since KJR is not corporately owned, transaction would be for assignment of license, with receivables and other quick assets remaining with seller. Acquisition of ABC outlet (950 kc 500 w) would give Field Enterprises its fourth station.

EDWARD PETRY & CO., top rated station representatives, about to uncore results of far-reaching spot survey, after having eased presentation to topdrawer timebuying agencies.

MONEY GIVEAWAYS which became rampant during prewar years and which are cropping up sporadically as dial setting lures are coming under closer FCC scrutiny. Disclosure in recent FCC proposed decision involving FM (BROADCASTING, June 17) seen as a follower of intensified campaign by FCC to ferret out giveaways which border on lottery in connection with program renewals.

J. C. PETRILLO getting lax in his letter writing, AFM head hasn't even acknowledged cozy epistle sent him May 24 by Justin Miller in which NAB president asked him to cease stalling and settle up to promise to negotiate with broadcasters on national music policy. Next development will be summoning of Industrywide Music Committee for July discussion.

FORMATION of new Washington law firm to specialize in radio and administrative practice expected anytime. Principals will be Edward A. Foote, now with Alvord & Alvord, tax law firm, recently released from Navy as Lt. Comdr., and Sutherland G. Taylor, until February member of CBS legal staff specializing largely in FCC matters.

EXCLUSIVE motion picture rights to a relatively unknown radio character may be purchased by 20th-Century-Fox at reported $600,000. Studies reported interested in obtaining rights to Tommy Timber Water, ventriloquist program featuring former Grand Rapids Announcer Gordon Kirby. Kirby's "Cinderella" story amazing, if reports are true, because for

(Continued on page 101)

Upcoming


June 24: Resumption Hearings on Los Angeles Video Applications, FCC Headquarters, Washington, D. C.


July 1: Clear Channel Hearing Resumption, FCC Headquarters, Washington, D. C.

(Other Upcomings on page 64)

Bulletins

WPIK Alexandria, Va., daytime station on 730 kc Friday granted increase in power from 250 w to 1 kw. Potomac Broadcasting Corp., licensee, expects to have new transmitter installed for operation by Aug. 1.

FCC FRIDAY adopted order setting aside action of April 10 granting Quincy, Ill., station on 1250 kc, 250 w unlimited hours to Illinois Broadcasting Corp. and designated for hearing with WIL St. Louis as party intervenor.

July 1: Clear Channel Hearing Resumption, FCC Headquarters, Washington, D. C.

(Other Upcomings on page 64)

Business Briefly

P&G CHANGE Drama series The Fifth Horsemen, based on atom bomb and effect on world, replaces Rudy Vallee on NBC July 4, Aug. 22, Thursdays, 10:30-11 p.m. (EST) for Procter & Gamble (Drene). Don Ameche replaces Rudy Vallee Aug. 22 for coming season.


NOXZEMA SUMMER SHOW Summer sustaining replacement for Mayor of the Town. CBS, Saturday, 8:30-8:55 p.m. for Noxzema Chemical Co., Baltimore, will be Danny O'Neil and Guests from July 18 through Aug. 31 Agency, Ruthrauff & Ryan, New York.

NBC TIME SHIFTS NBC Sunday schedule, effective July 7, changes by three show switches. 2:30-3 p.m. period dropped by Bing Crosby, taken over by Paramount Radio, who recently signed contract of release with NBC, currently at 2-2:30 p.m. Latter time filled by RCA Music America Loves Best now at 1-1:30 p.m. Series, open for NBC to offer to Ford Motor Co. (See Closed Circuit).

'KOBBLER' SPONSORS Fredric W. Ziv Co., Chicago, announces transmitted K Joe Kobblers for following sponsors: A&B Beverage Co., Augusta, Ga., on WAGC five times weekly for 52 weeks; LeRoy's Fruit Juices, St. Augustine, Fla., on WFOY St. Augustine five weekly for 52 weeks; McGIl Motors, Indiana, Pa., on WDAD, one time weekly for 52 weeks; Henry's Radio Service, Ocala, Fla., twice weekly for 52 weeks.

FCC Revamps Clear-Channel Day Policy

FCC Friday revamped policy governing clear channel daytime and limited time stations on Class I-A clear channels, placing in pending files applications for Class II stations outside 750-mile radius or 0.5 mv/m 50% skywave contour dominant stations and considering on merits those within 750-mile radius or 0.5 mv/m contour of dominants.

New procedure interpreted by Louis G. Caldwell, general counsel, Clear Channel Broadcasting Service, as opening way for complete breakdown of clear channels and limiting power to 50 kw. FCC policy superseding that announced Feb. 5 for Class stations.

(1) Commission will withhold action on applications for daytime or limited time stations on I-A channels where proposed stations are outside 750-mile radius of dominant I-A outlet, using non-directional antenna, or outside 0.5 mv/m 50% skywave contour of dominant station, using directional.

(2) Commission will consider on merits applications for daytime or limited time stations inside 750-mile radius of dominant, using non-directional antenna, or within 0.5 mv/m 50% skywave contour of dominant station, using directional. Applications in this category not to be granted limited time, but will be considered and "may be conditionally granted for daytime operation only."

Applications under first category go to pending files until FCC decides clear channel issue; then "suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications." All applications in conflict with 3.25 and 3.22 of FCC Rules & Regulations to be dismissed without prejudice.

Said Mr. Caldwell of new procedure: "Under the first category the Commission left the way open for complete breakdown of clear channels. Under the second category the Commission places obstacles in the way of higher power."

FCC announced following applications in pending files under new policy:

Oklahoma A & M College, Stillwater, 750 kc, 10 kw day; WLBQ Inc., Columbia, S. C., 650 kc, 250 w d; Tom S. Whitehead, Brenham, Texas, 890 kc, 250 w d; Howard Folsom, Bakersfield, California, 1100 kc, 5 kw d; Southwest Iowa Broadcasting Co., Creston, 740 kc, 1 kw d; Arthur H. Grisham, Santa Monica, Cali., 750 kc, 1 kw, limited to WSB, Donnelly (Calif.), 870 kc, 250 w d; Radio Broadcasting Assn., Houston, Tex., 1180 kc, 500 w, d; San City Broadcasting Co., Middleton, Iowa, 1200 kc, 150 kw, limited to Des Moines, Iowa; Martin Mervin, Drayton, S. Dak., 1260 kw, limited to WSB, Donnelly (Calif.), 890 kc, 1 kw d; Edouard A. Foote, Santa Monica, Calif., 890 kc, 1 kw d; Madonna (N. Y.), Gazette Publishing Co., Mount Vernon, N. Y., 1250 kc, 1 kw, limited to WSB, Times Star Publishing Co., Alameda, Calif., 1210 kc, 1 kw d.

Earlier FCC granted construction permits to Broadcasting Service, Mobile, Ala., 1 kw d on 840 kc (WHAS channel); Central Fla. Broadcasting Co., Orlando, 1 kw, directional antenna, unlimited, on 740 kc (KTBH dominant). (See page 99)

BROADCASTING... at deadline
KCMO is up to something!

KANSAS CITY, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

BROADCASTING • Telecasting
356,000 People Carry a Lot of Weight!

The Biggest Concentrated Market Between Chicago, Denver, Minneapolis and Kansas City.

Completely Blanketed By KOIL!

KOIL delivers the populous Omaha-Council Bluffs area at rates that spell real economy. Cost per listener stays low in this concentrated area because the population is large. In fact there are more people—buyers of merchandise—in this four county area than in three times as many counties in any other section of Nebraska or western Iowa. Let your advertising dollar go further and do more with a KOIL-built program with direct appeal to this market alone.

Represented by
Edward C. Petry Co., Inc.
Listeners in Minnesota and bordering states received six hours of new radio entertainment on June 3 when WDGY completely reprogrammed its entire morning schedule. This new schedule is a carefully planned variety of nearly three and a half hours of all types of music, punctuated by well-edited news, weather information, stock, grain and livestock reports, and public interest features. It's the kind of programming that will invite listeners to dial WDGY and leave the dial set for six hours of light, pleasant and interesting radio variety. This represents another step in our studied effort to bring better listening to the nation's eighth market.
New Laurels for an
Again “The Land We Live In” steps up to receive new honors.

This time it’s a distinguished civic service award from the St. Louis Jr. Chamber of Commerce, as well as an honorable mention from Ohio State University’s 16th Institute for Education by Radio. These two trophies take their place beside a first prize plaque awarded to “The Land We Live In” in a 1939 nation-wide competition for “program and script excellence and for contribution to community service”.

An old favorite with a colorful nine-year record, the program has been acclaimed repeatedly by civic leaders for its unfailing accuracy, and for its showmanly re-enactment of the stirring saga of the mid-Mississippi Valley.

Besides winning the plaudits of critics, “The Land We Live In” has won public appreciation for its sponsor, the Union Electric Company—forging an ever-stronger link between the company and the thousands it serves.

A tribute to those who write and produce “The Land We Live In”, these many honors reflect the creative skill available to all advertisers on “The Voice of St. Louis”.

Old Favorite

...on “The Voice of St. Louis”
Some 33,000 families in the Washington region, it is estimated, are currently planning to buy new homes! The greatest demand, surveys show, is in the three-bedroom range all the way from redecorating equipment. These facts are from the Opinion Research Corporation, which suggested he try Campbell-Ewald. When he was told what an advertising agency was, he bravely approached Campbell-Ewald and was soon working as a clerk checking invoices.

Mr. Elliott, it turned out, was quick to learn not only what an agency was, but how it operated. Soon he was moved to the media department. And in 1935 he was transferred to the New York Office. In 1944 he was appointed vice president in charge of media of the Eastern Division.

The year 1927 was the turning point for Tim Elliott in more ways than one. That year he became an American citizen, started on his agency career, and married his childhood sweetheart, Hilda Symonds. The Elliots have two children, Mary, 14, and Teddy, 10. They live in their own home in St. Albans, N. Y.

Bowling and fishing are his favorite activities. He spends most of his summer weekends fishing. He also takes a ten day fishing trip in Canada every year.

Mr. Elliott, a native of Goderich, Ont., Canada, was in Detroit to see a speedboat race when he decided to look for a job. It was an employment agency which suggested he try Campbell-Ewald. After he had been told what an advertising agency was, he bravely approached Campbell-Ewald and was soon working as a clerk checking invoices.

Mac Tichenor, Earl Godwin

YOUNGEST associate member—or active member for that matter—of the Radio Correspondents Assn., Washington, will be McHenry Tichenor III, son of McHenry Tichenor, president-owner of KGBS Harlingen, Tex., and FM grantee.

In Washington last week with his parents to learn something about Government and radio regulation, young Mac, just 14 on June 2, made application for associate membership in the Radio Correspondents Assn. During school year Mac is featured on KGBS as The Kid Reporter, in his own news commentary, 11:45 a.m. to 12 noon.

"I broadcast high school news, give my own comments and occasionally interview some student, especially one who has won honors," said Mac. While in Washington he compared notes with Earl Godwin, ABC commentator, dean of Washington newsmen and past president of the Radio Correspondents Assn.

To Mr. Godwin Mac personally handed his application for associate membership. He carries an active working press card from the Nevada State Journal, Reno, a newspaper which his father once owned. His father at one time owned the Valley Morning Star, Harlingen. Mac is studying television, has learned how to handle a studio control job and generally makes himself useful at KGBS when he isn't in school. He is studying facsimile in the belief that by time he completes school facsimile will be a regular service.

In Washington he visited Congress, interviewed Rep. Milton West (D-Tex.), of Brownsville, on Mr. West's bill providing for an eight-year dam project on the Rio Grande river, which will provide expanded irrigation for the Valley; saw both Houses of Congress in session, and called on FCC Comr. Paul A. Walker, old friend of his father's from Oklahoma.

Young Mac has more than a son's interest in KGBS. He owns one share himself and has the promise of his father that he may enlarge his stockholdings at the proper time—providing, of course, FCC approves.
### Hooper Station Listening Index

**Akron—October, 1945 Through February, 1946**

#### Morning Index
8 to 12 Noon, Monday through Friday

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<tr>
<th>WAKR</th>
<th>Station &quot;A&quot;</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
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#### Afternoon Index
12 to 6 P.M., Monday through Friday

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#### Sunday Afternoon Index
12 Noon to 6 P.M.

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#### Evening Index
6 P.M. to 10 P.M., Sunday through Saturday

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#### Total Rated Time Periods

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<td>6.0</td>
<td>*28.5</td>
<td>*4.8</td>
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*Stations Located Outside of Akron

**ABC Network • 5000 Watts • Day and Night**

**Weed and Co.**

**National Representatives**
ABE LINCOLN IN ILLINOIS
"Television's Greatest Play to Date..." VARIETY

THE FIRST YEAR "...By Far the Best Television Entertainment I Have Ever Seen..." JOHN GOLDEN

YOU CAN'T TAKE IT WITH YOU "...Another Sock Video Version of a Famous Stageplay..." VARIETY

EASTER SERVICE "...A Half-Hour Holy Week Session Which Took Every Beholder Right to Church..." BILLBOARD

WHAT MAKES A TELEVISION DIRECTOR?

CHILDREN OF OLD MAN RIVER "...One of the Best Television Shows of More Than 30-minutes Duration Yet Presented..." VARIETY
A television director is made by the hit shows he creates. For obvious reasons, NBC television directors are credited with being tops in television.

Essentially men of vision and imagination, they got into television in its formative years. Born showmen, raised in show business, they bring to bear in NBC television productions the full weight of years of individual successful experience in the theatre, films, the sports world and in radio.

That previous experience—adapted through actual daily application to the stricter requirements of the television medium—is reflected in the consistent excellence of all NBC television productions.

What makes WNBT the best media buy in Television today?

At WNBT the experience, imagination and stagecraft of show-wise NBC television directors (and writers, camera crews, technicians and engineers) are backed by the finest television facilities in the business.

Whatever your television requirements—whether you produce your own shows with NBC experts... whether your ideas are developed and produced by NBC... or whether you sponsor programs built and telecast by NBC—WNBT offers short cuts and economies made possible by expert planning and the longest, continuous practical experience in television.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

No, it wasn't very important, in itself—but three centuries of schoolchildren have learned by heart the story of Sir Walter's small extra effort, and it turned out to be perhaps the biggest little effort the world has ever seen!

What's that got to do with F&P? Plenty! We know the earth-shaking rarity of the intelligent extra effort. We know that tons of plodding labor—but also pounds of creative imagination—are necessary for success, and we know that all our good men are quite in the habit of delivering both. That's why we think we can contribute to the success of your spot broadcasting. Want to see?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE
Baltimore
BROWNSVILLE
BUFFALO
CHARLESTON, S. C.
CINCINNATI
COLUMBIA, S. C.
CORPUS CHRISTI
DAVENPORT
DES MOINES
DULUTH
FARGO
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOUISVILLE
MINNEAPOLIS-ST. PAUL
OKLAHOMA CITY
PEORIA-TUSCOLA
PORTLAND
RALEIGH
ROANOKE
ST. LOUIS
SEATTLE
SYRACUSE
TULSA

KOB
WCBM
KVAL
WGR-WKBW
WCSC
WCKY
WIS
KRIK
WOC
WHO
KDAL
WDAY
KXYZ
WISH
KMBD
WAVE
WTCH
KOMA
WMBD-WDZ
KOIN
WPTF
WDBJ
KSD
KIRO
WFBL
KTUL

and Wright-Sonovox, Inc.
Doubters Kayoed By Fight Telecast

IBEW Moves to Take Over Nearly Stops Show

By ROBERT K. RICHARDS

BILLY CONN wasn't the only fellow knocked out at Yankee Stadium last Wednesday night. There was a clean left to the jaw scored against many of those who doubted that television is ready for the public.

Before an estimated video "ring-side" audience of 100,000, NBC presented conclusive pictorial proof that television is ready. If, as has been estimated, 85,000 of those 100,000 do not own television receivers, it is because they can't find any to buy.

Oddly enough this television program, considered as routine by the production, engineering and executive staff of the network—which has been broadcasting bouts since 1939—was produced under the most trying circumstances the staff had ever faced.

IBEW Move

At the last minute—one hour before showtime—22 representatives of IBEW (AFL) walked into Yankee Stadium where NBC's 30-man staff was making final preparations and announced they were present to "take over."

IBEW had moved in 24 hours earlier, actually. On Tuesday night, the union notified NBC and ABC that they were going to take such action unless the networks negotiated contracts immediately with them. Their threat was against NABET, the national independent union to which engineers of these two networks belong.

Network executives informed IBEW that their own technicians would handle the show, as scheduled, and maintained this attitude throughout negotiations.

The IBEW attitude, however, was reported adamant. And at 7 p.m. Wednesday, their delegation marched into Yankee Stadium. A half hour earlier, Mike Jacobs, the fight promoter, had informed an NBC video official that the IBEW would be on hand—"but as standby."

When they arrived, however, their leader—Cullane—announced that his men were going to work on the show. Burke Crotty, field production chief of NBC television, informed the union representatives that he couldn't produce the program with a green crew. John F. Royal, NBC vice president in charge of television, was called from his ringside seat where a special telephone previously had been installed.

He discussed the problem with the IBEW men and was told that they would run the show or the power lines would be pulled. IBEW served a similar ultimatum on ABC, which was broadcasting, also under Gillette sponsorship, the audio blow-by-blow program from ringside.

Relented at Last Minute

Mr. Royal, it is understood, stood by the network's resolution to produce the show with NABET engineers or not at all. At the last minute, IBEW's delegation relented. The show went on the air two minutes and ten seconds late.

Meanwhile at NBC headquarters in the RCA building, many executives of the network breathed sighs of relief. They had been preparing policy announcements to the waiting television audience, as well as to the listening audience, explaining the situation if the production was not telecast. It was understood that ABC was ready to cooperate with NBC in carrying the matter to the public if negotiations failed.

This behind-the-scenes activity probably was not apparent to any but the practiced viewers, who may have wondered why the early film shots in the television show were cut off in mid-reel. The two minute ten second delay had sabotaged the carefully prepared studio cues.

It must not have disturbed David Sarnoff, either. The president of RCA, long a proponent of television, certainly found satisfaction in the enthusiastic reaction to the production he observed at the Statler Hotel in Washington, where 800 high Government officials and members of Congress saw Louis and Conn in action.

Form City Coverage

In New York, 1500 special guests viewed the program in NBC's large Studio 8-H. The four-city coverage was fed from WNBT New York to Philco's WPTZ Philadelphia, GE's WRGB Schenectady.

(Continued on page 16)

INTERESTED IN TELECAST of Louis-Conn fight at Statler Hotel, Washington, Wednesday night were these guests of NBC (front row, l to r): Sen. Wallace H. White Jr., (R-Mo.); Minority Leader; Sen. Theodore F. Green (D-R.I.); unidentified character; Speaker Sam Rayburn (D-Tex.); Rep. Eugene Wadsworth (R-N.Y.); Rep. James W. Buchanan (D-Pa.); Rep. Frank A. Barrett (R-Wyo.); Rep. William T. Granahan (D-Mass.); Rep. Frank Rizzo (D-Pa.).

OTHER FIGHT TELECAST on pages 16, 17, 54, 91, 93, 94, 99.

PRESS COMMENT ON TELEVISION

Consensus Was Video Made Every Seat

—Equivalent to Stadium Ringside

PRESS COMMENT on NBC television follows: "In many ways it was better than ringside," said Howard Cowan, feature writer for the Associated Press. "The television spectator saw more than a fan sitting in the eighth row at the stadium can see. The camera gave a better view because it was on the level with the ring instead of below it. The consensus was, 'this is the way to see the fight,'" said Doug Kennedy, writing in the New York Herald Tribune. "No one was cold, no one was uncomfortable perched on hard wooden seats, and none had to jump from his seat at every flurry of blows by the fighters."

The images were in black and white of course and clear," said the United Press radio correspondent covering in New York. "The fight action appeared like that on a movie screen."

"The mountain came to Moham¬med on a plush seat last night in a large NBC studio in Radio City, when as fine a television display as was ever attempted in this country was flashed on television screens," said Edmund Leamy of the New York World Telegram. "Television has shed its swaddling clothes. NBC television is to be congratulated."

"The fight picked up by five cameras in the stadium came in clearly and it seemed as though you were sitting in an elevated chair about three or four rows away," said Paul F. Ellis, feature writer of the United Press. "Those at the fight may have been disappointed but not those via television."

"The clearest thing about television is that it has changed from short to long pants," said Ben Gross, radio editor of the New York Daily News. "The camera work was excellent, and the close-up

(Continued on page 92)
WASHINGTON TELEVISION SCENE

Dignitaries Liked the Title Fight

NBC Acts as Host to 800
At Video Show
In Statler

A SUBSTANTIAL cross-section of Washington's officialdom, which doesn't know much about the intricacies of black-and-white versus color television, accepted the B-W type hands down Wednesday night after viewing the Louis-Conn fight relayed by coaxial cable from Yankee Stadium New York to the Statler Hotel in Washington.

Among the 800 NBC guests who sat in solid comfort around 21 receivers of various screen sizes and mainly of prewar vintage, were about 400 members of Congress and dignitaries representing practically all phases of Washington public life.

More than a quorum of the FCC membership and executive staff was there too and while there were no public expressions, it was evident that what they saw and heard constituted virtually unanimous acceptance of black-and-white low-band television by the most select audience ever to witness a telecast. Only a handful of those present, like FCC members and members of the Congressional committees dealing in radios had seen CBS color television.

B-W video had been given its greatest impetus since the visual art sprang from the laboratory a score of years ago. The reception was practically perfect. Every blow, every move about the ring was followed. Many of those present were congratulating themselves for having avoided the event itself, with ringside seats at $100 a throw.

IN AIR-CONDITIONED comfort in Washington's Statler Hotel—courtesy of NBC—these viewers saw the Louis-Conn fight last Wednesday night. With such scenes duplicated in New York, Philadelphia and Schenectady, the public witnessed the first large-scale demonstration of a new era of luxury entertainment—with no women fainting, no scramble for seats and no dented fenders from crowded parking lots.


Gen. Sarnoff, who darted about the Statler banquet floor to get first-hand reactions, described the telecast as nothing unusual because of the development of the image orthicon, the new great white light that permits the modern RCA-NBC camera to pick up clear pictures by the illumination of a candle or match.

"Is this acceptable television?" asked Gen. Sarnoff, obviously alluding to the set-to with the network's chief competitor, CBS, over black-and-white low-band versus color high-band video.

He said the answer was evident—practically all concerned wanted to know when and how they could buy television sets, and most of them didn't ask how much.

If there was any unfavorable reaction, it was to the commercials. The still shots of Gillette razors and products were not specially prepared for the telecast. NBC executives said there was no special styling, beyond the fact that films were made of slides used for the commercial message. To those who had seen other television commercials, it was thought they were both antiquated and crude and not commercial video at its best.

In the audience were most of the top echelon of Washington's newspaper corps. They were startled at the quality and detail. They knew that a new medium of communication of intelligence was here and here to stay. One highly-placed Washington bureau manager said he was immediately whipping out...
**Telecast Culminated Four Days Labor**

**NBC Staff of 28 Arranged Fight Equipment**

THE LOUIS-CONN fight lasted only 8 rounds for the participants, but it lasted four days for the NBC video crew.

The installation at Yankee Stadium for the championship bout was begun last Monday. Four tons of equipment were moved into the stadium. This equipment included three image orthicon cameras, two orthicons, the monitors for each camera, a master monitor, a switching unit, an audio monitor and the myriad other smaller units required for the job.

Engineers had to rig up 1400 feet of camera cable; 1000 feet of nickel cable and 2000 feet of coaxial cable for the assignment. The stadium pickup alone, without counting heads on the studio end of the job, required a crew of 28: two producers, two announcers, two telephone men and 21 engineers. Five engineers were on cameras; three on audio control; five on video control; one supervisor and his assistant; three telegraph engineers; and three setup men.

**Directing the Show**

This remote tangent of the historic NBC production was handled by Burke Crotty, veteran video producer. Warren Wade, NBC television program director, handled the studio assignment. Both worked under the general direction of Noran E. Kersta, television manager for the network.

Burke Crotty probably knows more about remote video production than any man in the business. For an unannounced, but unquestionably impressive sum of money, Mr. Spang had bought the television and radio broadcasting rights to Wednesday night’s world championship bout. The NBC broadcast rights were purchased for a record $65,000, which in itself was almost the same as the purse paid for the Louis-Conn scrap.

**Highest Hooper Yet for Single Net Show Goes to ABC for Bout**

J. C. SPANG JR., president of the Gillette Safety Razor Co., could be excused last Thursday morning for whistling while he shaved. First, it must be presumed, he could afford a new blade for his razor. Second, a record number of people had heard about Gillette the night before.

For an unannounced, but unquestionably impressive sum of money, Mr. Spang had bought the television and radio broadcasting rights to Wednesday night’s world championship bout. First, it must be presumed, he could afford a new blade for his razor. Second, a record number of people had heard about Gillette the night before.

*Highest Hooper*

The radio broadcast, carried exclusively in the U. S. on 205 ABC stations, scored the highest Hooperating ever received by any program on a single network, the highest ever received by any commercial show. The rating was exceed only by those accorded the three war-time broadcasts of the late President Roosevelt over all four networks.

In a special survey, C. E. Hooper Inc. reported that ABC’s broadcast of the title flight had earned a 67.2 rating, had reached an audience estimated at 45,000,000.

No other flight had come within a left hook’s range of approaching the title fight audience which this one reached. The highest Hooperating for any other flight was 58.6 for the June 1938 heavyweight title bout between Joe Louis and Max Schmeling. A Cooperative Analysis of Broadcasting rating for that flight was 63.6. But the Louis-Schmeling fight had been carried on two networks—NBC’s Red and Blue.

The flight reached 45,000,000 Americans, but it also reached an undetermined number of listeners abroad. The International Dept. of NBC broadcast blow-by-blow description in Spanish, French and Portuguese to Latin America and France. At the ringside was E. B. (Buck) Canel, NBC Spanish announcer, and E. O. (Bert) Garry long enough, you get a whisker of a chance. There were 145 feet from the ring to the camera of that NBC Pan American network affiliate: XEW and network, Mexico; Radio Splendid and network, Argentina; Ro El Espectador and network, Uruguay; Station CB 114, Chile; TGW Guatemala City; YNPS Managua, Nicaragua, and WNEW San Juan, P. R.

Paul Gilson, U. S. representative of Radiodiffusion, Radiodifusion, France and Rene Dreyfus described the fight for the French audience. Mario Carpena and Carlos Cavallanti, of NBC’s Portuguese language section, described the bout for the Emisora Unidas radio chain of Sao Paulo, Brazil. Both French and Portuguese broadcasts were made from NBC television studios where the announcers viewed the telecast of the flight.

Although the price which Gillette paid Mike Jacobs, president of the Twentieth Century Sport and Reel Co., for the exclusive broadcast rights was unknown, the time charges for the 206-station hookup by ABC amounted to more than $14,000.

(Broadcasting) Telecasting

**Burke Crotty, who directed the Louis-Conn fight production at Yankee Stadium, examines one of the two new RCA Image Orthicon cameras equipped with tunnel-lens assembly.**

*Highest Hooper Yet for Single Net Show Goes to ABC for Bout*

It was done with one camera at ringside and the camera of that day, as compared with the sleek new turret-lens Image orthicon, was something like a kite compared to a biplane.

Working with Burke at the stadium was his assistant, Garry Simpson, an intelligent and capable director who will take over Burke’s spot for four months while the veteran is hospitalized for an operation.

Engineering field supervisor was another NBC 17-year veteran, Ed- win C. Wilbur, a large genius. He had the job of making sure he was stowing over to pick up several hundred pounds of equipment. His strength of shoulder and facility of mind are legend around the video camp. Eddie’s assistant is a mustached, pleasant young scientist by the name of Alfred Jackson.

**Industrious Workers**

These men, and their fellow engineers, work at installing remote equipment like heavers work at building a dam—except that heavers knock off for rest now and then. They crawled along the towering stadium beams to anchor cable; they shinnied up and down the 30-foot camera stand to set up the orthicons. They are called “tiger” engineers. They are shown, for they man the cameras and must have an intuitive sense of “right shots.”

As Burke Crotty puts it, “Those guys are geniuses. If you say to him, ‘Look, and see what you get Conn to carry a camera so we can catch the knockout punch?’ they’d start looking for Conn.”

The three image orthicons which did most of the job at the stadium were 145 feet from the ring-center. Two of them were equipped with the new turret lens. A cameraman must use both hands to follow a show like the Louis-Conn bout, and if he’s handy with his hands, he’s that much better off.

If the production man calls his camera and asks him to change lenses, he can do so with a twist of the wrist. That would be his right wrist, for he’s using his left hand to pan the camera. His right hand, having changed the lens, must then grasp a knob on the right side of the rig to adjust the focus. Burke says that his best cameramen will be able to do this job in one and a half seconds after a little practice. Before the turret lens, it took several minutes.

The turret-lens assembly was used for the second time at the Louis-Conn scrap. The engineers and producers, however, hover over it like it was a rare Ceanne. “It’s the best damned television engineering job that’s ever come out,” says Burke.

Two other cameras, one the original pilot model orthicon, were situated in the “cage”—a wire-enclosed platform suspended from the stadium’s second tier. These cameras were about 235 feet from ring-center. If you saw the flight through the forward cameras, you were getting a run-around the ring. From the rear cameras, you were seeing it from the $50 section.

Many people, perhaps even some of the brass hats in Rockefeller Center, ask Burke and Eddie why they don’t put cameras all around the ring. “Why not a camera right on the apron?” Burke says, and it sounds logical, that people usually see a fight from one seat. Mike Jacobs won’t let ‘em run around the ring to get different views, even at $100 a copy. So what television offers them is what they would get if they were there.

*Not Too Complicated*  
If you talk to Burke and Eddie and Garry long enough, you get a lot better picture of television than you get out of the press releases. “You can make this stuff too complicated,” Burke says. “We can do it now. We can bring 30 men in here and a few tons of equipment and deliver a fight in your home. It will be a better job than you could do with your own eyes. Probably, because we have five cameras in focus on the scene all right, we’re doing it better than they would if they were there.

(Continued on page 91)
Radio Plan to Sell Surplus Projected

WAA Advertising Set-Up Includes $650,000 For Broadcasts

FIRST extensive use of broadcasting in sale of surplus property is projected for the coming campaign of the War Assets Administration to unload with all possible speed large quantities of war surplus. If Congress approves an advertising budget estimate for WAA of $16,000,000 covering the 12 months starting July 1 the agency will have about $650,000 tentatively allocated to spot broadcasting.

In the planning stage at WAA is a national advertising campaign designed to explain the surplus disposal situation to the public. This campaign would be of an institutional nature and would use both network and spot time. The project is not included in the budget estimates now before a House appropriations subcommittee, it is understood, and estimates merely covering spot radio.

Must Inform Public

WAA top policy officials feel that the facts of surplus disposal are not understood by the public. They point out that the housewife, for example, wonders why she can’t go to WAA and pick up cheap items hard to find in stores. They feel that the priority system, set up by law, is not clear in the public mind nor is the fact that most surplus is sold to dealers, with the exception of veterans.

This is the first indication that WAA recognizes radio’s value as an institutional as well as a direct-selling medium. Last November a coordinated network-regional-local campaign was proposed to WAA by Mr. Floyd E. Pellegrin, NAB Director of Broadcast Advertising [BROADCASTING, Nov. 26]. At that time disposal was in charge of the Reconstruction Finance Corp. RFC expressed interest but still spent its advertising money for white space, catalogs, direct mail and other media.

Now that Congressional fingers are pointing to surplus disposal, WAA officials are anxious to have their story clearly explained to avoid misunderstanding that exists on Capitol Hill as well as throughout the country. Moreover they want to dispose of goods while the public buying power is high and surplus can be sold with least harm to normal production and distribution.

WAA has speeded up its disposal system all along the line in an effort to move its huge stock of war leftovers.

Radio has not been used extensively by these regional directors because sales are not made to the general public but to governmental units, tax-free institutions and wholesale-retail firms.

WAA officials in Washington believe regional directors will use radio in the sales-at-site campaign to create public interest in the disposal drive and to promote individual sales.

The original WAA advertising estimate for the fiscal year starting July 1 called for an expenditure of about $550,000 for radio as part of an overall $16,000,000 advertising budget for the year. Later this estimate was increased to approximately $650,000.

As a practical matter of WAA operation the advertising budget probably will be used as circumstances dictate from day to day.

AFM Local 802 Seethes With Discord

Court Action Arises On Election Said to Be Illegal

JAMES CAESAR PETRILLO last week may well have woniced to perceive a kind of discord which strikes most sharply at his caulflowered musician’s ear. From his base of operations, the richest local—Local 802—New York—came the unmistakable clamor of an intra-union brawl.

The sounds were those of factionalism, and they portended a tumultuous struggle for power. Mr. Petrillo perhaps has wondered how strong his New York strong man, Jacob Rosenberg, president of Local 802 for the past 10 years, would prove to be if the dissolution, already disturbingly evident, grew bolder before next Dec. 5 when local elections will be held.

A struggle for control of the wealthiest [see BROADCASTING, June 17] of the AFM locals burst to the surface, after long concealment beneath traditional AFM policy, when a faction of the local halted its incumbent officers into court, charging that the 1944 elections had been conducted illegally.

What the plaintiffs wanted was a declaration by the New York Supreme Court that the elections were null and void. What they got was a settlement with Mr. Rosenberg and the other officers who promised close adherence to the local’s by-laws in the conduct of the next election.

But before the settlement was reached, the shrill cacophony of venomed argument rattled the courtroom windows. It was clear that the discord was not the sudden slipping of a reed or string. There had been more than one tune played on different keys within the local for several years.

The Source?

Who piped what tune in Local 802? The answer seemed clear. Jack Rosenberg, 10-year incumbent as president of Local 802, and Harry Suher, his treasurer of equal tenure, liked the old songs best. Fractious elements within the union claim these leaders got their score from Mr. Petrillo, their support from old-time members of 802.

Mr. Rosenberg’s attorney in last week’s court case was Joseph Underwood, who defended Earl Browder, then U. S. leader of the Communist Party, in the Government’s prosecution of Mr. Browder for allegedly illegal entry into the U. S.

Mr. Brodsky’s connection with Local 802 may be somewhat more intimate than the usual association between attorney and client, dissident members of the local said last week. Anti-Rosenberg factions see the pennmanship of Mr. Browder in the Official Journal, the monthly magazine published by the local. Although his name appears nowhere on the paper’s masthead, his voice in policy determination for the publication is loud indeed, these sources said.

First fiddle in the faction that plays out of key with Mr. Rosenberg’s followers is played by Calmen Fleisig, a plaintiff in last week’s action and a candidate for a four-year term as president of Local 802 in 1944’s elections. Mr. Fleisig has been labelled as “Fascist” by members of the Rosenberg camp.

Mr. Fleisig is nominal chief of the “Unity Group,” a faction that claims to have 3,000 followers within the local. As evidence that the Unity Group regards itself as an organized body-within-a-body, it maintains its own club rooms at Carnegie Hall and at another building in New York’s East Fifties.

Assails Rosenberg

Last week the suddenly bumptious Unity Group was making its jibes at Mr. Rosenberg outside union circles. Said some: Mr. Rosenberg derives his strength from longtime members of Local 802. At election time, they said, the oldsters emerge from their semi-retirement to vote for Mr. Rosenberg with a degree of energy surprising for their years.

It became known that at a regular...
Because Iowa's rich top-soil grows more of the grains used for feeding purposes, Iowa is the Nation's first State in cattle values.

When you realize that half of all land in the U. S. has been damaged or actually ruined by soil erosion, you understand that Soil Conservation is today's No. 1 Agricultural Project.

WHO, with its clear-channel voice originating near the center of the Nation's best farming section, feels a deep obligation to exert its utmost influence in behalf of Soil Conservation. Our Farm Department is concentrating its efforts in that direction. The results are already visible, and we predict that farmers in every State in the U. S. will soon be following Agricultural Experts' advice, as featured and dramatized by the 50,000-watt voice of WHO.

Consequently, Mr. Advertiser—when you use WHO, you participate in the enormous goodwill that results, all over "Iowa Plus", including the 1,930 prosperous cities and towns in WHO's primary daytime area. Write us or ask Free & Peters for availabilities.

Consequently, Mr. Advertiser—when you use WHO, you participate in the enormous goodwill that results, all over "Iowa Plus", including the 1,930 prosperous cities and towns in WHO's primary daytime area. Write us or ask Free & Peters for availabilities.

**WHO**

*for Iowa PLUS*

Des Moines . . . 50,000 Watts


FREE & PETERS, Inc., National Representatives
Proposed Group Principally Civilians

STATE DEPT. PLANS to recommend that Congress create an International Broadcasting Foundation to control all shortwave broadcasting from the U. S. and from other countries known as the "pool" plan, for private operation. Should Congress adopt the proposed amendment, confusion would result, they said.

Under a long-range international shortwave broadcasting plan there would be a dearth of channels, the spokesman said, inasmuch as only 114 frequencies are available for shortwave broadcasting under international treaties, while 34 nations are making shortwave broadcasts to all parts of the world.

Dearth of Channels

WILL THE FCC approve an agreement between The Crosley Corp. (WLW) and Hearst Radio Inc. providing for a credit of $400,000 to Hearst for the equipment to which the company is willing to take, Mr. Shouse asked? Comr. Jett.

"That is a gamble the Hearst company is willing to take," Mr. Shouse responded. "The likelihood is against it."

"What is the consideration for that $400,000?" asked Benedict P. Cottone, new general counsel of the Commission.

"It will eliminate one of the obstructions to the Commission's proposed decision," said Mr. Shouse.

Comr. Durr wanted to know if the $400,000 credit for "if and when" equipment is not actually an allowance for local news cooperation. Mr. Shouse thought the $400,000 could "theoretically" be paid to Hearst.

"We're concerned here with a gentleman's agreement," said Mr. Shouse.

"That's right," Mr. Shouse replied.

"Does Crosley have any plans to manufacture transmitting equipment?" asked Comr. Durr.

"We're concerned here with a specific contract—or a contract."

Comr. Walker asked if the contract was "something in the nature of a gentleman's agreement."

"That's right," Mr. Shouse replied.

$400,000 Credit Clause

In Sale Debated

Before FCC

CASTING that he made any threats, Mr. Bracken denied to BROADCAST that he made any threats, (Continued on page 89)
When you go marketing with your "sales dollars" you want the best "trade" possible. On the KFAB scales you get full weight plus a bonus! It is the modern trading post for "sales dollars" that must pay a profit. Write General Manager Harry Burke for the 50,000 watt BONUS PLAN, or contact your nearest Paul H. Raymer representative.
Amazing WTAG: Leadership, Nighttime and Daytime

WTAG listening interest is positively amazing. The latest Hooper ratings show that the first 15 nighttime programs in the big and prosperous Worcester market of 500,000 are heard over WTAG. Furthermore, in the top 30 rated nighttime programs, WTAG leads in 29, and 13 of the next 15 are also WTAG. Per capita retail sales in Worcester increased 11% in 1945 to a new high of $777. The U. S. average was $550.

**NIGHTTIME FIRST FIFTEEN**

| 1. Dr. Christian | 38.4 WTAG |
| 2. Mayor of the Town | 35.5 WTAG |
| 3. Lux Radio Theatre | 34.8 WTAG |
| 4. 6 PM News (local) | 32.5 WTAG |
| 5. Vox Pop | 32.4 WTAG |
| 6. Joan Davis | 31.9 WTAG |
| 7. Aldrich Family | 31.2 WTAG |
| 8. F. B. I. in Peace and War | 30.7 WTAG |
| 9. Jack Carson | 30.4 WTAG |
| 10. Bob Hawk | 30.3 WTAG |
| 11. Big Town | 28.7 WTAG |
| 12. Blondie | 27.6 WTAG |
| 13. Theatre of Romance | 27.3 WTAG |
| 14. Florry Queen | 27.2 WTAG |
| 15. Mr. Keen | 26.8 WTAG |

**NIGHTTIME SECOND FIFTEEN**

| 1. Fannie Brice | 26.3 WTAG |
| 2. Andre Kostelanetz | 26.1 WTAG |
| 3. Frank Sinatra | 24.9 WTAG |
| 4. Dick Haymes | 24.6 WTAG |
| 5. Suspense | 24.4 WTAG |
| 6. Leslie Moore Views (local) | 23.9 WTAG |
| 7. Request Performance | 23.9 WTAG |
| 8. Kate Smith Sings | 23.6 WTAG |
| 9. Sports Mike (local) | 23.5 WTAG |
| 10. Hit Parade | 23.4 WTAG |
| 11. Suspense | 23.3 Station D |
| 12. Crime Doctor | 22.9 WTAG |
| 13. Ginny Simms | 22.8 WTAG |
| 14. First Nighter | 22.8 WTAG |
| 15. American Melody Hour | 21.6 WTAG |

**DAYTIME FIRST TEN**

| 1. PM News (local) | 26.0 WTAG |
| 2. Romance of Helen Trent | 25.9 WTAG |
| 3. Our Gal Sunday | 20.7 WTAG |
| 4. Kate Smith Speaks | 19.6 WTAG |
| 5. Did You Know (local) | 19.1 WTAG |
| 6. Ma Perkins | 18.6 WTAG |
| 7. Big Sister | 16.7 WTAG |
| 8. Suspense | 16.2 Station C |
| 9. Aunt Jenny | 15.7 WTAG |
| 10. Young Dr. Malone | 11.9 WTAG |

Detroit Stations Fill Breach As Tornado Causes Damage

ALL DETROIT broadcast stations joined in a combined public service effort when a tornado struck outlying areas of the city Monday evening and then caused loss of life and damage in Windsor, Ont. Coming at a time many employees had gone for the day, stations quickly rounded up personnel for the flood relief activities.

No serious damage was caused to station property and most outlets were able to stay on the air with only minor interruptions. Remote crews sent to Windsor for on-the-scene pickups were handicapped by lack of power but brought back stories of the damage and suffering. In some cases they were able to join relief workers.

The tornado missed the WJR transmitter at Trenton, a few miles west of its path. Heavy winds and lightning were troublesome but not serious. A remote crew with truck and gasoline generator got to Windsor when customs officials waived regulations. John Denman, newsmen, and Keith Kinney and Sidney Brechnner, engineers, looked over the scene and abandoned all ideas of broadcasting to join relief workers.

Red Cross officials sent them to a spot where high-tension wires were being spilled under flashlights. The WJR truck provided floodlights for the job, remaining until daybreak. Mr. Denman went back to the studios with a report for the 8 a.m. CBS news roundup. Mayor Arthur Reaume, of Wind-

**Candlelight Notes**

On this program was Jim Var Karen, of CKLW, who the night before had broadcast from a dark studio, reading scrawled notes with the aid of a candle. After the broadcast two calls were received offering homes to victims. WW7 CKLW and the Detroit News co-operated in soliciting clothing and food and shelter.

WWJ was knocked off the air three times, turning a little over a minute. The station was kept on the air 58 minutes with an emergency generator. WXYZ provided a number of flood programs and fed a pickup to ABC at 10 Monday night, as well as other special newscasts. Its wire recorder was not available, being used for primary election programs in the State. The station was on the air continuously; and suffered no property damage.

Complete coverage of tornado damage was given by WJB, though the station had difficulty in getting on-the-scene broadcast material. Extra news casts were added Tuesday to cover results of damage. The station was not damaged.

Station property of CKLW was not seriously damaged, the station remaining on the air with emergency power until lines were restored. Relief agencies used the station to summon assistance. Candles were used for illumination and batteries were pressed into service for various station functions.

**BROADCASTING • Telecasting**

The Shortest Route To Results in This Area Is Via CHNS

**HALIFAX**

Maritimes Busiest Station
Contact JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS

**NOVA SCOTIA**

Paul H. Raymer Co., National Sales Representatives

WTAG - Worcester
Affiliated With The Worcester Telegram-Gazette

Page 22 • June 24, 1956
MORE FACTS MAKE MORE SALES

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City • Atlanta
San Francisco • Los Angeles • Dallas

STATIONS SERVED BY

The KATZ AGENCY

North and Midwest

WCOP ABC BOSTON
WCFL ABC CHICAGO
WKRC CBS CINCINNATI
KRNT ABC DES MOINES
WFBM CBS INDIANAPOLIS
WFEA CBS MANCHESTER
WISN CBS MILWAUKEE
WHOM New York
WFIL ABC PHILADELPHIA
WCAE ABC PITTSBURGH
WFCL ABC PROVIDENCE-PAWTUCKET
WTAD CBS QUINCY, ILL.
WSPO ABC TOLEDO
WQL MBS WASHINGTON, D.C.
WMT CBS WATERLOO-CEDAR RAPIDS
WNAX ABC YANKTON-SIOUX CITY
THE NEW ENGLAND GROUP

South

WGST CBS ATLANTA
WWNC CBS ASHEVILLE
KIRA CBS LITTLE ROCK
WMAG CBS MACON
WREC CBS MEMPHIS
WSX ABC NASHVILLE
WWL CBS NEW ORLEANS
WRY NBC OKLAHOMA CITY
WDAE CBS TAMPA
WTMC CBS SAVANNAH

West

KLZ CBS DENVER
KUTA ABC SALT LAKE CITY
KHQ NBC SPOKANE
KQHL NBC BILLINGS, MONT.
KVOR CBS COLORADO SPRINGS
KGU NBC HONOLULU, T. H.
MEET MR. BOICE

As new General Manager of Radio Station WEMP, Hugh Boice brings with him a wealth of radio, advertising and cultural background. He was born in La Grange, Illinois, 35 years ago. Graduate of Princeton, Class '33; Benton & Bowles Agency; Free & Peters, National Radio Representatives; Sales Manager WMBD, Peoria, represents his experience in the diversified field of broadcasting.

WEMP Milwaukee
AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR. HOWARD H. WILSON CO.
General Manager National Representative

McDonald Says Video Cannot Flourish on Advertising Alone

ADVERTISING alone cannot cover high production costs of television, E. F. McDonald Jr., Zenith Radio Corp. president, writes in the current Collier's weekly. Consequently the public will have to pay for its video programs, he says, and television will not become a reality in our lives, despite its advanced scientific progress, until the industry has devised a sound plan to finance its development.

Commander McDonald contends that those who say that advertising will pay the cost are "televisionaries." If it is to be popular, he says, television must produce dramas as costly as Hollywood movies. He reminds that the entire production of new movies averages only about two hours of film per day, with the public paying five times as much for movies as the advertiser pays for maintaining the entire radio industry.

Three Methods

Three methods of obtaining box office revenue from the television public are offered: First, pipe programs via telephone wires, with subscribers paying a fee at the end of each month; second, use "pig squeal" interference and rent erasers to set owners; third, scramble signals and rent unscramblers to television set owners.

Recalling that television has been unsuccessfully launched as a commercial reality at least four times in 15 years, Commander McDonald says: "Television is at once a science, an art form, and a business. As a science its development has been marked by brilliant achievement. Technically it has been acceptable for many years. The recent development of high-definition full-color television has lifted it to a far higher state of technical excellence than that enjoyed by radio during its years of greatest expansion. So far as purely scientific development is concerned, there is no barrier to television's expanding at a rate comparable to radio.

"Unfortunately, the economic or business side of television, and as a result the artistic side as well, have been sadly neglected. Because it is possible to send pictures through the air by radio waves, there has been an overwhelming tendency to think of television as just another form of radio, and to assume that its problems are identical with those of radio."

Analyzing economic factors of radio and television, he said: "Radio has succeeded with its present commercial setup because it is cheap, but there is no indication that television will be the same. The eye is much more fickle than the ear.

"But television, to hold interest at all, must present such superlative quality that it will draw the viewer from all other activity with never an inattentive pause. "Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with hours of daily entertainment produced to motion picture standards would be $2,700,000,000 per year. This is more than American business spends on every form of advertising combined."

Commander McDonald reminds that his company operates W9XZV, television station that has been on the air "with a continuous schedule of programs using modern transmission standards longer than any other television transmitter in the country."

Full color television is about to come from this transmitter, he said. Zenith is not manufacturing black-and-white receivers for present bands because the sets will be obsolete in a year or two, he added. Company executives and engineers will view color service on Zenith experimental sets, he said, but they will not be placed on the market "until we are reasonably sure that television is on as sound a basis artistically and economically as it is technically."

Doubleday Video Aid

PLANS for close cooperation with television producers, stations, agencies and sponsors have been developed by Doubleday & Co. Inc., New York book publishers. Useful literary material and promotional tie-ups are being made available for telecasts by the publishing firm, after clearance of rights has been completed.
What is it — an indictment or an opportunity?

Let us choose to make of it an opportunity, but, if it be an indictment broadcasters may safely leave its fate to the greatest jury in the world, the American pople, whose judgment can be trusted. Let us now reaffirm our faith in American broadcasting as it is and as it can be under the free enterprise system, unhampered and unfettered by program censorship of any kind except that of honest decency which competent broadcasters themselves willingly impose.

Furthermore, let us honestly admit that there is much in American broadcasting of today that has been justly criticised and which is in need of change or improvement.

Let us change and improve, not by governmental decree or censorship, but through a continuation of radio's natural growth, inspired and directed by the listening public whose wishes are commands to broadcasters operating under the free enterprise system.

Let us remember that broadcasting "of the people, by the people, for the people . . ." can be preserved only so long as the freedom to present is equal with the freedom to listen.
Feature Stories Can Add Extra Appeal To Newscasts
By JOHN CAMERON SWAYZE
NBC Western Division Manager of News and Special Events Department, Hollywood

THE BIG STORIES are still serious these days but, oddly enough, a good bit of this piece is about the features that make up the brighter side of the news—stories which are sometimes overlooked by radio reporters.

Actually, they're great bets. They help balance the broadcast, often top heavy with critical lead stories. Looking ahead, when the sock headlines of today begin to fade, the wholesome, interesting yarns of American life will grab more space, and programs which have consistently been using these good bright features will be in a favorable spot. For them, the transition will be an easy and gradual switchover, calculated to hold listeners instead of lose them.

Actually, that should be fundamental. But when you twirl the dial and catch news programs on which the broadcaster rakes up divorces, penny ante crime and even distasteful stories of sex and suicide to fill out his time, it makes you think that perhaps the fundamentals have escaped some of the newsboys of the air.

Many stations have news every hour. Big news doesn't break fast and questionable taste. Better to boldly repeat what there is than to try to hop up the broadcast with items that are new only because they were too poor to have been used earlier. "Look to the features" is pretty solid policy for the on-the-hour boys with only a five-minute stint, as well as for the fifteen-minute standard size news broadcast.

Aside From Good Sense
Aside from the practical good sense in using entertaining items on the bright side in preference to cheap sensationalism, there is another angle. That's the broadcaster's responsibility to the listener.

The use of lively features isn't any innovation. The war had scarcely ended when the press associations were calling on their bureaus for all they could dig up and reporting an excellent reception from newspaper clients. They're just as good on the air.

For example, take the intriguing chronicle from St. Petersburg, Fla., about a man named Charlie Granderson who lost his clothing to a burglar who cleaned out the closet at his rooming house abode. Mr. Granderson was irked and decided to move. After some searching he found a place to his liking. It had just been vacated and the proprietor, apparently a plain spoken chap, explained the former occupant had been collared by the cops for stealing a watch.

Charlie took the room. He opened the closet and there was his clothing, just awaiting his arrival. The late occupant had not only stolen a watch; he was the guy who had pinched Charlie's clothing!

Of course, not all the yarns have quite as Bob-Ripley-like an ending as that one, but they have the same basic interest of daily happenings in American settings from coast to coast.

Extra Sparkle
I'm a strong advocate of bright news for broadcasts, but not all of the perfectly wonderful stories that come over the wires or originate in your own backyard carry a smile with them. Take the one about Otis Surratt who, four days before last Christmas, was struck by a train. Mr. Surratt was married and had 12 children, one of whom was with him at the time of the accident. Surratt was thinking of them as the ambulance crew picked him up for a rush to the hospital. He turned to his 12-year-old son, who sat beside the stretcher. He handed him something.

"Here is thirty dollars," he said, his voice strong for a moment. "I want you to buy everyone in the family a Christmas present."

Then he died.

I belong to the old-fashioned school that thinks the heart of a broadcast is the news itself and... (Continued on page 50)
Alertness to constantly changing listener habits and program preferences — and
— alertness to the value of aggressive, consistent audience-building promotion
—are two of the reasons why WAGA has made more progress during the past two years than any other Atlanta station, and why WAGA has *more local program time sold* than any other Atlanta station.

**WAGA**

atlanta

5000 watts on 590 Kc. American Broadcasting Company.
Represented by Headley-Reed.
Treasury Reveals Broadcast Salaries

LaRoche Tops Net Executives; Crosby Leads Talent

SALARIES of more than a dozen executives in radio and affiliated industries for 1944 are revealed in a list published by the Secretary of the Treasury. The list shows amounts paid to officers and employees in the form of salary, commissions, bonus or other compensation for personal service if the amount exceeds $75,000.

John Blair, head of the representative organization bearing his name, had an income of $91,554 consisting of $12,000 salary, $1,000 commission and $78,554 bonus. Eugene F. McDonald Jr., president of Zenith Radio Corp., had an income of $85,000 for the year ended April 30, 1945, consisting of $55,000 salary, $30,000 bonus.

C. H. Campbell, of the Tribune Co., Chicago, had a total income of $80,786. L. H. Rose of the same company had an income of $111,068. Henry P. Martin Jr., of the Register and Tribune Co., Des Moines, had an income of $77,979 of which $6,573 was salary and $70,876 bonus. A. L. Lee, D'Arcy Adv. Co., St. Louis, was paid a salary of $126,197. Joseph Pulitzer, chairman of Blue Network Co., received $101,399, salary totaling $62,400 and $39,999 bonus.

LaRoche Tops Nets

Chester LaRoche, former vice chairman of Blue Network Co., received $86,000 in 1944 of which $79,000 was salary and $10,000 bonus. Niles Trammell, NBC president, received $84,000 consisting of $70,000 salary, $10,000 bonus and $2,000 “other.” W. S. Gifford, AT&T, was paid $210,150 with $206,250 in salary and $3,900 in other payments. C. P. Cooper, same company, received $101,399, salary totaling $99,999 and other payments $1,400.

Walter Winchell, Hearst Corp., was paid $62,400 in salary and $34,841 bonus, totaling $97,241. Bing Crosby received $192,944 in salary from Paramount Pictures. R. C. Cosgrove, Crosley Corp., was paid $50,000 salary and $39,999 bonus, a total of $89,999.

News Clinic Moved

GOV. MON WALLGREN will entertain broadcasters attending the Washington State Radio News Clinic to be held in Olympia June 27 under auspices of the NAB. Place of the meeting has been changed from the Olympian Hotel to the Senate conference room in the Capitol. Oregon news clinic will be held June 23 at the Benson Hotel, Portland. Arthur C. Stringer, NAB director of special services, will attend both clinics.
WCOP WITH 5000 WATTS

Now reaches the entire Metropolitan Boston area
—a market of 3,000,000 people

With new programs, promotions, wide-awake merchandising, plus new power, WCOP is Boston's most progressive station.

Ride WCOP's new signal into the third richest market in America. For availabilities write, wire or phone WCOP, Boston, or any Katz office.
NO NBC TIME OPEN FOR MADDY MUSIC
IN ANSWER to a letter from Dr. Joseph E. Maddy, founder and director of the National Music Camp at Interlochen, Mich., suggesting resumption of NBC broadcasts from the music camp, Dr. James R. Angell, NBC public service counselor, replied that the NBC summer schedule was filled up.

The camp broadcast was banned in 1942 by James C. Petrillo, president of American Federation of Musicians, but on May 31 Dr. Maddy wrote to NBC suggesting the broadcasts again “now that the Lea bill has broken Mr. Petrillo’s control over the broadcasting industry.”

“We are naturally very sympathetic with the problem that you have been facing and with the development of the music camp at Interlochen. As our schedules are now set up for the summer, we do not see how we could fit in such a program as you have in mind. I trust you will be able to find other satisfactory avenues through which your interesting bands and orchestras can be heard on the air.”

THE KOKOMO DISPLAY SHOW, sponsored by WKMO Kokomo, Ind., as a non-profit, public interest feature, completed a three-day run at the Kokomo Armory before a total audience of over 15,000 people. WKMO presented a stage production each evening as well as three of their own featured broadcasts. WKMO staff members responsible for the project’s success were (1 to r): George Palmer, chief engineer; Chet Beehman, program director; Fred Campbell, announcer; William Randolph, news editor; John Carl Jeffrey, general manager; Frank Gregory, director of promotion; and Sid Collins, announcer. Joe Jordan, sportscaster, who also participated, is not pictured.

IN ANSWER to a letter from Dr. Maddy, Head of the RMA subcommittee, which will work in collaboration with the NAB, is John Gilligan, Philco Corp. Other members are W. B. McGill, Westinghouse Radio Stations Inc.; L. E. Pettit, GE, and George Faurie, Westinghouse Electric Corp.

Tentative plans for the event will be considered by the subcommittee at a meeting to be held July 16, slated for Chicago.

Last year’s week was arranged jointly by RMA and NAB as a windup to radio’s 25th anniversary. NAB was consulted about the 1946 project by Bond Geddes, RMA executive vice president and general manager, who conferred recently with A. D. Willard Jr., NAB executive vice president.

Mr. Willard felt the industry would be eager to cooperate but indicated final decision would rest with the NAB board, which meets Aug. 6-8 at Estes Park, Col. While NAB made no commitment, the idea was advanced that a liaison group might be named to work with the RMA subcommittee pending action at the Colorado meeting.

Convention Activities
RMA has undertaken several promotion projects on the basis of action at its June 12-14 convention in Chicago. A subcommittee was named to prepare a code of industry advertising ethics and reemphasize Federal Trade Commission fair trade practice rules for the set industry. S. D. Mahon, Crosley Corp., is chairman of a subcommittee in charge of the project. Other members are Mr. Gilligan; John West, RCA; Stanley Manson, Stromberg-Carlson Co.

A third subcommittee was appointed to draft a promotion program to encourage use of radios in furnished room displays and other projects. Chairman is E. R. Taylor, Zenith Radio Corp. Other members are Seymour Mintz, Admiral Corp.; Victor A. Irvine, Galvin Mfg. Corp.

The three subcommittees were appointed by John S. Garceau, Farnsworth Television & Radio Corp., who is chairman of the RMA Advertising Committee.

CLEAN knockout was scored on June 15 broadcast of “County Fair” show on CBS when Mr. and Mrs. Joseph Dorsey burst through the eight foot tall paper bag and won a $1,150 prize. For 23 weeks contestants had been unable to fight their way out of the paper bag and every week price was increased by $50. A veteran of three years service, Joseph Dorsey and his bride of one week were honeymooning in New York.

Metal products, from heavy steel to lawn furniture, add to the 85 million dollars worth of industrial products made each year in the Nashville area. A wide variety of well-established factories employ thousands and help make this the nation’s most stable market areas. . . . Over one million people and retail sales of more than 356 million dollars yearly make a rich sales territory for your quality product. Get into this buying market with a message broadcast economically by WSIX.

WSIX gives you all three:
Market, Coverage, Economy
5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.
Confidence...

... in a medium adds potency to the sales message of its advertisers. Upon that tenet, WWJ's leadership in Detroit is based. Through its pioneering, public service programs and promotional policies for more than a quarter of a century, WWJ has won the confidence of its vast audience. Faith in the station has given force to its voice! It has made WWJ a powerful selling medium in a market of millions... fourth largest in America!

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

AMERICA'S PIONEER BROADCASTING STATION—First in Detroit

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ 950 Kilocycles /5000 Watts

OWNED AND OPERATED BY THE DETROIT NEWS

Broadcasting • Telecasting
This is the simple all-electronic modulation system which uses only 10 receiving-type tubes. The heart of this system is the G-E Phasitron. This tube, with its wide phase shift, allows a frequency multiplication of only 432 to produce a ± 75-kc swing at the output frequency. Frequency conversions are unnecessary, thereby eliminating spurious responses. Important, too, is direct single-crystal control—Independent of modulation.
FM TRANSMITTER
WITH THE PHASITRON CIRCUIT

- Simple Design
  Only 9 r-f circuits and 10 r-f tubes from crystal to output frequency. Direct crystal control with one crystal. Minimum number of components and controls.

- Easy-to-Get-At
  Vertical chassis construction. Full-length front and rear doors. Plenty of room to work in.

- Basic Unit For Any Power
  Your transmitter today—your exciter tomorrow. Allows increase in power with no equipment obsolescence. Simplified inter-unit connections.

- Lower Price

For information on this outstanding transmitter and the complete line of G-E FM broadcast equipment, call your G-E broadcast sales engineer, or write: Electronics Department, General Electric Company, Syracuse 1, N.Y.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!
Let Workman work for you over WFBL's
"Musical Clock"
in Syracuse, N.Y.

The best selling radio show in Central New York is WFBL's "Musical Clock"... now in its tenth successful year.

Dick Workman

Blonde, handsome, talented Dick Workman is the local vocal "heart-throb" to thousands of women in Central New York. When he sings... they listen... and when they listen they get a real selling message that activates sales.

Dick is one of the stars on the "Musical Clock"... a local, live talent show featuring a top-notch, eight-piece band, a sparkling M.C., accurate news, time and weather reports every morning from 7 to 9.

For rates, availabilities, and case histories (like Philco, Dairylea, Bond Clothes and others), write or wire any Free & Peters office or

WFBL
Syracuse, N.Y.

LISTENER OBJECTS TO LIBERTIES TAKEN BY RADIO IN COVERING RAIL STRIKE CRISIS

EDITOR, BROADCASTING:

Subj.: Broadcasting license (not the FCC kind)

You may recall that when you were in school and found errors in poetry or prose that the teacher told you it was permissible since it came under the heading of "poetic license". I note, after yesterday's coverage of the railroad strike, there has grown a definite trend to poetic license in the on-the-spot coverage of news events, which for a better name I choose to call "broadcasting license".

(Let me add here that I was a broadcast engineer for twelve years prior to going on active duty with the Navy, during which time I listened to a lot of on-the-scene broadcasts of news events.)

Yesterday, sensing a big news event in the making, I was at the Union Station here in Washington some 20 minutes before the 4 p.m., deadline for the strike. Through a lucky break a friend of mine was along with a small battery type portable radio with which we were able to listen to the different radio stations broadcasting from a point less than fifty feet from us. What we heard over the radio, and what we saw and heard with our own eyes and ears were two entirely different stories.

Origination Point

The broadcasters (although they said they were in the Main concourse) were set up at the end of track 16. They were separated from the rest of the public by a wide patch left for the mail trucks and also the large barrier forming the gates. In order to make the set-up complete, here is some more background:

People Described

The departure of the New York-bound trains was advanced to 3:50 p.m.; 3:55 p.m. and 3:58 p.m., hence at 4 p.m. only one train was loading, with the next one not scheduled out for some time. The concourse, because of the departure of the New York trains, was not at all crowded, in fact, it was very light.

Then, when the broadcasts were going on, we learned that it was "jammed with several thousand people awaiting the chance to board a train". I quickly started to count, and aside of a small crowd of less than fifty waiting for the 4:30 train, plus about a hundred waiting for the Southern train, I would say there were less than a thousand, and probably well less than 500 people in the concourse at the time. How did the broadcast-
Cut yourself a piece of New England Pie

A piece? It's hard to believe, but three-quarters of the pie is rich and ripe and ready for you.

By which we mean that New England produces but one-quarter of its day-to-day necessities. The other 75% must come from outside sources.

And the best slices of this market will go to alert advertisers.

If you have flour or fruit, tea or coffee, candy or batteries (or any one of a thousand other commodities)... you'll find New England ready to hear your story. Tell it now... over the station that covers New England like spring sunshine!

That station is WBZ!

Backed by NBC programs, WBZ is Metropolitan Boston's leading station. Powered by 50,000 watts, its voice penetrates all six New England States. NBC Spot Sales can tell you of availabilities on WBZ and its Springfield companion, WBZA.
WMT only . . . and only WMT brings those good CBS programs to the 1,200,000 folks within our 2.5 MV line! This is the largest population coverage of any Iowa station. Such popularity must be deserved . . . whether our listeners swoon with Sinatra, delight with Durante or get fanatical about Fanny . . . their No. 1 station is your No. 1 buy in the best market of a great state at the lowest rate per radio family.

WMT's story is a big one to tell—an important one to hear. Contact Your KATZ AGENCY at Once!
Validity of 23 Challenged Ballots to Determine

IT WILL take approximately three weeks for a decision to be handed down on the 23 challenged ballots which may or may not be deciding factors as to whether CBS white collar workers will be affiliated with the United Office & Professional Workers of America [BROADCASTING, June 17].

Procedure is for the regional labor relations board, in this case Meyer Reines, NLRB field examiner, to investigate the challenged ballots and send his report to the National Labor Relations Board which in turn decides on June 25 the re-employment of the union in question.

If 9 votes of the 23 are accepted the UOPWA will represent the white collar workers. However, if the union does not get that amount for a majority, the NLRB will order a run-off election with UOPWA, IATSE, IBEW and non-affiliation on the ballot. The IATSE, third union on the ballot, received but nine votes and therefore is out of the running.

Decision June 25

A decision will be made on June 25 on the 13 votes which were cast by television directors and assistants at the election on June 14 and were impounded by order of the NLRB. Ballots were impounded because William Collins, regional director for the American Federation of Labor, sent a request for freezing those votes to the NLRB for the "purpose of affording the American Federation of Labor an opportunity to effect a settlement of jurisdictional dispute between its two affiliates (Radio Director's Guild and International Alliance of Theatrical Stage Employees) who are competing for designation as the statutory representatives of the employees in question."

Nevertheless the NLRB has designated that on June 25 the regional director of NLRB open and count the impounded ballots unless that time IATSE or RDG shall have made proper disposition to the NLRB.

WITH SPORTS last week reaching an all-time in listener interest, WQFM, Schenectady FM outlet, added its bit June 14-15 with a 250 kw peak power account of the Turtle Derby in Central Park of that city. In addition, the event which is slated to be an annual affair, was televised by WRGB Schenectady. WQFM announcers were George Michael (1) and Burrell Smith.

FARNSWORTH RADIO CENTER DEVELOPING

DESIGNED to provide northeastern Indiana with television, FM and improved AM service, Farnsworth Television & Radio Corp. is nearing completion of its new all-purpose studios in Fort Wayne. According to Farnsworth President E. C. Nicholas, facilities for all three services will be the most complete and modern in the country.

Final completion of the Radio Center has been delayed by government building restrictions, according to Mr. Nicholas. "And final completion is dependent on the removal or alleviation of CPA restrictions."

WGL, Farnsworth AM station, is already operating some programs from the new quarters and has applied to the FCC for an increase in power from its present 250 w to 1 kw fulltime on 1250 kc to better its coverage.

FCC hearings on the company's FM application are scheduled for June 27 in Fort Wayne. If granted, Mr. Nicholas said, Farnsworth will build its own FM transmitter and be in operation by fall.

Mr. Nicholas also revealed that television transmitting and receiving equipment is being field tested in the Fort Wayne area after receipt in May of an experimental video license from the FCC. Call letters are WSXFT and present transmitter is atop the Farnsworth plant. Output now is 1 kw and expected to be boosted to 5 kw by July 1. Commercial license will be sought later.

Reelection Campaigns Confront Wheeler, Lea

SEN. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, in which radio legislation originates, returned to Montana last week to campaign for renomination in the July 16 primary. His opponent for the Democratic nomination is Leif Blazier, activities.

Committee chairman appointed by Mr. Hamilton are: Tom DeHuff, Consolidated Edison Co, New York, membership; Al Blake, public relations; Walter Hendricks, RCA International, New York, finance; Powell Ensign, public relations department, NBC, New York, job promotion; David Offer, Alco Gravure, Newark, housing; Don Burton, Kerby Block Associates, New York, vocational guidance; Charles Brett, Richard Manville, New York, research; John Blazier, activities.

IN WESTERN COLORADO

IT'S ONE STATION
ONE SIGNAL
"KFXJ"
GRAND JUNCTION
1000 W 920 K.C.
M. B. S.
REPRESENTED
BY HOMER GRIFFITH CO.

VETS IN NEW YORK
FORM OWN AD GROUP

THE ASSN. of Veterans in Advertising, consisting of World War II advertising men and women, was formed June 13 at a meeting of 60 charter members at the Midtown House, New York. A temporary organization of the group, with headquarters at 1000 W 100th St, New York, has been called the American Veterans Advertising Committee for the purpose of disseminating advertising information to veterans of World War II. Officers elected are as follows: John W. Hamilton Jr., Business Week, New York, president; Horace E. Walsh, vice president; Bayard Patterson, secretary; and Samuel Wasserman, Kenneth Sinclair, New York, treasurer.

Elected to the board of governors were: Morton Gaffin, Best Foods, New York; Robert Koch, Morse International, New York; Emmett Dean, Better Business Bureau, New York; George Foley, Newell-Emmett, New York; and Robert Viano, an editor of Pie magazine, New York.

Committee chairmen appointed by Mr. Hamilton are: Tom DeHuff, Consolidated Edison Co., New York; Morton Akin, member of the U. S. Senate; Morton Akin, member of the U. S. Senate; and Al Blake, public relations; Walter Hendricks, RCA International, New York, finance; Powell Ensign, public relations department, NBC, New York, job promotion; David Offer, Alco Gravure, Newark, housing; Don Burton, Kerby Block Associates, New York, vocational guidance; Charles Brett, Richard Manville, New York, research; John Blazier, activities.

In the South's

Sell

1 MARKET
Winston-Salem
Greensboro
High Point

NORTH CAROLINA

WSJS
Winston-Salem
for the
TRI-CITIES

Representing
HEADLEY REED CO.

June 24, 1946 • Page 37
New Veterans Adm. Series Is to Feature Capsule Editions of Top Network Shows

TOP TALENT will star in the Veterans Administration's new 13-week transcribed series, Here's to Veterans, to be distributed within a few weeks. Series is made up of 15-minute versions of leading nighttime network programs, transcribed especially for VA, and featuring messages to veterans on benefits, insurance, etc., in place of commercial announcements.

Programs used are: Hit Parade, Frank Sinatra, Kate Smith, Danny Kaye, Great Moments in Music, Highways in Melody, Hildegard, Kay Kyser, Saturday Night Serenade, Stairway to the Stars, Supper Club, Waltz Time and Fred Waring. In addition there are guest stars on several of the shows, including Carmen Miranda, Gene Kelly, Lisbeth Scott, and others.

Collaborating sponsors who agreed to the use of their programs are: Liggett & Myers, American Tobacco Co., Brown & Williamson Tobacco Corp., Celanese, Cities Service, Philco, General Foods, Pet Milk, Chas. H. Phillips, Colgate-Palmolive-Peet, Peter Lorillard, and Pabst. Agencies are: Nevell-Emmett; Foote, Cone & Belding; Anna Sosenko; Young & Rubicam; Hutchins; Kay-Ted; Gardner; Hummert; Ted Bates; Lennen & Mitchell; Warick & Legler.

Donation of talent services was approved by AFM and AFRA. Consent of the networks also was given, despite the fact that high Hooper programs of each network will be heard on rival network stations.

According to Joseph L. Brechner, radio service director of VA, and Charles E. Dillon, assistant director who supervised series and prepared the format, the package of 13 will be available to VA radio chiefs in Boston, New York, Philadelphia, Richmond, Atlanta, Dallas, St. Louis, Columbus, Chicago, Minneapolis, Denver, San Francisco and Seattle for distribution to stations.

Five hundred cuttings have been made of the series, and orders will be filled on a first request basis. Arrangements will be made to "bi-cycle" transcriptions to nearby outlets from stations carrying them, so that the fullest possible coverage may be obtained.

In New York the programs were transcribed in cooperation with the program producers under the direction of Don Weiss, radio chief of VA branch 2, and Lou Marks, of the VA's Washington staff. Dean McNealy, San Francisco radio chief for VA, handled transcription of the Hollywood shows. NBC transcription service did the cutting back in New York and Hollywood.

Initial arrangements with agencies and sponsors were made by Drew Dudley of the Office of Mobilization and Reconversion, and George Ludlum of the War Advertising Council, New York. Robert C. Coleson, Western representative of the Council, coordinated agency clearance in Hollywood.

Committee Will Help Safeguard Air Freedom

INDUSTRY movement to protect freedom of broadcasting and cooperate with other media and groups interested in preserving basic democratic rights, will be set in motion by the NAB when the first meeting of the new Freedom of Radio Committee is held July 17-18 at the Waldorf-Astoria, New York.

Committee personnel is representative of all segments of the industry and is not confined to NAB members. NAB President Justin Miller will attend.

The project originated at the NAB board meeting held in Los Angeles last January. At that time the board heard details as conceived by Edward M. Kirby, then public relations counsel to the association. His recommendation was adopted.

Back of the idea is the fostering of the American concept of radio itself as used in all parts of the globe as distinguished from state controlled radio. Radio itself would be used to promote American radio's story.

Committee members are: Niles Trammell, NBC; Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS; Eugene Carr, WPAY Portsmouth, O., small stations; Henry P. Johnston, WSGN Birmingham, medium stations; Harold Hough, WBAP Fort Worth, large stations; James W. Woodruff, WRBL Columbus, Ga., small market stations.

CKWX Airs Paper

CKWX Vancouver, B. C., daily is airing editions of the Vancouver Daily Province, whose International Typographical Union is on strike. CKWX broadcasts two daily newscasts for the paper, and two hours of news and features, including 15 minute review of the comics.
"RELAX WHEN KGW IS HANDLING YOUR RADIO MESSAGE. COMPLETE FACILITIES, TRAINEED TECHNICIANS AND 24 YEARS OF EXPERIENCE EQUAL RESULTS."

"THE NATION LOOKS TO THE NORTHWEST FOR MUCH OF ITS LUMBER PRODUCTS. ONE CAR OF DOUGLAS FIR LEAVES THE AREA EVERY 5 MINUTES; AND 60 CENTS OF EVERY PAYROLL DOLLAR IN OREGON COMES FROM THE LUMBER INDUSTRY!"

"OREGON PACKED AND FROZEN FOODS ARE HELPING FEED THE WORLD. THE STATE'S MILD CLIMATE PERMITS PROCESSING 11 MONTHS OUT OF THE YEAR. SEVERAL EASTERN PACKING PLANTS ARE BUILDING IN THIS PRODUCTIVE AGRICULTURAL CENTER!"

"CHICAGO AND DETROIT MARKETS ARE WITHIN OVERNIGHT REACH OF OREGON'S PRODUCTS BY AIR. OREGON'S FAMOUS SALMON IS ON MIDWESTERN TABLES THE DAY AFTER IT'S CAUGHT!"

"GLAD TO HAVE YOU BACK!" "MORE THAN 32,500 MULTNOMAH COUNTY VETERANS HAVE BEEN DISCHARGED. 94% PLAN TO LIVE AND WORK IN THIS AREA."

"MORE THAN $1 BILLION IN PUBLIC AND PRIVATE PROJECTS ARE SET ASIDE FOR OREGON'S RECONSTRUCTION PROGRAM... FOR HIGHWAYS, HOSPITALS, CHURCHES, OFFICE AND COLLEGE BUILDINGS!"
That's the way Mildred Funnell and her associate Gloria Brown affect the many listeners of WTAM's Woman's Club of the Air. Each listener feels she is overhearing an intimate conversation. And she can't wait to relay to her friends the stimulating information she's absorbed.

Mildred, with WTAM since 1930, recently took over this popular morning program (8:00-8:30, M-F) with the firm belief that the Woman's Club of the Air should be just that—a club. For this reason, in addition to regular program features of interest to women, she and Gloria discuss and exchange ideas sent in by listeners. The result: listeners feel they have a part in the program.

To sponsors, this means exceptional responsiveness to sales messages. Mildred Funnell's sponsors belong to a club, too—a club composed of some of the most successful national and local advertisers. The secret password of this exclusive club is WTAM. You can become a member by calling NBC Spot Sales today.
WSPA Installing Transmitters, Towers For Simultaneous AM and FM Operation

A NEW installation which will permit standard broadcasting with 5 kw power day and night and simultaneously inaugurate FM service is now being completed by WSPA Spartanburg, S. C. The project, according to Walter J. Brown, vice president and general manager, is "one of the most complete dual operations that has been perfected."

The station has installed a 421-foot Lehigh tower, on top of which is an RCA super-turnstile FM antenna, bringing the overall height to 441 feet. In addition to supporting the FM antenna, the Lehigh tower will increase the WSPA daytime signal strength by 40% because of its height, according to engineering estimates.

To provide for the increased nighttime power of WSPA from 1 kw to 5 kw, two 271-foot Truscon towers now being used by the station are being moved to new locations and will serve to provide the necessary directional pattern for nighttime broadcasting.

Experienced Ground System

To provide for the new ground system, WSPA acquired 10 acres of additional land, increasing its transmitter site to 30 acres. Twenty-five miles of copper wire have been plowed into the ground and, in addition, the ground around the base of each tower has been covered with copper screens.

The station begins operations from its new antenna system in July and shortly afterward its FM adjunct takes the air. A GE transmitter will feed the FM antenna over a specially mounted transmission line which will run up the side of the Lehigh tower to connect with the FM antenna. The FM transmitter will be installed alongside the 5 kw Western Electric AM transmitter.

ADVERTISING CLUB HAS NEW QUARTERS

THE ADVERTISING Club of New York, whose headquarters at 23 Park Avenue were damaged in a two-alarm fire June 13, has temporarily leased the five story building at 30 East 37th Street, New York, for its use until repairs are completed on the clubhouse.

Eugene Thomas, sales manager of WOR New York, who is president of the Advertising Club, expressed his thanks to the National Republican Club of New York City, the Harvard, Princeton, Lotus and other clubs in the city for offering their facilities to Advertising Club members.

The newly leased building was formerly used for the United Seaman's Service Club and previously to that was the Dartmouth Club and the Harvard Law Club.

PROMOTER

WKWF Owner Campaigns To Restore Key West

THE ANCIENT GLORY of Key West, Fla., now has a champion. He is Johnny Spottswood, owner of the new WKWF in Key West, and a native of the Keys for all of his 20 some years. There is a full page article in the Sunday June 9 Miami Daily News on Mr. Spottswood's efforts to restore the importance of Key West as a shipping center, naval base and to improve its transportation links with the mainland and Cuba.

The young Mr. Spottswood opened his station in a blaze of glory when he obtained special permission of the FCC to go on the air before scheduled opening time to broadcast hurricane warnings in the October hurricane [Broadcasting, Oct. 1, 1945]. Now he is using all his persuasion—and the station's voice—to bring back the old greatness to the once big shipping center of the South.

KOAD, FM station of KOWH Omaha, has completed arrangements for use of Lang-Worth transcription library.
YOUR MONEY'S WORTH?

... if it's Dollar Value you're looking for — in Southern California, you want Al Jarvis and his "Original Make Believe Ballroom" over KLAC, Los Angeles. 570 on the Dial.

Represented by: Burn-Smith Company
Some institutions, business firms, newspapers and radio stations have become so integral a part of the public consciousness that they are accepted above all others as outstanding.

This is the reward for years of unfailing service to the community.

A recent survey recorded such public reaction in Chicago... 1622 personal interviews (848 men... 744 women) were made at 33 Chicago and 3 suburban locations asking for the names of five Chicago hotels, department stores and radio stations. WGN was named more frequently than any other radio station.

In answer to the question "Which do you consider to be Chicago's outstanding radio station?", WGN was voted first by a substantial majority of both men and women.

WGN has long been a Chicago favorite. On WGN the advertiser gets the normal program audience plus the established station preference.

A Clear Channel Station . . . . . . .
Serving the Middle West

A CHICAGO FAVORITE . . . . . . .

WGN

CHICAGO II
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
LONDON LETTER—By William Pingrey

U. S. Concerns Said Planning ‘Air Invasion’

THE London Sunday People said recently that “pirate American radio companies” had drawn up plans, and were investigating the possibilities of putting them in effect, for a “commercial ‘air invasion’ of Britain.”

The paper said the proposals include regular broadcasts by a string of continental stations—and Iceland—and powerful transmitters on ships moored outside British territorial waters to relay commercial programs to British listeners.

Television returned to the millions in the London area—and a few further away—a fortnight ago after an absence of more than six years. Generally the service was lauded, though most critics pointed out room for improvement.

The most critical comment came from one expert, who said: “Transmission showed no improvement over pre-war efforts. There was the same softness around the edges, the same dark shadows …”

On the other hand, Maurice Gorham, director of television for the BBC, said “we are overjoyed at the results.”

Referring to the televised Victory Parade on June 8—the first big telecast—he continued: “The pictures were in every way superior to those of the Coronation. It has given a great impetus to our projected outdoor programs . . .”

Most remarkable thing about the new television service was that a receiver picked up the telecast of the parade at Minehead, Somerset, 170 miles from London. W. F. Steed, radio engineer formerly in the RAP, built a special apparatus which picked up several minutes of good, clear pictures. He has had better success at other times when there was less local interference.

Teletext are currently beamed from Alexandra Palace in London and intended to reach only 45 miles. However, the Postmaster-General in opening the service June 7 said it would shortly be extended to the Birmingham area.

“The BBC, the Post Office and the radio industry together are resolved to build television into a great new public service,” he said. “Preparations are now being made for the installation of a special cable to relay programs from London to Birmingham. If it proves successful further extensions will follow to other cities.”

Simultaneous with resumption of television, Pye Limited—manufacturers of radio equipment—advertised sound and vision television table model at 35 pounds ($140) plus purchase tax of $31. It is only for limited deliveries.

The Radio Industry Council said autumn should bring a steady flow of television sets from the factories. “The industry,” it added, “is determined that, in cooperation with the Television Advisory Committee and the BBC, this country shall continue to lead the world in television.”

London newspapers are speculating as to the contents of the government White Paper expected soon on the BBC. It is expected to deal with the future of the Corporation whose charter is up for renewal at the end of the year. It is not, however, expected that the White Paper will call for an investigation, but may only extend the charter for one year, instead of 10, to allow for an inquiry.

J. Grenfell Williams, former lawyer in South Africa, has been appointed Director of the Colonial Service of the BBC. He joined the BBC in 1940.

Sir Frederick W. Ogilvie, director-general of the BBC from 1938-42, came out for competition in British broadcasting in a letter to the editor of the London Sunday Observer.

“It introduce competition into British broadcasting and it will bring threefold gain overnight,” stated Ogilvie, now principal of Jesus College, Oxford U.

“It will bring, for the first time, freedom of choice to listeners. It will bring freedom of opportunity to broadcasters—to speakers, artists, musicians, and all who seek their chance on the air. And it will bring the tonic of youthful rivalry to the BBC. The only possible losers will be cabinets and government departments, for which the existing monopoly system seems thoroughly convenient.”

Asserting that one or two wavelengths would be sufficient for the BBC, he suggested that other bands go to a series of new and “independent corporations—for Britain as a whole, for Scotland, for Wales, for Northern Ireland, for three or four regions of England.”
CAB Rating Service Suspends July 31

Hooperatings Offered Exclusive CAB Subscribers

TEMPORARY SUSPENSION of the 17-year old Cooperative Analysis of Broadcasting program rating service, effective July 31, was announced last Tuesday by the CAB, which will "concentrate on research to develop the ideal program audience measurements needed and wanted by all parties."

Concurrently, C. E. Hooper, president of C. E. Hooper Inc., revealed an agreement concluded the day before whereby his organization will supply Hooperatings to exclusive CAB subscribers who desire a coincidental rating service following the CAB suspension.

The decision of the CAB to withdraw from the program rating field, for the present at least, follows a long-drawn conflict between CAB and Hooper for acceptance as "the" standard measurement, in which Hooper won a "moral victory" a couple of years back when CAB dropped its recall roster method in favor of the coincidental interview technique pioneered by Hooper. Since that time the larger radio advertisers and their agencies who with the networks were the main source of CAB support have complained with increasing vehemence about the excessive cost of maintaining two services which measured in effect the same thing in the same way.

Last Winter Threat

Last winter, when the networks threatened to cancel their memberships, the CAB appointed a three-man advertiser-agency-broadcaster committee to investigate the problem. The committee recommended that the CAB halt its rating service activities, devote itself to setting standards for private researchers and to developing an ideal service with ratings projectable to total audience, covering all broadcasts and providing consistent trends [Broadcasting, April 8, 15].

The CAB membership voted to embark on the research program but to continue the rating service meanwhile, but authorized the board to suspend the ratings temporarily if it could not arrange for supplementary financing [Broadcasting, May 18]. Bernard C. Duffy, BBDO president and chairman of the CAB board, has notified members that the suspension of the rating service is in accordance with this authority and was decided on because of excessive costs which would be involved in providing ratings and at the same time conducting research to develop the ideal service.

The newly appointed CAB research committee [Broadcasting, June 3] is being enlarged from its original 12-man size to include other experts, among them representatives of radio, and will begin work next week, the CAB announcement stated. Periodic reports on the committee's findings will be furnished to CAB members. A revised dues schedule in line with the change in CAB operations will soon be announced.

CAB-Hooper Plan

The agreement between CAB and Hooper provides for CAB to arrange with its advertiser-agency members who have network programs and who currently subscribe only to CAB to receive "Network Hooperatings" from Aug. 1, 1946, to the termination of their CAB contracts or to May 31, 1947, whichever is earlier. Payment is to be made at the existing Hooper rates, with the difference between them and the CAB rates to be remitted to the CAB wherever the Hooper rates are higher, which is generally the case. After May 31, 1947, the letter of agreement states, Hooper "will have no further obligation to exclusive CAB network member-subscribers and CAB will be free to pursue its own course in any manner it deems right and proper."

Under the arrangement, Hooper agrees to give its network reports to exclusive CAB members without network programs at a nominal fee of $1 for the term of the agreement and to furnish all exclusive CAB members with copies of the Hooper July 1946 reports without charge. CAB network members, on request, may also get Hooper rating histories on their own programs for the past year without cost.

"Nothing herein contained," the agreement reads, "shall be construed as limiting in any manner whatsoever the right of any member-subscriber of CAB to subscribe to any radio rating service, at any time, and by whomsoever delivered, nor is this understanding to be construed as an endorsement by CAB of the relative values of existing radio rating services."

No Endorsement

George Allen, CAB secretary and general manager, said that while the CAB was recommending the Hooper service to its exclusive members, it was not endorsing any service. No arrangement has been made between CAB and A. C. Nielsen Co., which also offered to provide its service to CAB members. Mr. Allen said. It was explained that the minimum charge of the Nielsen service is in the neighborhood of $20,000 a year, contrasted to the minimum CAB fee of $900.

SPONSORED BY WKY Oklahoma City, the Oklahoma City A Capella Choir took top honors at the Cotton Land Festival in Memphis, Tenn. After the 78-voice choir had won the Oklahoma championship, WKY staged a concert to raise $1,000 to send the organization to Memphis.

18 years in radio ... 16 of them as Director of KFEL ... equip Frank Bishop to direct the activities of a staff of seasoned broadcasters ... trained to serve the best interests of radio listeners and radio advertisers.

The Lengthened Shadow of Men Who KNOW HOW from Experience

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

Page 46 • June 24, 1946
You can cover all the choice audiences all of the time...

...or some of the choice audiences some of the time...

when flexible SPOT BROADCASTING sells for you!

Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

Buy Spot Radio and you buy the most flexible medium in advertising! It permits you to select the type and length of program that best fits your audience... and to use the best times on the best stations in markets of your choice. It does not restrict you to any one network, to any one copy appeal, to any one time of day or night.

Many of the country's largest advertisers are among the largest users of Spot Broadcasting. They know that it pays to use this powerful medium by itself—or in addition to newspapers, magazines and network radio. And they have learned that Spot Radio's inherent flexibility keeps advertising in perfect timing with markets no matter how quickly conditions change—that it sells consumers as only radio can sell them.

Perhaps there's a lesson in this for you. If so, call your John Blair man. He's a radio expert who knows markets and merchandising. And he represents many of the country's finest radio stations.

This advertisement, appearing also in FORTUNE Magazine for July, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
Census of Business and Manufacturers
Budgets Are Cut by Senate Committee

PLANS for a 1946 census of business and a census of manufacturers, announced early this year by the Bureau of the Census, were given a setback last week when the Senate Appropriations Committee cut out a $17,000,000 item to cover the two important business surveys.

Reporting out the State, Justice and Commerce Dept., appropriations bill for the fiscal year ending June 30, 1947, the Appropriations Committee said it "does not condone and will not abet the practice of extending the statutory authority by administrative determination to cover functions not within the reasonable intent of the Congress in framing the statutes."

An item of $10,000,000, approved by the House in the overall appropriations bill (HR-6056), for a census of business, another for $5,000,000 for the census of manufacturers, and a third for $2,000,000, to cover compilation of census reports were stricken from the bill by the Senate committee.

Principal Record

In a signed article in the June
Domestic Commerce, publication of the Dept. of Commerce, William H. Mauth, assistant chief, Industry Division, Bureau of the Census, declared that the two censuses were conducted periodically from 1810 through 1899 and they "constitute the principal historical record of industry." Since 1899, however, there has been no comprehensive basic report covering the many phases of general interest, he wrote.

"Business, Government, and other users of manufacturing statistics, therefore, have a very real need for a new set of bench marks for studying the changes that have taken place and to aid in determining future policies.

The business census, under HR-6056, would cover business and distribution. Both censuses were proposed under an Act of March 14, 1903 (5 U. S. Code, 604) but the Senate committee said in its report it could find "no specific authority in 5 U. S. C. 604 for collection of statistics dealing with business or manufactures."

The bill first will be voted on in the Senate and then will go to conference.

Adams Signs New WCCO
Contract to July 1950

CEDRIC ADAMS, commentator, last week signed a new contract with WCCO Minneapolis-St. Paul, according to A. E. Joscelyn, WCCO manager. Contract runs to July 1950, and was drawn up to replace his current contract which expires July 1947. Contract will give him a total of 13 years at WCCO, and spikes rumors that he is leaving the station.

Mr. Adams does two newscasts daily, at 12:30 p.m., and 10 p.m., as well as a Saturday morning studio program. In a recent statewide Minnesota poll, Mr. Adams placed top among radio personalities. He is, in addition to his radio commenting, a columnist for the Minneapolis Star-Journal.

NBC Promotions

FIRST PROMOTIONS for returning war veterans by NBC Central Division were announced this week, by Leonard Anderson, personnel manager. Those promoted include William Reilly, from Central Division local sales traffic staff to NBC Chicago Recording Division sales. Edward A. Nickey replaces Mr. Reilly. Kenneth Nelson, has been named supervisor of mail and messenger department, with Robert Sabel appointed assistant to Mr. Nelson. James A. Wehrheim has been named building maintenance supervisor, replacing Allen M. Eldred, retired.
For showmanship, efficiency, portability and compactness, these GATES Units forewarn you for dependable broadcasting from right on the spot, where you must move fast, for those special events programs. They're the keynote in your success.

The NEW FOURSOME REMOTE AMPLIFIER

A new development, and one that is bidding strongly for first place in popularity with the Dynamote is the new Foursome. It consists of three major units, a 4-channel Mixer, Amplifier and Power Supply that all fit into a trim, sturdy carrying case. The Mixer has two stages of amplification whose output plugs into the amplifier unit. On remotes where the four mixer feature is not required, just take the amplifier and power supply. A standard Cannon microphone plug fits the same receptacle as is used for the Joiner cable. The Foursome can be used for any job—large or small. Size: Mixer and Amplifier each approximately 12 in. long, 7 in. high, 4 in. wide.

The DYNAMOTE REMOTE AMPLIFIER

This is the most popular Unit in the line of Remote units. It is a 4-stage high gain Unit containing the mixing system, VU meter and all other circuits associated with the amplifying circuit. The power supply is a separate unit assuring maximum noise reduction. The front panel is so designed to make it adaptable to any operating condition. Both the amplifier and power unit supply fit into the airplane type carrying case that is weather resistant and ruggedly built to withstand hard usage. A false bottom is provided to house cable and extra equipment always needed in remote jobs: headphones, microphones, etc. Compactness is its keynote. Size 14½ in. long, 7 in. high, 8 in. deep.

The REMOTE CONDITIONER

This Unit is a 3-stage Amplifier complete with power supply housed in one cabinet. This in itself is an accomplishment in high quality in remote amplifier design, and is the result of diligent research and experimentation. Power supply is of the full wave transformer type. Hum reduction guaranteed to a low level of minus 55 Db. below program level. Its operation is extremely simple. The only controls are the on-and-off switch and the gain control. Compact and easily portable. Size 17 in. long, 7 in. high, 4 in. deep.

LOOK TO GATES FOR LEADERSHIP

NEW YORK OFFICE: 9th Floor 40 Exchange Place

SOLD IN CANADA by: Canadian Marconi Co., Ltd. Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922
King Elected

ROBERT N. KING, director of research for BBDO, New York, was elected president of the Market Research Council at the annual meeting held at the Yale Club in New York June 21. Other officers elected were: vice president, Cornelius DuBois, director of research, Life magazine; secretary-treasurer, Dr. Lyndon O. Brown, Stewart, Brown & Assoc.; member of executive committee, Robert B. Brown, vice president in charge of marketing and research, Bristol Myers Co.; Edward Battey Jr., vice president and director of Compton Adv., retiring president, became a member of the executive committee.

Retains Program

DESPITE reports to the contrary, American Home Products Corp., New York, will continue sponsorship of Real Stories From Real Life, 9:15-9:30 p.m., five times weekly, on Mutual, in addition to its recently acquired Bob Burns Show, through Ruthrauff & Ryan, for fall sponsorship. Real Stories From Real Life, handled by Dan- cer & Sager-Sample, New York, for WOR-FM Commercial Co., will take nine week summer hiatus, starting July 5.

News

(Continued from page 26)

not a fancy format. There are some carefully planned program make-ups that are excellent. But on some shows the boys get lost trying to make the news fit their inflexible format instead of vice versa.

Simplicity of language and clarity of expression are blessings. Too much detail should be avoided like the plague. Why throw in a bunch of place names that don’t mean a thing to a listener?

Next Step

When you talk of stories on the brighter side, it’s only a step to special events, the feature department of radio news. For a very considerable time part of the job of special events will probably be to bring first hand reports of new air developments, innovations in rockets, etc. But at the same time the department will have more and more of a chance to entertain, amuse and startle listeners.

Now, with all this talk about the brighter side, don’t think I’m slighting the big news of the day. It’s taken for granted everyone understands that’s the meat and potatoes. The other is the salad and the trimmings that surround the main course to make it more inviting.

I think the salad days in news and special events are getting nearer all the time. That’s all. The main course is always the stellar attraction. There’s just going to be more of a chance to brighten up the table again.

FULL SPEED AHEAD for FM transmitter production at a Newark, N. J. plant of the Federal Telephone & Radio Corp. First Federal FM transmitter off the line was delivered to KOWH Omaha, Neb. and is already on the air, according to the firm. On Tuesday, June 25, the company’s engineers will discuss development of the new Federal square logo at a luncheon at Washington’s Hotel Statler. Norman E. Wunderlich, executive sales director will preside, and speakers will be R. F. Lewis, product engineering department, and A. G. Kandoian, Federal Telecommunications Labs.

PIONEER IN VIDEO DIES IN ENGLAND

JOHN L. BAIRD, 58, British television pioneer, died June 14 at his home at Bexhill, Sussex. He produced one of the first practical television units that would transmit instantaneously over a distance either by wire or wireless. Among other inventions, he introduced the "noctovisor," an apparatus for seeing in the dark by invisible rays.

He was actively engaged in research with his own company, John L. Baird Television Ltd., until February when he was taken ill, and since 1941 had been technical advisor to Cable & Wireless Ltd.

In January 1926, Mr. Baird, then a poor young electrical engineer, demonstrated to the Royal Institution of Great Britain what is believed to be the first successful television showing. He transmitted a picture from one room to another, Heart of the transmitter was a perforated rotating disc which permitted light to fall in sequence on the object. Light-sensitive selenium, and later, photo-electric cells reacted to the reflected light, which was transformed into electrical impulses for transmission.

The Baird television system was in operation in England by 1928, aided by financing from Selfridge Department Store. In the same year, Mr. Baird successfully sent a television image 3,000 miles across the Atlantic, from his London laboratory to Hartsdale, N. Y. He also completed tests with colored discs to produce color television images.

In 1929 BBC made an agreement with Mr. Baird to operate an experimental television station in London. In 1931 he came to the U. S. to promote his system. As the Mareoni-Emi video system out-classed the Baird system, the BBC adopted the former in 1937.

NEW REGULATORY GROUP

SEEN FOR CANADA RADIO

POSSIBILITY OF AN impartial regulatory body being recommended for Canada by the Parliamentary Radio Committee now sitting, is likely, according to an opinion of the Ottawa bureau of Canadian Press (Canada’s AP).

Such an impartial body to regulate both the government’s Canadian Broadcasting Corp. and the independently-owned stations has been recommended by the Canadian Association of Broadcasters for some years and has been discussed by previous Parliamentary Committees. It would follow along the line of the Board of Railway Commissioners and the Air Transport Board. At present the CBC regulates all broadcasting, is also a competitor of the independent stations and operates all networks.

Canadian Press also believes the Parliamentary Radio Committee will recommend all broadcasting activities, licensing and responsibility for CBC, to be brought under one cabinet minister, instead of being divided as at present under two cabinet ministers.

![FM transmitter production at a Newark, N. J. plant of the Federal Telephone & Radio Corp. First Federal FM transmitter off the line was delivered to KOWH Omaha, Neb. and is already on the air, according to the firm.](image-url)
Many Happy Returns
from a Century-old market

KSO's resultful coverage of the 2½ billion dollar
Des Moines and Central Iowa market...brings you "Happy
Returns"...at the lowest-cost-per-listener

Iowa observes her Centennial in Des Moines this week with a colorful ten-day celebration... and the first hundred years have been far from hard—despite the old saying.

There's wealth here in Central Iowa... wealth as real as the fertile, black loam that blankets the state... gives the state its enviable "first" in food production... and balances its flourishing manufacturing activity. Des Moines, commercial and legislative capital of the state, reflects the wealth of this area. The city will do a two and one-half billion dollar business (total check transactions) this year.

Serving Central Iowa and Des Moines is KSO... key Columbia outlet for the area. KSO covers this rich market at the lowest cost per listener—gives advertisers economical, profitable promotion. Last year 147 Des Moines advertisers told their sales story over KSO... which shows that folks in our own backyard, who know what's the best buy in Central Iowa, prefer KSO. You'll do a better job of covering this rich market... at less cost... over KSO, too.

KSO
DES MOINES, IOWA • 5000 WATTS
Basic CBS Outlet in Central Iowa
MURPHY BROADCASTING COMPANY
George J. Higgins, General Manager
Represented by Headley-Reed Co.
MANY MORE LISTEN
MUCH MORE NATION
MUCH MORE LOCAL

THAN AT ANY

WHY?

ASK FREE & PETERS - THEY WILL TELL
VAL SPOT SALES
SALES on WCKY

TIME IN OUR SEVENTEEN YEARS ON THE AIR!

WCKY IS DOING THE REAL JOB FOR
ADVERTISER WITH FIFTY THOUSAND
Watts of SALES POWER

YOU IN DETAIL

L.B. Wilson
WCKY
CINCINNATI
Editorial

Tv. K.O.

IF THERE WAS ANYONE at Yankee Stadium who saw the knockout blow move more clearly than the estimated 100,000 “televievers”, it was Ed Joseph, the referee.

And that goes for the lads who paid $100 a seat to huddle at ringside in the cool evening breeze.

Most of those who are behind the scenes in video, as well as those who saw it for the first time when the championship bout was staged, will confess that this was one of the art’s most important milestones.

It portrayed a spectacle which attracted an enthusiastic audience. NBC in New York, in Washington, in Philadelphia and Schenectady turned away hundreds who tried to get into the exclusive assembly—limited by the scarcity of receivers.

Television, black and white or green or yellow, arrived. None who have worked with it for the last decade doubted that it would. But it arrived in the sense that those who did question its development were convinced.

The Louis-Conn bout was televised under the most difficult circumstances ever encountered by NBC video engineers and producers. One hour before show time, 22 representatives of IBEW (AFL) marched into the Stadium threatening to pull power lines unless they could “take over”. They were attempting, with cruel timing, to move in on NABET, the national union to which the NBC engineers belong. As a result of this attempted coup, which failed, the production was put on the air without an opportunity to properly check cues.

The Gillette commercials, it is true, were not in harmony with the demands of the new medium. They were static and old fashioned. There is need for a technique using live pickups and animation. But this detracts nothing from the credit due Gillette as a video pioneer. Improvement will come with experience.

Those who saw the production as guests of NBC or Dumont, of the other networks and of distributors and owners, were adequately impressed. And perhaps most important of all, it was seen by high Government leaders, including some 400 members of Congress.

Certainly if there is any delay in the development of television now, it will be studied carefully by the eyes of the legislative body which holds such important power over the destiny of communications.

Certainly, there is ample basis for it. No medium is closer to the public than radio. It is an indispensable factor in the American living standard. There are more radios in use than bathtubs or telephones. We have national newspaper weeks, national health weeks and even national doughnut weeks.

The radio manufacturers and their distributors and dealers function as the circulation departments of stations and networks. Without the program provided by the broadcasters there would be no set sales. The two function hand in hand.

There have been complaints about lack of cooperation between the manufacturers and broadcasters. The FM set situation is a current case in point. Broadcasters have called attention to the dearth of radio manufacturer programs sponsorship, when the broadcasters supply the medium which makes their economic existence possible. These should be resolved.

With the manufacturers and broadcasters collaborating on a continuing basis in the year-to-year observance of Radio Week the opportunity will be presented for mutual consideration of common problems. The manufacturer is interested in stimulating set sales; the broadcaster in stimulating audience. But both have larger missions. The problems of either actually are the problems of both.

We strongly endorse the plan for a permanent National Radio Week, to focus attention on the near miracle that radio has provided and is destined to provide. There should be no time lost in getting the plan under way through enlistment of the ready cooperation of civic groups, advertising clubs, and Federal, state and local organizations. The next step is NAB board action. Then the target date.

The story is easy to tell and sell: National Radio Week will show why every week is Radio Week for American listeners.

ATS Awards

RADIO’S frenzy for collecting prizes has grown so acute of late that broadcaster’s most treasured dreams are no longer those in which he finds himself naked amid a host of strangers, but those in which he is suddenly bereft of his awards. Why should regard this as an unimportant neurosis if it were not for the depressingly evident fact that the collector’s mania seems not only virulent but also contagious.

A fortnight ago television succumbed to a bad attack of the award virus. American Television Society, in a ceremony that an outspoken spectator accurately described as “an award presentation to end all award presentations,” passed out 24 plaques for “outstanding contributions” in 13 categories of video activity. Sympathetic with the ATS desire to give an encouraging pat on the back to the individuals and organizations that are struggling to prepare television for its undoubtedly great future, we nevertheless think that for its present status these awards are more than slightly ridiculous. To be honest about it, television just plain isn’t that good as yet.

We respectfully submit that future ATS awards committees would render much better service both to ATS and those whom it honors with its awards by limiting them to those achieving truly “outstanding contributions” instead of distributing them wholesale on a something-for-everybody basis.

Paul Atlee Walker

ONE PRESUMES that Paul Atlee Walker, dean of the FCC commissioners, is the sort of chap who calls the operator after each long distance conversation to get the charges.

At least, it would be understandable. For in his 12-year career as a member of the FCC, he has excelled particularly in the field of telephone regulation. He has excelled, indeed, to the glory of his own public career and to the gratification of millions of Americans.

It would be impossible to establish the precise indebtedness of the long-distance telephone user to Commissioner Walker. But there might be some indication in the statement by Walter Gifford, president of AT&T, that reductions in long distance rates had amounted to about $200,000,000 by 1944.

This rate reduction was brought about as a result of an FCC investigation undertaken by authority of an act of Congress, signed by President Roosevelt March 18, 1935. The probe was suggested to the President by Commissioner Walker and he, with colleagues at the Commission, drafted the original measure. The FCC, at that time was departmentalized, and Mr. Walker—as chairman of the telephone division—directed the AT&T study.

That this was a prodigious task is demonstrated by the fact that the final record included 8,441 printed pages of testimony and 2,140 exhibits. The result was agreement by the AT&T to a proposal which reduced long distance rates by over $12,000,000 annually.

This technical-knockout pattern of jurisprudence has typified Mr. Walker’s career, since the day when he first gained recognition as a public administrator in his adopted Oklahoma. His normal procedure is to challenge, study, bat and arbitrate. And it must be acknowledged that his strategy has been effective, although his tactics at times have been frowned upon; as when Mr. Gifford warned, shortly before he capitulated, that the FCC should be “careful about casting unfair reflections upon his company.”

If he is a disciple of give-and-take, as is indicated, the Commissioner comes by the attribute honorably. He has been giving and taking all his life. He is one of the few remaining Federal officials who actually was born in a log cabin, and not one of the fabricated models you buy at Gimbel’s. That was on Jan. 11, 1881 in Washington County, Pa.

It was there that he studied in public schools. He matriculated at nearby Southwestern Normal.

His higher education was interrupted frequently. He left Southwestern, out of funds, to teach in a country school: $30 a month for seven months. That’s a total of

Our Respect To

Broadcasting • Telecasting

(Continued on page 56)
PERFECT BALANCE  
means a CONSTANT AUDIENCE

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northwestern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the “little station with the big wallop.” Send for it and complete information.

WMAM
Marinette, Wis.

BRANCH STATIONS: Iron Mt., Mich. • Sturgeon Bay, Wis.

JOSEPH MACKIN, General Manager

National Representatives: Howard A. Wilson Co. Chicago • New York • San Francisco • Hollywood

Page 56 • June 24, 1946

WHAT A WALLOP

... this little station gives your message

Respects
(Continued from page 54)

$210, and somehow he saved $200 of it. Meanwhile, in recognition of a commencement day address he had made against business monopolies, Mr. Walker was awarded a scholarship at the Chicago Institute, which later became Chicago U. Impelled by a great academic urge, and by another more plebeian but no less imperative hunger, Mr. Walker devoted his spare time to clerking at Marshall Field’s; tutoring; selling magazines; waiting table; and, in fact, turning an honest dollar wherever he found it possible. This furious activity, and the contiguous demands upon his time for study, led to a breakdown in his health. Consequently, he continued his career with Chicago U., in Deland, Fla., at the Chicago Institute, which later became Chicago U.

In 1905 he was elected principal of the Shawnee, Okla., High School, and he remained there until 1908. But meanwhile he continued his studies at Chicago U. during summer sessions and won a Bachelor of Philosophy degree in 1909. He had resigned his teaching job to enter the new law school at the U. of Oklahoma. This was hasty action for a man who had known hunger, for the school did not open until one year after Mr. Walker’s anticipated date. Consequently he migrated to Denton, Tex., for another term with his text books.

An education in law had by this time become such a consuming objective that probably no force, or combination of forces, could have deterred him. He was a member of the Oklahoma U.’s first law class—18 students. He was, in addition, a charter member of Phi Delta Phi, a legal fraternity; Sigma Alpha Epillon, a social fraternity; Delta Sigma Bho, debating; and the Senate Literary Society. To these triumphs, he could and did add a Phi Beta Kappa key which, even today, hid the fourth button of his vest.

Having obtained with noted tenacity a philosophy degree and a law degree after some 12 years of law practice in Shawnee in 1912. He soon ran for and won election as a Justice of the Peace.

In 1919, he became the first referee elected by the Oklahoma Supreme Court to hear cases in the absence of justices. He returned to the Corporation Commission in 1920 as counsel; in 1931 he was elected a commissioner. He was named by his colleagues to the chairmanship in January 1931.

As chairman, he was not always in harmony with his two voting colleagues on the three-man body. As a matter of fact, Mr. Walker was something of a dissenter, a reputation he might have carried with equal pride. He had been on the FCC had he not been overshadowed by that Nomad of the Nay-Vote, Clifford J. Durr. As Corporation Commission chairman, he fought with vigor for the people’s rights in utility rates.

It was this militancy which brought him to the attention of President Roosevelt in 1934. He was appointed for a five year term to the FCC, becoming a charter member of the body which was created by the Communications Act of 1934. He was reappointed to a seven-year term in 1939, and this term would expire June 30 of this year.

He was confirmed by the Senate June 15 for another seven-year term, after reappointment by President Truman. He was sworn in on last Thursday.

During his years of service at the FCC, Mr. Walker has distinguished himself in telephone regulatory matters. He says today, “I envision so many developments in the telephone industry that it is only natural a good share of my interest lies there.” He has, nevertheless, been a faithful arbiter in broadcast matters. He was elected last year to the vice chairmanship of the Commission, a formal action by his colleagues which recognized merely a situation which had existed for many years. He normally has been called upon to sit in the chairman’s absence.

Mr. Walker is a devoted family man. He married Myra Evelyn Williams on June 2, 1914. They have four children: Robert William, an Annapolis appointee; Paul Jr., a law student; Julia and Virginia, the latter two married. The children are getting along now, and Mr. and Mrs. Walker give much thought these days to an Oklahoma dream: a place in the country. But it looks like it will have to be in Maryland or Virginia.

He has been, none can deny, a good and faithful servant for his state and for the nation. He served in World War I as an infantry enlistee. He attained a majority and subsequently was transferred to the Judge Advocate General’s office. He and his family are devoted Presbyterians and he, for years, taught a regular Bible Class. As a personality, he appears to be neither naive nor complex. He, like many other of our public leaders, started working as a boy to make a living; and now that he has found the formula for doing that, he carries on his work by sheer momentum. Likely he would be unhappy if he spent all of his time on that farm he’s seeking.

State Honor

His talents have been recognized by his adopted state. On Nov. 16, 1945, he was inducted into the state Hall of Fame by the Oklahoma Memorial Assn.

On that occasion Walter B. Emery, a former associate of Mr. Walker’s, wrote a book about him. The book itself depicts faithfully Mr. Walker’s chronological biography. It quotes, also, letters and speeches by the Commissioner. Among these is a letter, dated April 27, 1944, in which Mr. Walker states: “(The FCC) has no power to require that a broadcaster use any particular program.”

This was written two years before the FCC’s Blue Book was issued. It can be presumed that Mr. Walker, who is not a man of fickle thought, continues in that conviction. He may yet find cause for dissent.


day.

General Manager

MEMBER OF THE COMMISSION, A FORMAL ACTION BY HIS COLLEAGUES WHICH RECOGNIZED MERELY A SITUATION WHICH HAD EXISTED FOR MANY YEARS. HE NORMALLY HAS BEEN CALLED UPON TO SIT IN THE CHAIRMAN’S ABSENCE.

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13. Light weight.
14. Easy to assemble—low erection costs.
15. Half wavelength spacing reduces side lobe energy.
16. No critical dimensions required to obtain maximum efficiency.
17. Wide vertical beam width for reliable coverage.
18. Designed for high wind and heavy ice loads.
19. One design for all FM broadcast frequencies.
20. One design matches impedance of any coaxial line.
21. Simple de-icing elements—no rf filters needed.
23. Built-in second harmonic attenuator.
24. Built-in climbing steps.

12 more* reasons why FM stations are choosing the Western Electric CLOVER-LEAF ANTENNA

The Western Electric 54A Clover-Leaf Antenna, designed by Bell Telephone Laboratories specifically for FM broadcasting in the 88—108mc band, radiates horizontally polarized waves in a highly concentrated, circular azimuth pattern.

Exhaustive tests on accurately scaled models confirm that the distribution of energy in azimuth is circular within ±0.2 db and that the beam width is realized in practice to ±1°. Advertised gain figures have been confirmed within 0.2 db.

For complete electrical and structural details, write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N.Y.—or phone your nearest Graybar Broadcast Equipment Representative.

*For 12 additional reasons, see previous ad on Clover-Leaf Antenna.
WTOD on Air June 15, Three Months After CP

A NEW RECORD is claimed by WTOD Toledo for fast time in putting a station on the air. According to Edward Lamb, Toledo attorney and president of Unity Corp., owner, application was filed Jan. 29, 1946. CP was granted Feb. 27. Construction of studios and transmitter house, tower and other equipment was completed June 1, and the station went on the air commercially June 15, three and a half months after CP was granted. Station uses a Raytheon transmitter.

Staff is mostly returned veterans. William H. Spencer, Army flyer, is station manager. Don Gehring, paratrooper, has been made continuity writer and traffic manager. WTOD is on 1560 kc, 1000 w. Walker Co. is national representative.

Hall Bros. Plans

CBS Radio Reader's Digest, sponsored by Hall Bros. (stationer) Kansas City, through Foote, Cone & Belding, Chicago, will not be dropped from network agency indicated last week. Program will move out of Sunday 1-1:30 p.m. (CDT) CBS slot “sometime in September” to take over Thursday, 9-9:30 p.m. segment formerly held by Island Venture for Wrigley which will take over after June 29 broadcast. Summer replacement for Island Venture will be Caesar Petrollo Presents featuring WBBM-CBS staff orchestra conducted by brother of AFM president. Radio Reader's Digest may take summer hiatus in July, but final decision has not been made, agency indicated.

Fitch Replacement

ONE OF RADIO's pioneer radio programs, Veg and Sugar, has been renewed by CBS for June 27 as summer replacement for Rogues’ Gallery on Mutual, itself a replacement for the Cass Daley Show on NBC, both sponsored by F. W. Fitch & Co. Replacement for Rogues' Gallery, Thursdays, 7:30-8:00 p.m. CDT., has been on the air almost continuously since 1922 as a five-a-week quarter hour strip. New sponsorship will be first time in show's history that it has been presented as a half-hour feature. Program will originate from WGN Chicago.

FICT Hearings

FEDERAL TRADE COMMISSION June 17 held hearings in San Francisco on alleged misrepresentation by Procter and Gamble Co. of Teel, liquid dentrifice, and consequent disparagement of competitive tooth-pastes and powders. FTC same day held similar hearing in New York on Philip Morris & Co. alleged misrepresentation in sale of cigarettes and smoking tobacco.

JAMES C. HANRAHAN, Scripps-Howard Radio vice president, recently discharged from the Army as lieutenant colonel, has been awarded the Croix de Guerre with gold star by the French Government. During his four years of military service, Colonel Hanrahan was assistant chief of staff of the 83rd Infantry Division which invaded the Continent. Colonel Hanrahan will headQuality of the Automotive Manufacturers Assn. and Nash-Kelvinator Corp. The spool will be sealed in a capsule for rebroadcasting June 21, 1947, anniversary of the automotive industry.

JOHN H. PART has been elected president of York Broadcasters Ltd., operating CHIM Toronto, succeeding R. T. FULFORD, president since founding of the company, who retired as president, but remains as vice president. Mr. Part has withdrawn from presidency of Maurice’s United Advertisers Agency, Toronto.

BILL STOVIN, manager of CJBQ Belleville, Ont., June 17 welcomed to Canada his war bride and baby son, who arrived on the Queen Mary June 14 from England.

Assumes NAB Post

EDWARD J. (Ted) HEFFRON, new executive assistant to NAB President Justin Miller and Executive Vice President A. D. Wil-lard Jr., assumed his duties at the association’s headquarters last Monday. Mr. Heffron formerly was executive secretary of the National Council of Catholic Men. His former associate presented him with a huge floral piece as he took over the NAB post.

RESERVING THE VOICES of automotive pioneers as well as the events connected with Detroit’s “Automotive Golden Jubilee,” George Tendle (1), president of WXYZ Detroit and the King-Trendle Broadcasting Corp, presided as the program’s emcee.

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Each week the writer of a timely book defends his views before WHN microphones and a jury of twelve in the studio theatre. "Judge" Sterling North, literary editor of the New York Post presides while guest "prosecutors" and "defense" argue it out in this battle of books. Broadcast Mondays, 8:00 to 8:30 P.M., the discussion's fast, furious and totally uninhibited.

"Books on Trial" typifies the sort of program planning and production which today distinguishes WHN service. Top power...top programs...top personalities at their entertaining best...you get them all on WHN—plus the potential of America's first market.

50,000 WATTS
1050 KILOCYCLES

Represented by Rambeau
WASHINGTON, D. C.

Always a Great Market

7th in Population
6th in Retail Sales

From Sales Management estimates 1946 Survey of Buying Power

Now Greater Than Ever

$50,000,000
Civil Service Estimates

more buying dollars
just voted to the
Federal Employees
in Washington, D. C.
only

by passage of the
Federal Pay Act of 1946

GET YOUR SHARE
in this rich market by using the station that has earned the confidence of listeners, and advertisers alike.

The Evening Star Station

WMAL
5000 WATTS at 630 K.C.
in WASHINGTON, D. C.

WNSB

ADVERTISING STUDY
PREPARED FOR ANA

A TWO-YEAR STUDY, prepared by McKinsey & Co., management consultants, for the Assn. of National Advertisers, entitled Organization of the Advertising Function was published and distributed to ANA members last week.

It contains organization charts of 64 companies and personal interviews with company chief executives, and other top management men, including advertising managers in 21 companies, plus comprehensive data supplied by other advertisers.

The study shows that management recognizes that advertising now has a broader function. As an example, it was pointed out that advertising was useful to bring about better understanding between two employees of the company and to accomplish good community and stockholder relations. Interviews with chief executives indicated that they contemplate increased use of advertising for a broader utilization of advertising to help build volume and profits.

24 years of profitable peach fuzz

Each year over 2 million bushels... 
10% of all the peaches produced in California... The month... picked in Spartanburg County alone!
More Recognition of WCAU Leadership

AWARDS AND CITATIONS RECEIVED BY WCAU IN 1946 FOR PROGRAMS BUILT AND BROADCAST IN THE PUBLIC INTEREST:

"THE CAREER FORUM"

Institute for Education by Radio, Ohio State University: "...An outstanding radio series, distinguished for its originality and freshness of treatment..."

Variety: "...Civic conscious WCAU... an auspicious project helping young America to speak up and answer, as well as ask, questions..."

Chamber of Commerce and Board of Trade of Philadelphia: "...In recognition of an outstanding contribution to the future business life of Philadelphia..."

Billboard: "...Local Section of National Radio Editors cites WCAU for its outstanding public service program, The Career Forum..."

"CRUSADE FOR BETTER DRINKING WATER"

City College of New York: "...Citation for the outstanding public service program broadcast by a clear channel station..."

"Award of Merit for the most effective public service program..."

The facilities that created the programs that merited these awards are available to all WCAU advertisers.

WCAU
50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
SINGING weather forecasts have been developed as one-minute spot commentary for KQV Radio Inc., Cleveland. Titled "The Singing Weatherman," forecast covers all types of weather and is composed of lyrics with intermingling time for commercial messages. Infor- mator Creamery Corp., Cleveland, for Baps evaporated milk, "Baps," is sponsored on all stations in Cleveland, Akron, Canton, Youngstown, Sandusky and Mansfield. Rich Tire and Rubber Co is testing spots for "Presto Calor," Hickory N. C., and Harrisburg, Pa., and feature is being recorded locally on WQOT South Bend, Ind., and WSHB Indianapoli," by Hynard S. DeBarrens of Cleveland.

Series on Alcoholics
LATEST public interest program pre- sented by KLZ Denver, "I Am an Alco- holic," originates from a secret studio known only by the producer and program participants. Heard Tues. from Denver, program is in cooperation with Denver chapter of Alcoholics Anonymous. Men and women, who have found a way to give up alcohol relate their experiences. All participants remain unidentified.

WGL Series
WOL Port Wayne, Ind., has resumed broadcasting of the local traffic court programs as contribution to public information promotion. Weekly half-hour broadcast is Wednesday morning half-hour discussion series started by WGL is "Broadcast Program," originated from Berghoff Post. Participants are selected several days prior to the broadcast.

Offers Discs
SRIBS of eight-hour Saturday dramatic programs has been prepared by The Alco- hol Foundation for Infantile Pa- thy's "You and Infantile Pa- thy's," Transcribed by NBC Recording Division. Discs are to be played through local chapters of the national foundation.

Safety Awards
NEW WAGO Chattanooga Tennes- see, "Orchid for Safety," each week- end, in cooperation with local Safety Council and Police Department. Orchid is symbol of driving or walking.

Sports Roundup
LATE EVENING sports program, "Joe Lut- ler's Sports Arena," started June 17 on ABC network. Programs feature top professional and amateur athletes. Sport fans are invited to call in to discuss any sports fan.

CBS Mystery Series

Women's Features
WOMEN'S show started on WBOC Salisbury, Md. Program is conducted by Phil Adams. Presenting news, sports, homemonemaking, and homemakers of Maryland Easternshore counties is heard Monday afternoon 11:15-11:30 a.m.

CBS Switches
CBS "In My Opinion," "Frontiers of Science," "Voice From the Country," and "Report From the UN" remain in late evening time.

News Award
IN RECOGNITION of services and co- operation given by its "Veterans Day" pro- gram, "Orchid for Safety," each week- end, in cooperation with local Safety Council and Police Department. Orchid is symbol of driving or walking.

Series on Worry
IN COOPERATION with the Allegheny County Medical Assn., WCAE Pittsburgh is including interviews with prom- inent personalities in the sports world, a new feature in its "Orchid for Safety" last minute news of interest to sport fans.

Weather Facts
NIGHTLY weather roundup broadcast at 7 p.m. on WBZ New York, morning 5-6 a.m., afternoon 3:30-4 p.m., night 7-8 p.m., is being prepared by WBZ New York.

In Pennsylvania
HISTORY, traditions and tales of Green- ville Village form background for this local program, first heard on WLIB New York, Mon- day through Friday 10:00-11:00 p.m. Wire recorder is used for interviews.

Covers Tournament
INVERNESS Invitational 4-Ball Golf Tournament, resumed this year June 18-23 at Toledo, Ohio, was covered with 20 broadcasts by WPDE Toledo.

NBC Safety Series
SERIES of 10 half-hour dramatizations titled "No Happy Ending," the importance of traffic safety starts June 29 on NBC, Sat., 7-8:30 p.m.

Participation Series
WEEKLY half-hour "Dinner at the Maxwell House" is being broadcasted by WLIC Nashville, Tenn, Dinner guests are interviewed at the time. Originals are awarded for correct answers.

Contracts for FM
CONTRACT for complete 10 kw FM station equipment has been placed by St. Louis University, with Federal Telephone and Radio Corp., Newark, N. J. University is owner-operator of WER St. Louis.
"BUT, DEAREST, A NERN STATION
SAID THAT EVERY AMERICAN HOME
SHOULD HAVE ONE."

Naturally, it's a necessity—if you want to make great organ music in your home. Listening to NERN stations generates other listening 'musts' which NERN believers accept as gospel truth. The moral is that the head-scratching breadwinner pictured above will immediately turn to his NERN station for new ideas on house alteration and expansion.

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**NERN STATIONS**

<table>
<thead>
<tr>
<th>Facility</th>
<th>Frequency (MHz)</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEZ</td>
<td>1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>WIAF</td>
<td>920</td>
<td>5,000</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>WBEZ</td>
<td>620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>500</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

*These stations are NBC affiliates and carry the nation's popular top-ranking shows.*

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**NERN COVERAGE**

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

---

**NERN TIME**

A day-time quarter-hour costs only $236.

No line charges.

Free studio facilities in Boston, Hartford or New York

---

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

---

"WHEN YOU BUY NERN YOU BUY A NETWORK"
CELEBRATED OPERATOR of a steam shovel on the site of KOMO’s proposed new building in Seattle was Comedian Bob Hope. In the cab with him is Martha Wright, guest vocalist on two Seattle appearances, while O. W. Fisher, president of KOMO Inc., stands on the front caterpillar.

Form Fit Signs
FORM FIT, Chicago (women’s accessories), has contracted with Music Corp. of America for series of quarter-hour transcribed programs featuring Nancy Martin, which are to be offered to stations of their choice.

Currently using 100 spots for summer season on each of the Atlantic City, N. J., stations, WBAB and WFPG, Lannett plans radio in Philadelphia and other markets. Firm is doubling production facilities and is to announce several new products in cosmetic line, for which radio is to be used along with other media. Promotion will be correlated with growth of production and distribution.

Phi Beta Award
AWARD for the best musical program on the air during the current season was presented to NBC’s The Telephone Hour, Monday, 9-9:30 p.m., by Phi Beta, national professional fraternity of music and speech. Trophy was presented on the June 17 broadcast to Keith S. McHugh, vice president of the American Telephone and Telegraph Co., sponsor of the series, by Marion Bauer, noted music teacher and author.

Lannett Co. is Planning Ad Campaign for Anecal
LANNETT Co., Philadelphia, is planning national advertising campaign to include radio in behalf of its skin cream and new sun tan lotion, both known as Anecal. Schedule is to be completed within the next month, according to Abner J. Gellius & Assoc., Philadelphia, agency handling account.

James Grant Sandison, for more than 12 years salesman of WTMY Radio, and WTMY-FM, has resigned to become manager of the new Boston office of Edward Drey & Co. EARL A. MILLER, member of the WTMY engineering staff since 1924, has been appointed to the sales staff of the Milwaukee Journal in Chicago.

JIM COWAN, announcer at WDNY Fargo, N. D., June 24 joins the sales staff of KNOTV, new Davenport, Iowa, station.

Norm Birk, salesman of WQAE Pittsburgh, has been awarded his Master of Law degree in business administration by the U. of Pittsburgh. He is graduate of Yale, class of 1936.

Charles G. BURKE, program head of WJR Detroit, has been promoted to station sales manager, former Detroit and Chicago office manager of FM, stations represents recording artist. Burke’s onetime was sales manager of WDNY Fargo, N. D. He has been with WJR for four years.

Bob Wilson, spot salesman of KGO San Francisco, has handled a broken right wrist while taking a horseback riding accident.

Gerald A. Vernon has been appointed executive of ABC Central Division. The network radio NBC page boy in July 1937 and went to Chicago as member of the promotion department in 1940. When the Red and Blue Networks separated in 1942 he was appointed research manager of the Blue In Chicago. In Feb. 1945, Mr. Vernon joined the sales department as a national spot and local salesman and has continued in that capacity until his present appointment.

W. R. CHRISTIAN, salesman of Dunbar-Astoria New York, has resigned that post to join Fred- dard Broadcasting in Cincinnati. He has been with the station six years.

Al Leary, former manager of CKCL, Toronto and part-owner of CHUM Toronto, who left Canada because of his health, has opened offices as a radio station representative at 661 Market St., San Francisco.

Gladays York, assistant sales service manager, has been promoted to sales manager succeeding the retiring manager. He has been with the station for six years.

John S. McNell, account executive of KMPC Hollywood, has joined Los Angeles Chamber of Commerce convention bureau.

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TELEFAX—WORLD'S FASTEST, MOST ACCURATE COMMUNICATIONS...

BY RADIO TO HOMES — Finch self-synchronizing Telefax (Facsimile Equipment) enables broadcasters to transmit and homes to receive facsimile copies of anything that can be printed or written on paper... a complete Air Press Service of news, photos, market reports, box scores, printed and illustrated advertising... by radio! The present rate of speed is 2760 square inches of text matter per hour — equal to about 30,000 words. Reservations for equipment are now being made ... make yours NOW, to be first in your territory!

BY RADIO OR WIRE TO EVERYWHERE
With Telefax (Finch Facsimile) written or printed messages can be exchanged as by some "instant courier" between any two points, mobile or fixed, far or near, which can be connected by electric circuits. The messages as received are exact facsimiles of the original — complete in every detail of text or illustrations, and entirely free of errors in transmission. The rate of speed in words per minute far exceeds old-style telegraphic printing, and 100% accuracy is assured.

TELEFAX (FINCH FACSIMILE) gives you a new, faster, more flexible and completely accurate means of communication, with higher speeds, greater economy and total freedom from mistakes in transmission. It opens up rich new fields for broadcasting, will assuredly replace with better service hitherto accepted methods of transmitting intelligence by wire. Write for folder giving full information, and list of principal Finch patents covering all important phases of Facsimile. Finch Telecommunications, Inc., 10 East 40th Street, New York 16, N. Y.

self-synchronizing
finch facsimile
Notional had worked on the West Coast with GENE WILSON, with whom HOWARD WILLIAMS radio production and direction. BOB BELLAIRS, former WRAC producer, has joined KMPC Hollywood as sports editor following a charge from Navy. HOWARD W. MASCHMEIER, civilian radio and APF veteran, has been appointed program director of WRAL Raleigh, N. C. During the war, using the name of Bill Howard, was program manager of APF at New York and Normandy. Previously he had been with WSPD Toledo, Ohio, as writer-producer and with WRN Warren, Ohio. He succeeded RAY REEVE, sports editor of WRAL, who also has been named sales manager. Added to announcing staff JOHN RANDOLPH, former news writer on a Tobacco Network show.

MAURICE DREIER, theatre and night club reviewer on nightly “New York Panorama”, program of WRBL Woodall, N. Y. has prepared an album of recordings, “Key Hints to Successful Speech,” to be released in the fall for sale public.

JOHN W. (Nose) MIDGLEY, copy chief of WBCN Springfield, Ill., June 23 married Beverly Bellers in Louisville, Ky. Philip Beckner

Mr. Maschmeier

had worked on the West Coast while in service with APF, has been appointed assistant producer by WINX, and has prepared a program for the service. While overseas Mr. Williams was program director of WPGC

BROADCASTING, June 17.

SYDNEY MASON, freelance announcer formerly with WHB Indianapolis as production manager and announcer and in western and midwest radio for a number of years, has been signed by ROY FRANKLIN, who also sets personnel additions to WCFL include FRANK McGIVERN and MALCOLM BELLARDS, both of whom return to the station announcing staff after military discharge.

RONDAL DAWSON, staff director of CBS New York, again has been signed by Peasgar School of Drama in Rhode Island to conduct summer course in radio production and direction.

HOWARD WILLIAMS has returned to the booming staff of WJZ, Washington; GENE WILSON, with whom he had worked on the West Coast while

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JOEL O'DELL, special events and news editor for WCFL Chicago, assumes title of production director for the Chicago American Federation of Labor station effective June 20. Position has been held by ROY FRANKLIN, who also sets personnel additions to WCFL include FRANK McGIVERN and MALCOLM BELLARDS, both of whom return to the station announcing staff after military discharge.

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BROADCASTING, June 17.

SYDNEY MASON, freelance announcer formerly with WHB Indianapolis as production manager and announcer and in western and midwest radio for a number of years, has been signed by ROY FRANKLIN, who also sets personnel additions to WCFL include FRANK McGIVERN and MALCOLM BELLARDS, both of whom return to the station announcing staff after military discharge.

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BROADCASTING, June 17.
“It’s a cozy house, but sometimes I feel


that the living room is a trifle cramped”

“Building Boners” just aren’t made by people who listen to “The Question Before The House.” Sponsored by the Hartford Electric Light Company over Station WTIC, through its agency, Baker, Cameron, Soby & Penfield, Inc., this program offers professional advice to present and prospective home owners, pointing out the problems and pitfalls of haphazard home planning and remodeling.

Thousands of letters and inquiries from listeners throughout Southern New England have been expertly answered on the air by “The Question Before The House,” and in recognition of a job well done it was named a top public service program in its area by Billboard’s 1946 Annual Radio Editors’ Poll.

Such successful blending of salesmanship and public service is one of the reasons why Station WTIC is held in such high regard by its listeners. And when you consider where those listeners are . . . in the prosperous Southern New England Market . . . you know why Station WTIC is held in equal favor by its advertisers.
ARRY ROTHMAN, released from the Army as a lieutenant after more than four years of service, has joined Public Relations Research Service, Pittsburgh. He is former program director of WQEX, Columbus.

FLETCHER S. UDAII, formerly Navy commander and presently in agency field on the Pacific Coast, has been named by American Association of Advertising Agencies to head chapter and membership activities. He succeeds Frank C. Clark, formerly with Kenyon & Eckhardt, New York, has been added to public relations staff.

JULIE SORENSON has resigned from Ted Bates Agency, New York, to join Ford Bond Radio Productions, the city, as executive secretary. SUE KEN- NEDY has resigned as director of broadcast programs for Ford Bond to accept an overseas assignment.

RAYTHEON Manufacturing Co., New York, has opened surplus property division offices and sales displays on 5th floor of Lincoln Bldg., 60 E. 42d St.

J. W. WHITE, president of West- inghouse Electric International Co., has been named director general of Mexican subsidiary, Industria Electrica de Mexico, privately owned firm capitalized last fall and in which Westinghouse is a substantial stockholder. Industria Electrica plans to immediately establish subsidiaries handling importation and sale of American electrical products in Mexico and to build a modern plant for the manufacture of electrical products under Westinghouse license.

ART PRIMM, former Pacific war correspondent and network newscaster, has established Radio Products Inc., Philadelphia, with temporary offices at 720 Fulton St. Specializing in origina- tion of radio talent, the new firm is associated with Hunter Scott & Associates, New York, and with firm devised for WBBN, Chicago, by Mr. Perkins, Boston, northeastern region, has been appointed Canadian representative for Admiral Corp., Chicago, has appointed three regional managers to head newly created territories. They are: E. M. PERKINS, Boston, northeastern region.

B. C. OHNSCHLAGE, Chicago, central region; P. R. DYE, Milwaukee, midwestern region.

F. GOLDBERG, governing director of Goldberg Advertising and Public Relations Ltd., English-Australian firm, has been named a vice president of American Public Relations Assn. He will be responsible for the development of the newly established APRA Austral- is New Zealand Division.

With $23,474,000 on the dotted line in industrial contracts awarded the first three months of 1946, Mississippi stands second in a list of 16 Southern and Western States. Alert advertisers will see the Number One opportunity offered by Mississippi's in- dustrial expansion.

WJDX — the DOMINANT “Voice of Mississippi” effect- ively, efficiently covers this growing market.
If you are planning an up-to-date, forward looking broadcast station or recording studio, or if you are modernizing the one you have, the Collins 6M high fidelity program amplifier will fit into your plans. The thorough engineering that has gone into its design and development is evident in its outstanding performance in both AM and FM applications.

Utilizing choice quality components, conservatively operated, the 6M amply fulfills the requirements for dependable, continuous duty. The self-contained power supply will furnish power for the 6M itself and as many as five preamplifiers. One of the two meters indicates the 6M output in VU; the other measures the power supply voltage and the current drain of the 6M and preamplifiers.

Emphasizing high performance, accessibility, and reliability, the 6M will make a valuable and practical contribution to the quality of your station or studio. Write today for an illustrated bulletin.

SPECIFICATIONS:

- Frequency response: 30-15,000 cps ± 1.0 db
- Noise level: -60 db. from program level
- Distortion: Less than 1% at normal program level
- Input impedance: 50/250/600 ohms
- Output impedance: 600 ohms
- Input level: -50 to -10 dbm
- Output level: -10 to +30 dbm
- Mounting dimensions: 19" w, 10½" h, 7½" d
- Power source: 115 volts a-c, 60 cps
- Finish: Metallic gray or black wrinkle

**FOR BROADCAST QUALITY, IT'S . . .**

**Collins 6M Program Amplifier**
THE PIANIST TAKES THE PRIZE

After the final broadcast of the 1945-1946 "KFI-Hollywood Bowl Young Artists Competition" last Monday from 9:30-10 p.m., five eminent musical personalities who had acted as judges for the series retired to a KFI Conference Room to choose the winning instrumentalist. Since November 15th, 1945, forty highly talented artists had appeared on the weekly concert broadcasts over KFI in competition for a paid solo performance in Hollywood Bowl with Leonard Skokie on August 25th of this year. Considering the superb quality of the artistry of these youngsters, the judges found it no simple matter to pick the winner. In fact, it was only after some five hours of deliberation that the seventeen year old pianist, Lillian Magdow, was awarded the decision.

Lillian Magdow, pianist, took top honors received an Honorable Mention and is at present studying at the Juilliard School of Music, New York City.

C. MERRILL HALVERSON, who prior to war operated his own San Francisco advertising director of Carosanti Coke, Los Angeles.

TONI Inc., St. Paul, Minn. (Toni hair wave), June 23 starts for 32 weeks 15-minute participation in "Meet the Public Service presented jointly in the Junior Division of the Browning, pianist, took top honors awarded a $300 Scholarship to Steeb and is at present studying the series retired to a KFI Conference Room to choose the winning instrumentalist. Since November 15th, 1945, forty highly talented artists had appeared on the weekly concert broadcasts over KFI in competition for a paid solo performance in Hollywood Bowl with Leonard Skokie on August 25th of this year. Considering the superb quality of the artistry of these youngsters, the judges found it no simple matter to pick the winner. In fact, it was only after some five hours of deliberation that the seventeen year old pianist, Lillian Magdow, was awarded the decision.

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What's Philadelphia Doin' Out West?

It's just a way of showing you that the 2,781,702 population of KSL's Primary and Secondary Listening Area is comparable to that of metropolitan Philadelphia. This proves that there's a whole lot more to the West than just "wide open spaces." When an advertiser uses KSL, he reaches not only the population of metropolitan Salt Lake City, but over 2,700,000 buyers throughout the 11 Western states. A market this size is important to any advertiser. It's just good business to include KSL on any major advertising schedule.

KSL Primary and Secondary Market Data

<table>
<thead>
<tr>
<th></th>
<th>PRIMARY</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,532,095</td>
<td>2,781,702</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>508,733,000</td>
<td>973,283,000</td>
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<tr>
<td>Radio Homes (1944)</td>
<td>475,040</td>
<td>685,880</td>
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*Figures based on CBS Study, 7th Series and 1940 Census*
ARRL Field Day Test
Set for Next Weekend
THE BIGGEST test in the 14-year history of Field Day, sponsored by the American Radio Relay League, Hartford, Conn., is expected next weekend, June 22-23. Then the national association of amateur radio operators will conduct its first post-war nationwide test of amateur portable and mobile emergency radio equipment.

Participating amateurs will install units in various field positions by 4 p.m. of Saturday and will maintain operation until 6 p.m. Sunday. Test will take the form of competition with points granted for each radio contact and special credit allowed for handling of messages and/or the use of a transmitter whose output stage requires less than 30 w. In the last such test, in 1941, the winning group established 1,112 separate radio contacts.

Participation, according to F. E. Handy, League communication manager, will not only include organized club groups but also the individual hams of the Amateur Emergency Corps., an ARRL-sponsored emergency communications organization of amateurs.

HONORARY DOCTOR of law degree was conferred on David Sarnoff, president of RCA and chairman of board, NBC, by Forrest H. Kirkpatrick, dean of students, Bethany College, W. Va., at the college's 150th commencement exercises June 9. Mr. Sarnoff was principle speaker at the ceremonies, which were broadcast by WSTV Steubenville, Ohio.

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A better portable playback—compact, easy to carry, simple to set up.

The remarkably clear, wide range of reproduction—far superior to what is ordinarily expected of a portable playback—makes it a favorite with broadcasting stations and advertising agencies who demand top performance in demonstrating recorded programs to prospective clients.

Model L plays 6 to 16" records, 78 or 33 1/3 R.P.M., on a 12" rim-driven turntable. Standard equipment includes high quality 16" pickup on a swivel mounting which folds into a case when not in use, four stage amplifier, 8" loudspeaker with 20' extension cable, and a Presto Transcriptone semi-permanent playing needle. For use on 110 volts AC only.

The complete equipment, in an attractive grey carrying case, weighs only 46 lbs.
**NBC-Northwestern Schedule Institute**

**Six-Week Course on Radio**

**To Start July 25**

**FIFTH ANNUAL** NBC-Northwestern U. Summer Radio Institute opens a six week course in advanced radio training, July 25 at Evanston, Ill.

With 81 students enrolled, of which 36 are war veterans, the Institute will offer ten advanced courses and a special series of six evening lectures by outstanding men and women of the radio industry.

Opening lecture will be given by Fred Bate, manager of the NBC International Division. Miss Judith Waller, public service director for NBC Central Division, is co-director of the Institute.


**KMOX Workshop**

MEMBERS of the St. Louis Radio Council and teachers of St. Louis County are attending the June 17-28 radio workshop, sponsored by KMOX, that city.

Classes are being conducted Monday through Friday by KMOX personnel and touch all phases of broadcasting. Curriculum also includes participation in actual broadcasts, tours of KMOX departments at work and attendance at program rehearsals.

Workshop was formally opened June 17 by Wendell Campbell, general manager of KMOX, and Philip J. Hickey, Board of Education.

**IT WAS ADDVED prestige for Mutual Commentator Richard Eaton (seated, right), when the Foreign Minister of Hungary, Janos Gyoen-gyoro (seated, left), was heard on his program June 12 on WOL, Washington. According to Mr. Eaton, this was the first time that a Foreign Minister of Hungary had ever broadcast over the American radio. Attending the broadcast from the Embassy were (standing, 1 to r): Alexander Szaasz, economic advisor; Evar Nagy, secretary; Stephan Borsody, counsellor.**

**Neither too EXPANSIVE... nor too SCANT...**

**KTLU COVERS THE MONEY MARKET OF EASTERN OKLAHOMA**

**Just Right!**

**WRITE FOR INFORMATION**

**5000 WATTS TULSA, OKLAHOMA**

**FREE AND PETERS, National Representatives**
Dick Bates, WGAN Program Manager, shows the WGAN Scholarship winners the WGAN Transmitter House and transmitters.

Meet the Winners!

Four University of Maine students—this year's winners of the WGAN 4-H scholarships—being interviewed over WGAN by Richard Hallet, well-known Maine author.

Typical of radio station WGAN's interest in young people and their education are the four WGAN scholarships offered annually to students who have been or are 4-H Club members and now are enrolled in the University of Maine's College of Agriculture.

The awards are made on the basis of character, scholarship, financial need, and qualities of leadership—in recognition of real achievement in 4-H Club work. The winners are invited to Portland, as guests of WGAN, interviewed over WGAN, taken on a tour of the station, and shown other points of interest in and around Portland.

These scholarships are offered by WGAN to aid in the education of worthy students. And this is just one of the reasons why WGAN has the loyal support of such a large Maine listening audience.
FAST, ACCURATE, FIELD-STRENGTH MEASUREMENTS
FOR STANDARD AM BROADCAST FREQUENCIES

with FEDERAL’s
FIELD INTENSITY METER

For radio broadcast station engineering consultants, service or field men—
- for measuring radiation patterns of directional antennas
- for checking power characteristics of transmitters by radiation measurement
- for locating the best area for installation of radio stations or antennas

Federal's compact, light-weight, field intensity meter, Type FTR-101C, is a sturdy and highly accurate instrument—readily portable and quickly set up for operation. It permits precision measurements of field strengths from 20 microvolts to 10 volts per meter, over a frequency range of 200 to 400 and 530 to 7000 kc. Built-in coils, changed by a single control switch, cover the entire range—no plug-in coils are used. To assure more rapid and accurate indications, a vacuum-tube voltmeter is used instead of a thermocouple instrument.

The antenna loop for the broadcast band is built into the cover, and is electrostatically shielded to prevent interference from body capacity. A single control tunes the loop and two oscillators in one operation.

Measurements may be taken from an automobile while it is in motion, by connecting the set to a rod antenna by means of a transmission-line adapter, available on order.

Write Department B113 for complete descriptive and performance data.

Federal Telephone and Radio Corporation

In Canada—Federal Electric Manufacturing Company, Ltd., Montreal
Export Distributor—International Standard Electric Corporation

Newark 1, New Jersey
Long Road Ahead for Chinese Radio

Country Is Struggling To Restore Its Lost Communications

By BILL COSTELLO
CBS News Director, Far Eastern Division

CHINA may be the biggest news story in the Far East, but months will elapse before American networks can bring regular reports from correspondents on the scene. Chinese telecommunications were thoroughly wrecked by the Japanese, and it's a long road back.

The present blackout on short-wave voice transmission can't possibly be lifted before July, and it may be November before a reliable signal is available. That's the most optimistic view, and even that may not be realized unless the four major networks get behind present efforts and push.

Only CBS Represented

Right now, CBS is the only American network with a staff correspondent in China. NBC, ABC and MBS are represented by stringers who are seldom scheduled for pickups. In effect, radio has abandoned the field despite the paramount importance of Chinese developments in world politics; and the only apparent reason is that technical facilities are lacking.

Several months ago, Lieut. Gen. Albert Wedemeyer tried to relieve the situation by authorizing correspondents to use a small Army transmitter with a rated output of 3 kw. Actually this station, WLXJ, operates at about 1½ kw, using Navy station KUSQ at Guam as a relay to San Francisco, and all the goodwill in the world on the part of Army technicians has not produced a good signal.

The Chinese Government assumes full responsibility for the radio news blackout because Chinese law makes all point-to-point communication a government monopoly and specifically prohibits foreigners from operating transmitters. Even commercial traffic via RCA, Mackay, Press Wireless and Globe Wireless is handled through the Chinese Government Radio Administration (CGRA), the monopoly agency which operates as a branch of the Ministry of Communications.

The only overseas outlet from Shanghai last September was a 1000 w telegraphic transmitter with a maximum speed of 50 words a minute.

Since then the director of the Shanghai office, American-educated T. C. Loo, has been able to put several more slow-speed telegraphic circuits in operation, and has completely rebuilt a miscellany of parts to obtain his first high-speed transmitter.

Technicians Not at Fault

The fault does not lie with technicians in charge of the Shanghai office. They have shown both competence and ingenuity, and they have made a very creditable showing in moving press copy.

During May, this correspondent conferred with Chinese officials at all levels of authority in both Shanghai and Nanking. Their attitude has been sympathetic, and during the month a series of remedial steps were taken.

Signs of improvement begin to appear shortly after May 7 when the Shanghai Evening Post and Mercury published an interview with me saying: "It is an embarrassing fact that China is steadily losing prestige in the radio world. China is a permanent member of the United Nations Security Council; it is universally recognized as a major power; it is entitled to a prominent place in radio. Yet there are a number of nearby smaller nations offering better short-wave transmitting facilities. Even the defeated Japanese have retained a station in Tokyo which is superior to any in the Far East. . . . The CBS news organization will necessarily have to operate in those countries where it has access to reliable technical facilities."

The following day the Shanghai Post warned editorially against the danger of stifling radio's voice, and said: "The decadent trend in China's radio should be instantly reversed. Instead of losing even her present poor position in the world of radio, China should without delay improve her transmission facilities and take a vigorous position of leadership in Far East radio as in all else."

Latest Developments

Since then, the following developments have occurred:

1. The Shanghai shops of CGRA have been ordered to rebuild from salvaged parts a 7½ kw voice transmitter which may be available for overseas news broadcast some time in July.

2. The Ministry of Communications has approved the purchase of a new 15 kw single sideband telephone transmitter from the Western Electric Co. This equipment, which is modern and highly efficient, may arrive in Shanghai by September with a factory expert to supervise installation and four factory-trained Chinese to maintain and operate it.

Two More Transmitters

3. The Ministry has instructed its purchasing commission in Washington to negotiate for the purchase of two other voice transmitters of greater power.

4. Requests have been filed with the surplus property commission in Washington for the purchase of 300 smaller transmitters which are intended for use in the creation of a communications network.

5. The Ministry of Communications has promised to expedite the construction of new directional antennas.

In addition, an UNRRA representative has been making a nationwide survey of pre-war telecommunications facilities and an estimate of rehabilitation costs.

In response to complaints, the

(Continued on page 84)
NEW NBC musical replacement for Red Skelton Show; An Evening With Romberg, bowed in June 11. At first performance were (1 to r): Jack Simpson, radio director of Russel M. Seeds Co., Chicago; Louis Bohak, Los Angeles division manager of Brown & Williamson Tobacco Co. (Raleighs); Sigmund Romberg; and Keith McLeod, program producer.

RECENT surge of developments important to the future of FM is responsibility for a meeting called for June 25 by Walter J. Damm, WTMI Milwaukee, chairman of the FM Executive Committee of the NAB. Committee will meet at the Ambassador Hotel, New York, at 2 p.m. Last meeting was held May 8 during the four-day NAB board session.

Representing NAB headquarters at the meeting will be A. D. Willard Jr., executive vice president, and Robert T. Bartley, director of the FM Dept.

Of first interest is the FCC's proposed order reserving for a year every fifth FM channel under the tentative allocation plan for various areas [Broadcasting, June 10]. Oral argument is scheduled July 12. A number of committee members have expressed concern over the order, asking clarification of its provisions and its effect on FM.

FCC's proposed order opening the 920-940 mc band for studio-to-transmitter links will be discussed at the meeting. Announced a fortnight ago [Broadcasting, June 10], the order involves equipment problems apparently not foreseen by the FCC, according to committee members. They observe that only one manufacturer has expressed ability to produce equipment operating on the band. A number of stations are operating with temporary grants on other frequencies.

Possible use of even higher bands for transmitter links will be discussed.

Feeling of Comr. Clifford J. Durr, of the FCC, that a cut-off date on common ownership of AM and FM stations serving the same general area [Broadcasting, June 17] should be established is certain to come up for discussion by the committee, though it is recognized that the idea is still in the "gleam" stage.

Tentative plans for the agenda of the meeting do not provide for discussion of the music problem and the effects of Pettrillo's ban on FM pickups from AM stations. This question is handled by the Industry Music Committee.

Members of the FM Executive Committee, besides Mr. Damm, are Wayne Coy, W3XO Washington (WINX); Gordon Gray, WMIT Winston-Salem (WSJS); Leslie C. Johnson, WHFB Rock Island; Paul W. Morency, WTIC Hartford; John Shepard 3d, WMTW Boston; Frank Stanton, CBS New York.

**To Billboard, Advertising Agency and Radio Sponsor Executives**

**WE SAY THANKS**

for voting our station top honors in local channel, Network Affiliate [A.B.C.], Public Service Promotion in Billboard's Ninth Annual Promotion exhibit.

Radio Station WCOL
Columbus, Ohio

Represented Nationally by
Headley-Reed
You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
Brown KGAK Manager; Day Promoted at KOA

WILLIAM R. DAY has been named director of news and special events of KOA Denver, succeeding Stanley K. Brown, who resigned June 15 to become station manager of KGAK, new Gallup, N. M., 250 w output. Mr. Day previously was assistant director of news and special events.

In a further expansion move, Announcer William Ballance has been transferred to the news staff and George McWilliams, recently a member of the International News Service San Francisco bureau, has been added to the news department. Victor Blanks, released from the armed forces after three years’ service, has rejoined the KOA announcing staff.

Video Equipment For Star by 1947

Washington Television Setup Ready by Year’s End

TRANSMITTING equipment for the Washington television station to be operated by Evening Star Broadcasting Co. (WMAL) will be delivered by the end of the year, according to Kenneth H. Berkeley, WMAL general manager. Contract for the transmitter has been signed with RCA, represented by P. B. Reed, in charge of broadcasting and television sales for the RCA Washington office.

Contract covers 5 kw TTSA transmitter with 5 kw video and 2 kw aural output; three image orthicon cameras and associated control consoles and audio equipment; specially designed mobile truck equipped with high-frequency relay equipment suitable for remote or studio-transmitter link; TF6A RCA superturnstile television antenna, Decision has been made on use of wire or air link. Cost of RCA equipment is understating to be about $180,000.

Transmitter will be installed on the 75-acre campus of American U. at the intersection of Massachusetts and Nebraska Aves. in Northwest Washington. Cement-limestone building is to be constructed by WMAL. Architecture will be keeping with the classic lines of the university buildings.

RCA will deliver one set of image orthicon camera and associated control equipment in early October, permitting WMAL to train its staff before other equipment is installed in January.

WMAL will apply to the D. C. Zoning Commission for approval of a 40-foot tower. The site is 360 feet above the surrounding terrain.

NBC (WRC) recently was granted approval by Government Production Administration for a $15,000 television building project at the Wardman Park Hotel in Washington. Project will provide necessary facilities for installation of a television transmitter. NBC will have studios in the hotel, with a 350-foot tower planned. Bamberger Broadcasting Service (WOR) plans a 400-foot tower at 40th & Brandywine, N. W., but is involved in a dispute with nearby residents despite approval of zoning officials. The residents are sponsoring legislation in Congress to prevent erection of radio towers in residential areas. DuMont operates an experimental television station (W3XWT) atop the Harrington Hotel, Washington.

SIDE VIEW of the tiny five-tube superheterodyne receiver manufactured by Belmont Radio Corp. of Chicago. Weighing a total of 10 ounces, the set dimensions are three inches wide, 1/8 inch thick and 61/2 inches high. Compactness is possible through development by Raytheon Mfg. Co. of sub-miniature tubes that weigh between .07 and .09 ounces and measure only 1 9/16 inches by .4 inches by .5 inch—approximately the cross-sectional area of a cigarette.

WOMEN’S PROGRAM SUBJECTS DISCUSSED

PROGRAM topics of women broadcasters run the gamut from prenatal care to funeral services it was brought out at the second annual conference held by the New England group of NAB’s, Women, held June 15-16 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

Eighty-seven women from the six New England states attended, along with Gov. Charles M. Dale of New Hampshire, Mayor Mary Donders of Portland, Dorothy Lewis, AWD national president; Margaret Cuthbert, NBC; Frances Farmer Wilder, CBS.

Elisabeth May Craig, Washington correspondent for Gannett papers, told the group that opportunities for service by women in radio were limited only by their desire to serve. Nicholas G. Tray- sals, UNRA director for Thes- saly, Greece, described filmic con- ditions in that country. Other speakers included Arthur T. Brush, advertising director of WFEA Manchester, N. H.; Carl Moore, WEEI Boston and Bill Bradley, WHEB Portsmouth, Mr. Brush, speaking at the dinner meeting, complimented the members on the workmanlike way they handle their programs and termed them radio’s best sellers.

Brown Rate Guide


Publishes ‘Reports’

N. C. RÖHRABAUGH Co., New York, is the publisher of NRR Spot Radio Advertising Reports, which an- pany was erroneously identified as National Radio Reports in the June 17 issue of Broadcasting.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. I., 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. I., 1205
Washington, D. C.

Paul Godley Co.
Consulting Radio Engineers
Upper Montclair, N. J.

There is no substitute for experience.

GLEN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

Raymond M. Wilmotte
Consulting Radio Engineer
PAUL A. DE MARS
1469 Church St., N. W., Washington 5, D. C.

Our 10th Year
Herbert L. Wilson
Consulting Radio Engineers
1008 Vermont Ave., N. W., NA. 7161
Washington 5, D. C.

May and Bond
CONSULTING RADIO ENGINEERS
1422 F St., N. W., Wash. 4, D. C.
Kellogg Bldg., Republic 3984

Holey & Hillegas
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N. E.
Atlanta, Ga.
ATwood 3328

Andrew Co.
Consulting Radio Engineers
338 E. 75th St. Chicago 19
Triangle 4400

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.

H. V. Anderson
AND ASSOCIATES

Guy C. Hutcheson
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
Palesantine, Texas

Broadcast Engineering Service
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natl's Bank Bldg.
Washington 1th & Park Rd.
D.C.

Chambers & Garrison
Consulting Radio Engineers
1519 Connecticut Avenue
Washington 6, D. C.

Lamar A. Newcomb
Consulting Radio Engineer
703 Albee Bldg.
Republic 3931
Washington, D. C.
E del Valle for new station at consolidated hearing application of 5 kw -LE, directional antenna and grant without hearing, 250 w, daytime only.

Jose KGKL San Angelo, Tex.—Granted

Fred 0. Grimwood, Bloomington, Ill.—Desig-
mation for consolidated hearing applica-
tion of WMIL Bcstg. Co., for station at Milwaukee to operate at 1210 kc, 1200 kc, 1100 kc, 1000 kc, 900 kc, 800 kc, 700 kc, 600 kc, 500 kc, 400 kc, 300 kc, 200 kc, 100 kc, 50 kc, 25 kc, 12.5 kc, 6.25 kc, 3.125 kc, 1.5625 kc.

Charles A. Henderson, et al. for consolidated hearing application of AM -1200, 1210 kc, AM -1340 kc, AM -1490 kc.

June 24, 1946

Antelope Ridge, Jr., d/b as Seaman and Daven Collins, El Paso, Tex.—Designated for hearing application for Paso, Tex., for station on 1400 kc, 250 w, night.

Santurce, et al. for consolidated hearing application on 1210 kc, 250 w, unlimited time.

P. nº 1400 kc, 250 w, unlimited time, 5 kw-LE, directional antenna night, install new transmitter and directional antenna and change antenna site. Commissioner Durr voting for hearing.

June 14

AM—190 kc

Jose 'E del Valle, Sante F—Designated for consolidated hearing application of 'E del Valle for new station at San F, P. R., to operate on 740 kc, 10 kw, on condition that AM—1858 kc be used for AM—190 kc, 10 kw, directional antenna, unlimited time.


License Renewals

Laurence W. Harry, jr. —Designated for hearing application of Laurence W. Harry, jr., for new station at Fort Worth, Tex., to operate on 1500 kc 250 w, unlimited time, only to be heard with applications of Martha and Loraline J. Landon and Lornel L. Landon and Lornel L. Landon and Lornel L. Landon and Lornel L. Landon and Lornel L. Landon.

Santa Monica Bcstg. Co., Santa Monica, Calif., and Robert Burdette, San Fernando, Calif.—Designated for hearing application of Santa Monica Bcstg. Co., for new station at Santa Monica, Calif., to operate on 1210 kc, 5 kw-LE, directional antenna night, install new transmitter and change antenna site. Commissioner Durr voting for hearing.

KGGK San Angelo, Tex.—Granted CP for change operation from 1400 kc, 250 w unlimited time, to 860 kc, 1 kw night, 5 kw-LE, directional antenna night, install new transmitter and directional antenna and change antenna site. Commissioner Durr voting for hearing.

June 13

AM—900 kc

Joe 'E del Valle, San F, P. R.—Designated for consolidated hearing application of Joe 'E del Valle for new station at San F, P. R., to operate on 740 kc, 10 kw, on condition that AM—1858 kc be used for AM—190 kc, 10 kw, directional antenna, unlimited time.

AM—710 kc

AM—900 kc

June 13


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KGGK San Angelo, Tex.—Granted CP for change operation from 1400 kc, 250 w unlimited time, to 860 kc, 1 kw night, 5 kw-LE, directional antenna night, install new transmitter and directional antenna and change antenna site. Commissioner Durr voting for hearing.

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AM—710 kc


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KGGK San Angelo, Tex.—Granted CP for change operation from 1400 kc, 250 w unlimited time, to 860 kc, 1 kw night, 5 kw-LE, directional antenna night, install new transmitter and directional antenna and change antenna site. Commissioner Durr voting for hearing.

June 14

AM—900 kc

Joe 'E del Valle, San F, P. R.—Designated for consolidated hearing application of Joe 'E del Valle for new station at San F, P. R., to operate on 740 kc, 10 kw, on condition that AM—1858 kc be used for AM—190 kc, 10 kw, directional antenna, unlimited time.

AM—710 kc
EASY TO SET UP  
FAST TO GET GOING

Raytheon's  
REMOTE AMPLIFIERS  
1-Channel and 3-Channel

These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

Strikingly beautiful steel cabinets with sloping front panels, finished in durable two tone tan baked enamel. You will be proud to have them represent your station at remote pick-ups. Remember, more people see your remote equipment than your studio—and value your station accordingly.

Both models have the same electrical characteristics and equal or exceed all FCC requirements for FM transmission. Distortion is less than 11/2% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level of 60 DB or better. Frequency response 30 to 15,000 cycles. High overall gain of 86 DB permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. WRITE TODAY for information and prices.

Devoted to Research and Manufacture for the Broadcasting Industry

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON excellence in Electronics
Chinese Radio
(Continued from page 77)

Minister of Information, Dr. Peng Hsueh-pei, and the Minister of Communications, Gen. Yu Ta-wei, invited this correspondent to submit a memorandum outlining the needs of foreign correspondents, together with recommendations for the development of the necessary facilities. The following proposals were submitted to them May 24:

(a) CGRA should operate at least one 50 kw station or its equivalent in Shanghai, along with two or three secondary stations of less power in other major cities.

(b) Nanking, if it does not have its own transmitter, should be connected with the Shanghai transmitter by a Class-A telephone circuit.

(c) In the development of low-powered short-wave radio communications for domestic traffic, provision should be made for voice transmission which could be relayed through Shanghai to the U. S.

(d) Since foreign correspondents must broadcast at times fixed by network schedules in the United States, there should be an explicit regulation giving correspondents a No. 1 priority for time over all CGRA short-wave facilities.

In support of these recommendations, the memorandum pointed out that network program supervisors will not order pickups unless signals from overseas are of high quality. For that reason, China needs at least one transmitter capable of competing with the best in the Far East. The ministries were especially impressed by the fact that radio news reports reach and mold the opinions of some 40 million American listeners. The memorandum concluded: "Radio may not appear to be the most conspicuous or urgent need of the moment in China, but from the point of view of world politics, its value can hardly be over-estimated."

Chinese officials admit frankly that, if their communications are to be modernised, it must be with American funds and equipment. China itself has no electrical industry capable of producing precision goods of this type.

Fear Restrictions

The fear among Americans is that, as soon as the Chinese get the equipment they want, they will impose so many restrictions on its use that foreigners will find it inaccessible.

Radio and newspaper correspondents are already protesting against a regulation effective July 1 providing they must obtain travel permits every time they move from one city to another. No such restriction is placed on the movement of Chinese correspondents in the United States. In addition, correspondents are required to obtain a certificate of registration and a special passport in order to be able to file copy.

The freedom of correspondents is also endangered by a new regulation giving police constables the right to search private homes at their own discretion and without a warrant. It is easy to see the abuses to which newsmen and their families might be exposed if their dispatches from Shanghai should displease someone in authority.

American correspondents in China will need the full support of their networks if they are to obtain, first, suitable technical facilities and, second, freedom from restrictions which may make their work difficult or impossible. Unless the Chinese Government proves more cooperative than it has been thus far, the news capital of the Orient may shift from Shanghai to the rapidly reviving British crown colony at Hongkong.

PRESENTATION of the Exceptional Civilian Award was made June 14 to Carl E. Smith (r), vice president of the United Broadcasting Co. in charge of engineering [Broadcasting, June 17]. Making the official award was Brig. Gen. C. H. Arnold, chief of the Office of Procurement & Distribution, who flew from Washington for the brief ceremony in the studios of WHK, UBC's station in Cleveland. Mr. Smith was requested by the War Dept. in 1942 and served in secret work as assistant director of the operational research staff.

WJR Choral Clinic

TO DISCOVER new voices and stimulate choral singing in Detroit, WJR, Detroit is sponsoring a Summer Choral Clinic. Classes, which are under the direction of Don Large and John McKenzie, meet twice weekly. Supplementing choral training provided in that city's public schools, clinic is open to high school students with good voices in all ranges and who have musical talent and reading ability. Instruction, which includes radio choral music and microphone technique, is given without charge.

KBWU Corpus Christi, Tex.—Granted special service authorization to operate on 1030 kc, 50 kw, non-directional antenna, daytime, hours for a period of six months.

By Comr. Durr
Joseph M. Viana, Woonsocket, R. I.—Granted petition to dismiss without prejudice application for CP Associated Electronic Enterprises, Woonsocket, R. I.—On Commission’s own motion, removed from hearing docket application for CP.

By ADMINISTRATIVE BOARD
WNYC New York, N. Y.—Granted CP for change in type of transmitter.
WAXY Rockingham, N. C.—Granted modification of CP for approval of antenna and transmitter location.
KERO Bakersfield, Calif.—Granted modification of CP for change in type of transmitter and changes in ground system.

JUNE 19

By ADMINISTRATIVE BOARD
WNBC New Haven, Conn.—Granted CP to install a new transmitter.
Herbert Herst, Memphis, Tenn.—Granted modification of CP which authorized a new FM station, to change location.

WHP-FM Harrisburg, Pa.—Granted special temporary authority to operate a composite 250 w FM transmitter with a single antenna unit on the Harrisburg Hotel, Harrisburg, Pa., on channel 247.5, using special emission for FM, in order to make a regular program service available in the Harrisburg area, for the period June 13 and ending no later than Sept. 13.

WXUL Princeton, N. J.—Granted extension of special temporary authority to operate on old television channels 19 and 18 (292-294 mc) with power of 5 kw (peak) emission and special emission for FM, for the period June 20 to July 19, 1946, in order to conduct tests on television equipment.

Capitol Bstg. Inc., Raleigh, N. C.—Granted special temporary authority to operate a REL SHA-DL, 1 kw transmitter on 963 mc with REL 642 3 kw transmitter on antenna on top of WATA tower, for a period of 90 days from date of grant.

Agr. and Mechanical College of Texas, College Station, Tex.—Granted special temporary authority to operate a 250 w GE transmitter on 945 mc with one bay loop antenna on top of WTAW tower for a period of 90 days from date of grant.

Contra Costa Bstg. Co., Richmond, Calif.—Granted special temporary authority to operate a CP 250 w transmitter by BPTA for a period of 90 days from date of grant. WJJD Chicago—Granted modification of CP which authorized increase in power, etc., to install a new transmitter (BTA BTA 50-97).

WBOK Redding, Calif.—Granted CP to install a new transmitter.

JUNE 20

By COMMISSION EN BANC

AM—1340 kc
Midwestern Bstg. Co., Petoskey, Mich.—Granted petition to dismiss CP without prejudice; type of transmitter, transmitter and studio location and changes in antenna system.

AM—1020 kc
Mid-State Bstg. Co., Peoria, Ill.—Granted CP for new station 1020 kc, 1 kw daytime, the Commission denied the petition filed by Mid-State Bstg. Co. requesting the Commission to tender a grant to Southern Illinois Bstg. Partnership, Carbondale, Ill., of the frequency 1020 kc 1 kw daytime only, in lieu of 1020 kc as requested.

Acquisition of Control
WWRS St. Albans, Va.—Granted concomitant condition of control of licensee to change authorized name of Bstg. Co. from F. H. Studebaker to change assignment of license to Community, and specify a frequency of 105 mc, channel 281, type of transmitter, transmitter and studio location and changes in antenna system.

AM—1340 kc
WJFR Greenville, Miss.—CP to install a new transmitter.

FM—Unassigned

Variety Bstg. Co., Inc., Dallas, Tex.—CP for new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC, with coverage of 10,000 sq. mi.

AM—1230 kc

WIBU Poyntette, Wis.—License to cover CP which authorized installation of new antenna and changes in ground system; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KRES St. Joseph, Mo.—License to cover CP which authorized a new station, and to specify studio location as 113 South 7th St. St. Joseph; authority to determine operating power by direct measurement of antenna power.

Application Dismissed:
FM—45.7 mc

Louis Watson Inc., Spokane, Wash.—CP for new FM station to be operated on 45.7 mc with coverage 12,600 sq. mi. (Request of attorney).

Applications Tendered for Filing:
AM—620 kc
Bruno Shaw, New York—CP new station 620 kc, power not specified and unlimited hours of operation.
AM—580 kc

KSAC Manhattan, Kan.—CP to change operating power from 500 kw to 250 kw at 720 kc, install new transmitter and change transmitter location.

JUNE 21

BY COMMISSION EN BANC

FM—Approved

By ADMINISTRATIVE BOARD

AM—1350 kc

Interstate Radio Inc., Moscow, Idaho—Granted CP for new FM station to be operated on 1031 mc, 1 kw daytime, with coverage 12,609 sq. mi., unlimited hours of operation.

AM—1350 kc

WQAN Scranton, Pa.—Granted concomitant condition of control of licensee to change authorized name of CP from WQAN to the Scranton Times (Co-Partnership), Edward J. Lynett Jr., to the Scranton Times (Co-Partnership), Elizabeth R. Lynett and Edw. J. Smiler, surviving executor of the estate of William G. Ricker, deceased.

AM—1020 kc

Southern Illinois Bstg. Partnership (Paul A. Miner, James E. Searing), Carbondale, Ill.—Granted modification of CP which authorized installation of new antenna and changes in ground system, etc., to change type of transmitter.

AM—1230 kc

Applications . . .

JUNE 14

FM—1341 kc

Review Publishing Co., Alliance, Ohio—Modification of CP which authorized a FM Metropolitan station, to change class of station to Community, and specify a frequency of 104.5 mc, channel 57, type of transmitter, transmitter and studio location and changes in antenna system.

AM—1340 kc

WJPR Greenville, Miss.—CP to install a new transmitter.

FM—Unassigned

Variety Bstg. Co., Inc., Dallas, Texas—CP for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC, with coverage of 10,000 sq. mi.

AM—1230 kc

WIBU Poyntette, Wis.—License to cover CP which authorized installation of new antenna and changes in ground system; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KRES St. Joseph, Mo.—License to
FCC Actions
(Continued from page 85)

AM—1400 kc
Intermountain Beztg. Co., Inc., Albuquerque, N. Mex.—CP for a new station 1400 kc 150 w and unlimited hours.

AM—800 kc
Theodore Granik, Washington, D. C.—CP new station 800 kc 5 kw and daytime hours.

JUNE 14
AM—1350 kc
WNHC New Haven, Conn.—CP to install a new transmitter.

AM—1290 kc
WINN Louisville, Ky.—Transfer of control of licensee corporation from Nelle M. Kendrick, Executrix of the estate of D. E. Kendrick, Deceased to Nellie M. Kendrick.

FM—88.0 mc
Voice of Alabama Inc., Birmingham, Ala.—CP for new high frequency FM (Metropolitan) station to operate on plus or minus 88.0 mc coverage 12,397 sq. mi.—AMENDED: to change studio location, transmitter site and make changes in antenna system.

FM—Unassigned
Nunn Beztg. Corp., Mobile, Ala.—CP for new FM (Metropolitan) station to be operated on frequency to be assigned by FCC coverage of 7,661 sq. mi.

FM—Unassigned
Carter C. Peterson, Savannah, Ga.—CP for new FM (Metropolitan) station to be operated on frequency to be assigned by FCC to be termed AMENDED: to change studio location, transmitter and studio location, and make changes in antenna system.

AM—940 kc
The Times Picayune Publishing Co., New Orleans—CP new station 1500 kc 10 kw day and night, DA and unlimited hours of operation—AMENDED: to change frequency from 1560 to 940 kc, power from 10 kw day and night to 1 kw using non-directional antenna, hours of operation to be limited to daytime only, change type of transmitter, and make changes in antenna system.

AM—1029 kc

AM—1400 kc
WCNC Elizabeth City, N. C.—Acquisition of control of licensee corporation by Harold D. Glidden and Harry E. Umphress, of control of licensee corporation by Thos. B. Lovett, Mrs. Thos. B. Lovett, Carl Chitty, and Chester V. Ullom. 

FM—105.5 mc
Southeastern Beztg. Co., Charlotte, N. C.—Modification of CP which authorized increase in power and installation of new transmitter to change frequency to 105.5 mc, coverage 72,690 sq. mi., population of 2,161,912; type of transmitter, transmitter location and changes in antenna system.

AM—890 kc
WBNC Henderson, N. C.—Modification of CP which authorized increase in power and installation of new transmitter to change frequency to 890 kc.

FM—Unassigned
Oklahoma Press Publishing, Muskogee, Okla.—CP for new FM (Metropolitan) station to be operated on frequency to be determined by chief engineer of FCC, coverage to be determined.

AM—730 kc
Robert W. Rounsaville and George M. Clark d/b/a Pulsaki Beztg. Co., Pulaski, Tenn. (P. O. Box 371) R. S. D.—CP for a new station to be operated on 730 kc 250 w and unlimited hours.

AM—1600 kc
Saint Louis County Beztg. Co., Clayton Park, Minn.—CP new station 1600 kc 1 kw and daytime hours.

AM—450 kc
Kennon Beztg. Co., Kennett, Mo.—CP for a new station 720 kc 1 kw.

AM—530 kc
Kennon Beztg. Co., Kennett, Mo.—CP for a new station 720 kc 1 kw.

AM—650 kc
J. F. Tighe, Porterville, Calif.—CP new station 1450 kc, 250 w and unlimited hours.

Hearings This Week
(Subject to last-minute change by FCC)

MONDAY, June 24, Washington, D. C.
WAKR Akron, Ohio—CP 1500 kc, 5 kw, directional antenna.

MONDAY, June 24, Washington, D. C.
Lake Beztg. Co., Inc., Gary, Ind.—CP new station 1500 kc, 500 w night, 1 kw day.

Further hearings on Los Angeles television applications.

MONDAY, June 24, Cleveland, Ohio
Chester E. Daly; Annull B. Sager; Cuyahoga Beztg. Co.; Western Reserve Beztg. Co.; Forest City Beztg. Co.—All seeking CP new station 1450, 250 w.

MONDAY, June 24, Washington, D. C.
The Constitution Publishing Co., Atlanta, Ga.—CP new station 550 kc, 5 kw, directional antenna; WFM Charlotte, N. C.—CP new station 550 kc, 5 kw, directional antenna; WGR Buffalo, N. Y.—CP 550 kc, 5 kw, directional antenna; WKY Kansas City, Mo.—CP 550 kc, directional antenna; WCOR Cincinnati—CP 550 kc, 5 kw, directional antenna; WGNK Columbus, Ohio—CP 550 kc, 5 kw, directional antenna.

MONDAY, June 24, Brockton, Mass.

MONDAY, June 24, Brockton, Mass.
WAML Laurel, Miss.—CP 1560 kc 1 kw.

THURSDAY, June 27, Fort Wayne, Ind.
Hearings on three applications for FM facilities in Fort Wayne.

THURSDAY, June 27, Washington, D. C.
Chillicothe Beztg. Co., Chillicothe, Ohio—CP new station 1490 kc 100 w, 1 kw night, 1 kw day.

THURSDAY, June 27, Washington, D. C.
Shawnsee Beztg. Co., Chillicothe—CP new station 1490 kc 250 w.

THURSDAY, June 27, Washington, D. C.
Henry F. Fett, Dearborn, Mich.—CP new station 1490 kc 1 kw daytime.

Washington, D. C.
Suburban Broadcasters, Dearborn—CP new station 1450 kc 1 kw daytime.

FRIDAY, June 28, Washington, D. C.
Norfork Beztg. Corp., Norfolk, Va.—CP new station 1490 kc 100 w, 1 kw day, 1 kw night, 1 kw daytime, Tidewater Beztg. Corp., Norfolk—CP new station 1290 kc 100 w.

The Peninsula Beztg. Co.—Intervenor.

AM—1600 kc
Peach Bowl Broadcasters, a partnership composed of Robert W. Ballard, Dewey Alread, Jr., Clyde L. Goodnight, and Chester V. Ulom, WNBH-Intervenor.

AM—1450 kc
WAKR Akron, Ohio—CP 1500 kc, 5 kw, directional antenna—AMENDED: to change frequency from 1500 to 1590 kc, power from 500 kw to 100 kw, make changes in antenna, type of transmitter, studio location and to show two additional sets of employees on WHKF (Metropolitan) station to operate on frequency 1600 kc.

AM—1100 kc
KGVB-Intervenor.

AM—1400 kc
Wayne M. Nelsen, Fayetteville, N. C.—CP new station 1290 kc 150 w and unlimited hours.

AM—1210 kc
WNBH Joplin, Mo.—CP to change frequency from 1500 to 1310 kc, power from 250 w to 1 kw night, 5 kw day, to change transmitter location and to show two additional sets of employees on WJBF (Metropolitan) station to operate on frequency 1600 kc.

Applications Tendered for Filing:

(Subject to last-minute change by FCC)

The Miami County Beztg. Co., Inc., Piqua, Ohio—CP new station 860 kc 250 w and daytime hours.

AM—1230 kc
Wayne M. Nelsen, Fayetteville, N. C.—CP new station 1290 kc 150 w and unlimited hours.

AM—1110 kc
AM—1210 kc

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Broadcasting • Telecasting

WRRF TAR HEEL BROADCASTING SYSTEM, INC. APPLIES WITH THE AMERICAN BROADCASTING COMPANY
WRFF-AM 540 RIDDLE & COMPANY • RIDDLE & COMPANY
WRGG 1070 WASHINGTON NORTH CAROLINA

Heart of Eastern North Carolina
Bright Leaf Tobacco Belt

In Case you didn't know!
frequency from 1480 to 1470 kc, power from 1 to 5 kw, install new transmitter, and directional antenna for day and night use and change transmitter location from South Somerset, Penn., to Fort Worth, Tex.-AMENDED: to change requested frequency from 1470 to 1480 kc, make changes in automatic frequency control unit-AMENDED: to change directional antenna for day and night use and change transmitter location from Portsmouth, R. I., to Somerset Township, Mass.

AM—590 kc

Liberty Bestg. Corp., Bost., N. Y.-(P. O. 1022 Musney Bldg., Washington, D. C.)—CP for a new station 1480 kc 5 kw, directional antenna day and night use and unlimited hours of operation.

AM—1480 kc

Appalachian Bestg. Corp., Bristol, Va.—AMENDED: to change frequency from 1480 to 1470 kc, power from 1 to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location from Bristol, Va., to In or near Rome, Ga.

AM—740 kc

WJJO Hammond, Ind.—Voluntary assignment of license to South Shore Bestg. Corp.

AM—1230 kc


AM—1450 kc

Robert E. Neatherly, West Plains, Mo.—CP for a new station 1450 kc 250 w and unlimited hours.

AM—1470 kc

Radio Phoenix, Inc., Phoenix, Ariz.—CP new station 1470 kc 5 kw directional antenna for night use, and change transmitter location.

AM—1490 kc

Video 490-408 mc

WSKL Los Angeles, Calif.—License to cover CP which authorized an increase in power from 100 w to 250 w, and to install directional antenna.

AM—1540 kc

WEXY Los Angeles, Calif.—License to cover CP which authorized an increase in power from 100 w to 250 w, and to install directional antenna.

Applications Tendered for Filing:


AM—1570 kc

Triangle Bestg. Inc., Hackensack, N. J.—CP for new station 1490 kc 250 w, unlimited hours.

AM—1590 kc


AM—1610 kc

WTAQ Fairbanks, Alaska—CP to change frequency from 1480 to 1470 kc power from 1 kw to 5 kw, install new antenna for night use, new transmitter and change transmitter location.

AM—1640 kc


AM—1650 kc

Eugene E. Barch, Jr., d/b/a Florence, S. C.—CP new station 1620 kc 250 w and unlimited hours of operation.

AM—1710 kc

Alfred A. Fulcher, Naples, Fla.—CP new station 1710 kc 250 w and daytime hours.

AM—1790 kc


JUNE 18

WICY Malone, N. Y.—Modification of CP which authorized a new standardization of transmitter, and change of frequency of operation.

FM—Unassigned

The Outlet Co., Providence, R. I.—CP new station 1270 kc 250 w for daytime hours.

AM—1290 kc

Pueblo Radio Co. Inc., Pueblo, Colo.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re change transmitter location and make changes in directional antenna.

AM—1400 kc

Edward J. Jansen, Jessica L. Long- ston, C. V. Zayer and L. Berenice Brown, low d/b/a as Columbia Radio Broadc. ers, Moose Lake, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

KNAI Bestg. Co., Inc., Seattle, Wash.—CP for a new station 1450 kc 50 kw, directional antenna day and night use and unlimited hours.

Applications Tendered for Filing:

Elia I. Godfrey, Breptom, N. Y.—CP for a new station 1450 kc 250 w and daytime hours.

AM—1440 kc

WSFA Montgomery, Ala.—CP to increase from 1 kw to 5 kw, install new transmitter, make changes in antenna, and change transmitter location.

AM—1490 kc

Fayetteville Broadcasting Inc., Fayette- ville, N. C.—CP for a new station on 1450 kc and unlimited hours.

AM—1490 kc

KNEL Brady, Tex.—CP to change power from 100 kw to 350 kw to 350 w, day and night.

AM—1400 kc

KNYN Tucumcari, N. M.—Consent to assignment of license to R. B. McAl- (e)dy, Freddie E. Hale and Ondra Mc- Kay, a partnership d/b/a "Moab Agency."

Frequency

Bay Bestg. Co., Goose Creek, Tex. (P. O. Box 623)—CP for a new station 1500 kc 250 w and daytime hours.

AM—650 kc

KSAI Salina, Kans.—CP to increase power from 1 kw to 5 kw, install new transmitter and change directional antenna for night use, and change transmitter location—AMENDED: re change transmitter location and make changes in directional antenna.

AM—1230 kc

KWCO Chickasha, Okla.—Modification of CP which authorized a new standardization of transmitter and antenna for night use and approval of antenna.

AM—1400 kc

WLRA Athens, Tenn.—License to cover CP which authorized an increase in power from 50 kw to 1 kw, include transmitter and directional antenna, move of transmitter for night use, and make changes in automatic frequency control unit.

AM—590 kc

KTBQ Austin, Tex.—License to cover CP which authorized an increase in power from 2 kw to 1 kw, include transmitter and directional antenna, and change transmitter location.

AM—955 mc

Fort Wayne Bestg. Inc., Fort Wayne, Ind.—CP new FM (Metropolitan) station to be operated on frequency 95.5 mc with coverage within 10,000 sq. mi.

AM—1230 kc

KXLO Lewiston, Idaho.—Modification of CP which authorized a new standardization of transmitter and antenna for night use.

AM—1450 kc

KQEA Albuquerque, N. Mex.—Modification of CP for approval of antenna and approval of transmitter and studio locations.

AM—1450 kc

Dickinson Publishing Co., Dickinson N. D.—CP new station 1450 kc 5 kw, 10 kw, 15 kw, 20 kw, 30 kw, 50 kw, unlimited hours.

AM—1450 kc

Applications Tendered for Filing:

WMLT Duluth, Ga.—CP for a standard FM station for a new FM station 1090 kc 50 kw, daytime hours.

AM—710 kc

Dean Covington, J. W. Tremerhauser, and Edward Nixon McKay, a partnership, d/b/a as Cocoa Valley Radio Co., Beverly, Mass.—CP new station 1150 kc 5 kw, unlimited hours.

AM—1400 kc


AM—1340 kc

WNOV Nashville, Tenn.—CP for a new station 1150 kc 5 kw, daytime hours.

AM—1340 kc

WPAI Baton Rouge, La.—CP for a new station 1150 kc 5 kw, unlimited hours.

AM—1390 kc

WBPW Inland Empire, Calif.—CP new station 1150 kc 5 kw, unlimited hours.

AM—1390 kc

WJRM Caucasian, Calif.—Modification of CP new station, 1150 kc 5 kw, unlimited hours.

AM—1390 kc

WPMF Roanoke, Va.—CP for a new station 1150 kc 5 kw, unlimited hours.

AM—1390 kc

WUPW Dubuque, Iowa.—CP new station 1150 kc 5 kw and daytime hours.

AM—1390 kc

WBOO Inc., Dayton, Ohio—CP new station 1150 kc 5 kw day and night and unlimited hours—AMENDED: to change power from 5 kw to 5 kw and change transmitter location.

AM—1390 kc

WPVU Pulaski, Va.—License to cover CP as modified which authorized a new standardization of transmitter, and making changes in automatic frequency control unit.

AM—1230 kc

WOLS Florence, S. C.—CP to operate on frequency 1150 kc 5 kw, limited hours—AMENDED: re change transmitter location and make changes in automatic frequency control unit.

AM—1290 kc

KWIR Knoxville, Tenn.—CP to install new vertical antenna and ground system and change transmitter location.
WINS
(Continued from page 20)
bidding for a government project
Mr. Hearst could prosecute the
agreement but that if Crosley were
called upon by the government to
produce equipment for a special
need and did so as a matter of co-
operation, that would be another
thing.
At this point, Comr. Wakefield
suggested the parties prepare a new
contract which would cover the
questions raised. Mr. Dempsey said
he would accord to the request to
put everything in one document.

Plans for WINS
When the hearing resumed
Thursday morning, the Commission
inquired into Crosley's program-
ing plans for WINS. The pro-
posed decision also objected to sale
of the station on the ground the
purchase price would necessitate a
high percentage of commercializa-
tion to realize a return on the in-
vestment.
Mr. Shouse said Crosley would
do very well if at the end of the
first year the station would be two-
thirds commercial, if at the end of
the second year it would be 75% com-
mercial, and if at the end of the
third year it would be 80% com-
mercial.

Questioned as to the interest in
the Crosley radio operations of
Aviation Corp. (Avco), which pur-
chased the Crosley radio and
manufacturing interests, Mr.
Shouse said he had seen Irving
Babcock, president of Avco, more
than 20 times since the acquisition,
and Victor Emanuel, Avco board
chairman, six or seven times. He
said both were "sincerely inter-
ested" in radio.
Comr. Durr then questioned Mr.
Shouse about his speech in Estes
Park, Col., before the National
Editorial Assn. convention in which
he urged publishers to be cautious
before investing in FM [BROAD-
casting, June 17].
Mr. Shouse said he thought FM
would be competitive to AM broad-
casting in New York in three years.
"But I have serious doubts," he
added, "that FM will go faster
in New York than in other cities."
"It may be that I'm unduly
prejudiced against FM because of
my long association with WLW and
the kind of a job we've been try-
ing to do." However, he said, tele-
vision was a factor in his attitude


SAVORY AVERY might well be
the nickname of this future porc
roast being presented Lew Avery
(r), head of Lewis H. Avery Inc.,
national representatives of KMA
Shoam, Os., Iowa. Mr. Avery, to
acquire himself with KMA's pri-
mary area, spent a full day at a
typical farm near Norwich, Iowa.
Here Farm Owner Kenneth Miller
presents a weiner pig, named
"Avery" to his guest.

Mr. Shouse thought Crosley could
double the rate in view of the falling off in advertis-
ing and the coming competition
from FM stations.

Mr. Shouse also was appointed to
the National Editorial Assn.


WROK Gets 1st Prize
In Schutter Promotion

WROK Rockford, Ill., managed by
Walter M. Koessler, was awarded
first prize in a nationwide contest
for promotion and publicity of a
sponsor's product by Schutter-
Candy Co., St. Louis, sponsor of
Counter Spy on ABC (Sunday,
4:30-5 p.m. CDT). Announce-
ments by Schwimmer & Scott, Chica-
go agency, said WROK's award was
based on originality and effec-
tiveness of promotion and publicity
and extended coverage with rela-
tive size of station considered.

The award carried a $500 cash
prize, plus a bronze plaque and
certificate of merit. Promotion di-
rector of WROK is William Traum.
Second prize of $150 was awarded to
WOWO Fort Wayne, Ind., fillis
Woehrmyer, promotion director,
and third prize of $75 went to
WGAC Augusta, Ga., with J. B.
Fiqua promotion director. Additional
prizes of $25 each and certificates
of merit were awarded to KXEL,
WAYS, WSAZ, WMAN, WDEF,
WHKY, KGFF, KABA, KOME,
WDFD, KTOR, WSGN, WING,
KCOM, WLOP, WHEN. All are affiliated with ABC.

Three to Walker

THE WALKER Co., Chicago, has
been appointed national representa-
tive for WTVM E. St. Louis, Ill.,
and WOSH Oshkosh, Wis., both
owned by Myles H. Johns. Walker
also was appointed to represent
WRJN Racine, Wis.
Shortwave

(Continued from page 20)
direct or implied, but simply pointed out to Messrs. Shapley and Lemmon that a regulation was issued by the FCC whereby all shortwave licenses terminate June 30 or on the termination of contracts with the State Dept.

A State Dept. spokesman said, after reading the testimony of last Monday's closed session, that the Department had offered to cooperate with Mr. Lemmon by broadcasting World Radio University programs in conjunction with Government programs "if they met with our approval and fitted into our plans." He said that State Dept. now broadcasts a quarter-hour weekly prepared by World Wide, a program called Beyond Victory, designed for Latin America and the Far East.

Members of the subcommittee, both Democrats and Republicans, criticized the State Dept. and FCC after hearing testimony of World Wide officials, although they agreed the Appropriations Committee had no jurisdiction over the FCC.

Sees No Authority

"My own view is that there is no legal authority whatsoever for the action the State Dept. is taking," said Senator White. He added it was "perfectly clear" from testimony of William B. Benton, Assistant Secretary of State, and a letter to Mr. Benton from Charles R. Denny, acting FCC chairman, that "there is a very great question in their own minds as to the authority for what they are doing." Mr. Denny's letter, inserted in the hearing record by Mr. Benton, said, in part, "If Congress does not provide for the continued State Dept. operation beyond June 30 (of shortwave) then this Commission would have to determine whether it should authorize a resumption of shortwave broadcast operations by the seven private corporations which were licensed prior to our entry into the war and whether additional private operations should be authorized." Sen. Pat McCarran (D-Nev.), subcommittee chairman; Sen. C. Wayland Brooks (R-Ila.) and Sen. Joseph Ball (R-Minn.) echoed criticism of the State Dept. in seeking to continue control of shortwave operations in the absence of authorizing legislation.

An amendment proposed by Senator Ball was adopted by the committee as follows: "...that if funds herein appropriated shall not be used to purchase more than 75 per cent of the effective daily broadcasting time from any person or corporation holding an international shortwave broadcasting license from the FCC without the consent of such licensee." In its report on the overall appropriations bill the Senate Appropriations Committee said it had been advised by the State Dept. that unless the $9,284,778 cut by the House is restored, the Government would have to eliminate shortwave broadcasting in its entirety. The committee said it felt that shortwave broadcasting should be continued.

Committee Concerned

"The committee is concerned about the type of information to be disseminated and expresses the hope that the Department will use every possible means to screen the programs," said the report. The Senate committee also recommended that a $4,150,326 appropriation for the State Dept.'s intelligence section, eliminated by the House, be restored.

Mr. Benton had testified that of the $19,284,778 appropriation requested, $8,600,000 was earmarked for international shortwave broadcasting. He said: "It is unequivocally my feeling that the Federal Government should operate for the next year" when Senator McCarran asked if shortwave broadcasting should be entirely controlled by the Federal Government.

Mr. Benton added that it was his opinion and that of Senator Byrnes that the long-range operation of international broadcasting should be taken out of the State Department.

Dr. Shapley testified that the Government now controls "something like a score of shortwave outlets," many of which are used "mostly for broadcasting time-filling recorded musical programs."

Mr. Benton inserted in the hearing record letters from Brig. Gen. David Sarnoff, president of RCA and NBC board chairman; Dr. Frank Stanton, president, CBS; Philip Reed, chairman, General Electric Co.; James D. Shouse, vice president in charge of broadcasting of the Crocey Corp., as well as the letter from Mr. Denny and one from Paul A. Porter, OPA Administrator, former FCC chairman.

Sarnoff Comment

General Sarnoff wrote: "It does not seem that international broadcasting with all its national and international implications, constitutes a field for private competition, or even if it did, that it represents a field with adequate commercial revenue to provide the very large sums needed to render a public service of genuine world magnitude."

Dr. Stanton urged continuation of the present setup pending final determination of the status of international shortwave broadcasting, saying: "CBS believes that democratic shortwave international broadcasting is important to the U. S. in its world relations."

Mr. Reed said he believed that operation of shortwave "should be in private rather than in governmental hands" but because of the economics involved, he asserted: "In my judgment it would be a great mistake to discontinue the present foreign broadcasting activities ending careful study of the entire problem and adoption of a permanent plan."

Mr. Shapley wrote that Crosley believes the present setup should be continued. "I feel it extremely difficult to believe that private industry can, at the present time, assume the terrific operating load which would ensue if international broadcasting were to be turned back to private industry."

Mr. Benton said: "This is why we cannot turn shortwave broadcasting back without money to these private operators. They will not put up enough money, and should not, to do the needed job."
AFM Local 802

(Continued from page 18)

lar monthly meeting of the local June 10 Mr. Rosenberg was booted from the meeting room at union headquarters. Addressing a regular meeting he was asked to give an informal report on the recent Na- tional Convention held in Florida. Mr. Rosenberg answered the ques- tion, Aaron Levine, an ex-G.I., in the Broadway patois, "Why don't you drop dead?" and he stalked from the room amid the boos and catcalls of aroused members.

Nor was the schism cemented to any degree when Mr. Rosenberg seconded a motion made at the Na- tional Convention of the AFM to repeal the international union bylaw allowing symphony musicians to hold their own intra-union cau- cuses. Mr. Rosenberg, seconding the motion, said the caucuses were the prey of "poisonous" influences.

Mr. Fleisig assailed this move as taking all democratic union rights from the members and centering all power in the hands of local leaders. "These local gauloises will have complete control of all contracts, and members will have no recourse for question," he said.

Petritto Also Hit

Mr. Petritto, high man on the AFM totem, comes in for his share of abuse from the dissenters also. The opinions voiced by these rank- and-file members seem odd with the accolades he received from the supposedly-representative dele- gates attending the National Conven- tion.

The trial, coming nearly two years after the alleged irregulari- ties was something less than an anti-climax. It all began back in 1942, when a man named George Abrams, claiming that he was the representative of The Honest Ballot- ing Assn., received several checks for running his election in the local. He did this although The Honest Balloting group has no proviso in its constitution allow- ing such practice. It has been in the past interested primarily in civic elections.

In the 26 page complaint originally lodged by the 19 plaintiffs, there were allegations that perhaps Mr. Abrams had been a little less than diligent in his handling of the election. These allegations were dropped and never came up in the trial.

During the trial, plaintiff's coun- sel, unsuccessfully attempted to draw from Harry Sober, local treasurer, that Mr. Abrams had received his payment before the election. But before the trial could really get under way a settlement was reached whereby the present incumbents promised to allow three prominent, disininterested citizens to estabilish rules for the election, and to allow The Honest Balloting Assn., which has undertaken to modify its constitution to allow

Overall view of the new WGHF FM-facsimile studios.

WGHF, New York's newest and modern FM station, went on the air officially and commercially last Saturday afternoon on 99.7 mc with an area coverage of 8500 sq. mi.

WGHF currently is on a daily 2 to 5 p.m., 6 to 9 p.m. schedule, "Fine music, symphonies and em- phasis on the classics will be the basic formula," said Capt. Finch. "Yet time will be divided between programs for special events, news and programs of interest to the public." He also disclosed that WGHF will continue to regularly transmit facsimile of news, box scores and other printed material, better known as "Air Press." Latest in UP news is used for the fax, eight minutes being required for the transmission of a four-page paper, each page measuring 8½ by 11 inches.

In commenting on the opening of WGHM, Acting Chairman Charles R. Denny, Jr., of the FCC said: "Please accept my best wishes upon the occasion of your inaugurating a commercial frequency modulation broadcast service in New York City. The FM service which you and the other FM licensees throughout the United States will provide, represents from a technical stand- point the finest aural broadcasting which is obtainable in the present state of the radio art.

"I am sure that this new high fidelity and static-free broadcast service is destined to have the widest public acceptance. Also the experiments which you and other FM licensees are about to undertake in the broadcast transmission of fac- simile will no doubt play an impor- tant part in the development of that new art. I wish you success in both of these undertakings."

Capt. Finch, famous as a communications expert and facsimile inventor and head of Finch Tele- communication Inc., first applied to the FCC for an experimental FM license in the fall of 1938. Granted with the call letters, W2XBF, he installed a 1 kw transmitter at 1819 Broadway in New York. In 1941 after receiving one of the original FM construction permits to operate in the then-newly-created FM band, he began construction of WGHF atop 10 East 40th St., its present location.

Currently operating with power output of 1 kw, plans are under way for the installation of a 10 kw transmitter which has been on or- der and is expected to be delivered soon.

Granik Files

APPLICATION for a 5 kw day- time station on 890 kc, a clear channel shared by WLS-WENR Chicago, was filed in Washington last week by Theodore Granik, di- rector of the American Forum of the Air. Mr. Granik has received a grant for a metropolitan FM sta- tion under a proposed decision by the FCC. Chesapeake Broadcast- ing Co., which would be denied an FM grant under the Commission decision, has also applied for a 5 kw daytime on 890 kc.
Washington TV
(Continued from page 16)
a report to the head of his organization. "That's communication of intelligence; that's journalism," he said, "and I'm going to tell Mr. B—so.

Among the dignitaries attending the Statler party were Supreme Court Justice Frank Murphy, Secretary of Commerce Henry A. Wallace, Secretary of the Navy James Forrestal, and the new Secretary of the Treasury John Snyder. Commissioners Denny, Jett, Walker and Wakefield were there with most of the FCC's department heads. The 400 members of Congress present represented practically all of the legislature remaining in town.

Various Types
The 21 receiving sets installed at the Statler, begged, borrowed and otherwise procured by Vice President Russell and his assistant Gladys Murphy Borras, included both projection and direct viewing receivers, all prewar except eight postwar projection models. The direct viewing sets had an eleven-inch by eight-inch screen, the projection, a twenty-two by eleven screen.

The Du Mont party was at the office of Roberts and McInnis, Washington law firm representing Allen B. Du Mont Laboratories and Television Broadcasters Association. Some of the comments heard from among the audience of 75:

MEN—"What's all this fuss about waiting for color? Why wait when we can get quality of picture?"

"I understand some of the ringside seats were sold by scalpers for $500. I'd rather spend that $500 for a television set. Have a ringside seat at home and still have the set for use in the future."

"You say this is a prewar receiving set? How can you improve on this? This quality is better to my way of thinking than anything I have seen."

WOMEN—"How soon are these sets going to be available?"

"Where can we buy a television set?"

"I'm certainly surprised. From what I had heard, this so-called black and white—that's what you call this, isn't it—was fuzzy and something like the old silent movies we saw as children. Why, this is perfect!"

Statistically, NBC announced the Louis-Conn bout is the fifth championship match to be telecast by NBC under sponsorship of Gillette since September 1944. NBC also has televised more than 220 fights since 1939 of which more than half have been sponsored by Gillette.

Paramount Probe
INQUIRY into Paramount Probe Co. holdings in companies applying for television stations begins in Washington today (Monday) in connection with hearings on Los Angeles applications. The commission heard engineering testimony Monday and Tuesday, and the hearings were resumed in Washington after a week of sessions in Los Angeles.

Fight Production
(Continued from page 17)
the time, and the production director can put any one of them on the air. There's a greater range of selectivity. But we have to make it more compact. We should be able to do this job with ten or twelve men and half the equipment. We will, in time. These engineers, I tell you, they can do anything."

This is a fellow who has, with his crew, put on 750 remotes for television: every shot from boxing to war.

The night before the fight, motion picture and still cameramen were measuring distances from ring-center to ring-center and from ring-center to camera location. This enables them to adjust their focus for light, distance and other compensatory factors in photography. The video boys just sight down the barrel and shoot. It's definitely wonderful.

They turned on two sets of the huge tier lights at the stadium that night to test the image orthicons under their powerful beams. Standing on the piers when the crowds surged into the stadium Wednesday the television picture on the kinescope was so clear, under this artificial light, that you could count the slats in the back of the chairs at the far side of the stadium. This seemed terribly impressive to everybody but Eddie Wilbur. He looked up at the tier light and said, "Jeese, look at those things. They're putting out 3000 kw."

That's a television engineer for you. He can give you a $100 ringside seat at a championship bout while you loll in your easy chair with a highball—and he's amazed at a Mazda lamp.

General Foods on CBS
GENERAL FOODS Corp., New York (Sanka), Aug. 11 starts Adventures of the Thin Man on CBS, Sun. 6:30-7 p.m. Program was discontinued on CBS June 9 when General Foods canceled program in behalf of Post Toasties. Agency is Young & Rubicam, New York.

Grove, Beaumont Name
GROVE LABS., St. Louis (Grove's chill tonic and Dr. Porter's anti-septic oil), and Beaumont Co., St. Louis (4-Way cold tablets), have appointed J. D. Tarcher & Co., New York, to handle advertising. Campaign, varying from 10-spot to 15-spot announcements to 15-minute programs, will start in October for 4-Way cold tablets.

ILLUSTRIOUS auditors of the fight telecast at NBC's Statler Hotel "lookparty" were Secretary of Commerce Henry A. Wallace (1) and RCA President David Sarnoff.

Phil. Businessmen See
Fight Video at WPEN
USING the possible site of its own potential television studios, WPEN Philadelphia played host to a group of local businessmen for a video showing of the Louis-Conn fight, June 19.

Party was held atop the PSFS Building which now houses WPEN-FM. Guests included: Arthur Kaufman, Gimbel Bros.; Ed Lewis, Strawbridge & Clothier Store; Marcus Wechsler, N. Snellenberg & Co.; Walter Grosscup, Lit Bros.; Rom De Luca, Jacob Reeds's Sons; Charles Grakeglow, City Director of Purchases and Supplies; Bernard Rose, Baltimore Markets; Walter P. Flynn, Sears, Roebuck; Thomas B. K. Ringe, attorney; Louis E. McAllister, architect; Douglas Braithe, architect; Donald Cresswell, Philadelphia Savings Fund Society; Richard J. Seltzer, real estate; Benjamin Franklin James, Franklin Printing Co.; Pat Thornton, Thornton-Fuller Co.; Samuel Cook, Morris Kaplann, Penn Fruit Co.; David-Krantz, Record Dealers Assn.


BROADCASTING • Te lecasting

K R O W
960 Kilocycles
"The Home Interest Station"

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Baltimore's Listening Habit

MUTUAL BROADCASTING SYSTEM
John Eimer, Pres.; George W. Sweeney, General Mgr.

June 24, 1946 • Page 91
Industry Reviews
Copyright Laws

NAB Music Committee Will Meet July 15-16

MUSIC'S currently suppressed discord—"the potentially dangerous copyright situation"—will be given a preliminary going-over July 15-16 when the NAB Music Advisory Committee meets at the Waldorf-Astoria, New York. The committee is purely a license group, as distinguished from the Industrywide Music Committee concerned with AFM negotiations.

Though all—or almost all—has been melodious on the copyright front for some time, aside from routine discussion at NAB district meetings last winter, the industry is taking precaution not to be caught with its license grants down when current contracts with ASCAP expire Dec. 31, 1949.

The July meeting will be of an exploratory nature, with the committee going into all sides of the license situation to determine if any steps on behalf of the industry's copyright needs should be taken at this time. NAB desires to refresh recollection of broadcasters as to their rights under the contracts and to analyze methods used by stations in working out their copyright problems. The committee will prepare information on operations based on each of the eight types.

As an important part of industry raw material, music deserves serious attention to prevent recurrence of the 1941 situation, when most stations operated some months without ASCAP music until the copyright pool yielded, the committee believes. Creation of BMI, a vital factor in ASCAP's representance, led to permanent operation of industry's own copyright group.

Under the ASCAP consent decree, it must give stations a choice of license assignments at the expiration of any contract. Thus contracts provide arbitration in case of failure to agree. ASCAP is further required to submit its new terms by the middle of 1949.

Members of the Music Advisory Committee, of which President Justin Miller is chairman, are Joseph A. McDonald, ABC; Julius Brauner, CBS; Louis G. Caldwell, MBS; A. L. Ashby, NBC; Herbert Hollister, KMMJ Grand Island, Neb.; Campbell Arnoux, WTAR Norfolk; Theodore C. Streibert, WOR New York; Robert T. Marion, WMRN Marion, O; Ed Youum, KGHL Billings, Mont. John J. Gillin Jr., WOW Omaha, and J. Harold Ryan, Fort Industry stations, are board liaison members.

"RINGSIDE EYES" of NBC's video cameras gave thousands of viewers ringside seats at the Louis-Corr bout last Wednesday. Two Image Orthicons were equipped with the specially-designed turret for mounting four lenses—the first time turret lenses have been used for television, according to NBC. New camera, and the new camera, is NBC television sports announcer who covered the fight.

WWSR, WDEV Are Acted on by FCC

CONSENT to involuntary assignment of license of two stations and the involuntary transfer of control of a third was approved by the FCC on last Thursday. In no instance was a monetary consideration of the AVCO procedure necessary, due to deaths of principals involved.

Two daytime regional stations—WWSR St. Albans and WDEV Waterbury, Vt.—were involved in Commission action, due to the death of Lieut. William G. Ricker, equal owner of both stations. In the former case, control of the outlet is acquired by Ernest C. Perkins as executor of the estate. Mr. Perkins, through purchase, is owner of one share of stock in the Vermont Radio Corp.; addition of approximately 49% as a result of the involuntary transfer, will give him a bare majority of control in WWSR.

WDSR is authorized 1420 kc with 1000 w day only.

General manager and 50% partner of WDEV, Lloyd Squier and Mr. Perkins as executor of estate of William G. Ricker, are principals in WDEV assignment. Mr. Perkins, according to Commission action, receives equal interest in station [Broadcasting, April 15]. WDEV operates on 530 kc with 1 kw daytime.

In another decision, FCC approved transfer of one-third interest of WQAN to the Scranton Times, a copartnership of two, Gilbert R. Llynett and Edward J. Llynett Jr. Assignment was necessitated by death of third owner, William R. Llynett. Scranton outlet is on 910 kc with 1 kw day and 500 w night, sharing time with WGBI Scranton [Broadcasting, April 15].

Comment (Continued from page 15)

up telecast of the action in the ring was sharply defined, better than we have ever seen before.

Reporters in the nation's capital, more than 225 miles from the scene of the battle, declared that watching by television was like sitting at ringside.

"Amid cheers and wisecracks in a series of smoke-filled rooms, 800 of the country's top officials, including Cabinet members and a Supreme Court Justice, tonight saw the punch that kept Joe Louis the world's fight king," said the Associated Press in Washington, D. C.

Comparing with the first broadcast of a championship bout between Dempsey and Carpentier on July 2, 1921, and describing the progress of radio and television up to Wednesday's bout, the Washington Evening Star in its editorial page, termed the forecast of things to come in the industry.

William G. Terrell, radio editor of the Washington Daily News, said that the telecast thoroughly covered all the viewers in the Nation's Capital, adding that the video "was a pleasant relief from the usual tense, excited mouthful of verbage necessary to bring the fight to radio listeners."

John Crosby, writing on the video success in his New York Herald Tribune radio column, posed the question of television's possible effect on future attendance at such sporting events. He cited two possibilities: "First, the promoters may ban television entirely. The more likely eventually, however, is that the promoters will join hands with broadcasters in some sort of arrangement profitable to both. If that happens it won't be long before the broadcasters, or the advertiser, is running the show."

Jim Gantz, former Philadelphia sports editor and now news director at KYW in that city, joined with Bill Duncan, Philadelphia Inquirer, in affirming that the cameras followed the action more accurately than could a spectator in the tenth row at the Stadium.

Jerry Gaghan of the Daily News, Charles Fisher of the Record and other Philadelphia newspapermen attending the boxing in studios of KYW felt the telecast left little to be desired. Impressive, they further stated, was the technical progress attained in the field with a very bright future ahead for the art.

Norton Reelected

A. WARREN NORTON was re-elected president of Press Wireless Inc. at annual board meeting in New York Thursday. Col. Frank P. Andrews, recently named assistant to the president, was elected vice president succeeding E. J. Kerri- gan. Col. Andrews, recently retired after 34 years in the Army, was in charge of Army communications in Alaska during the war.
Video Broadcast

(Continued from page 18)
nectady, probably boosted the audience beyond the estimated 100,000 total. This was 25,000 more than the capacity of Yankee Stadium.

The realism of the spectacle was evident in the reaction of the groups to the telecast. In the fifth, when Conn slipped and fell to the canvas, cheers arose from the viewers as Joe Louis stepped back from his opponent, touching gloves before resuming the battle.

Evident, too, was a surprise pleasure of the novice viewers when they heard Bob Stanton, the NBC video announcer, broadcast the show. His technique differed entirely, of course, from the audio method to which radio listeners are accustomed. He spoke frequently—usually to make an observation which brought chuckles from the audience, or to explain briefly a particularly intricate exchange of punches.

Interviews Celebrities

He worked not at ringside, but 145 feet from ring center on the camera stand. Before him he had a kinescope, into which he confessed he looked during part of the fight.

A new experiment in such re-writes was undertaken Wednesday when Ben Grauer, announcer, went into the audience with a “beer mug,” walkie-talkie type transmitter to conduct interviews with celebrities. The experiment, according to Production Chief Crotty, was “fair,” and would be better the next time. Usually it was difficult for the camera to isolate Mr. Grauer and his interviewee in the milling ringside throng. Stadium police were constantly ordering him back from ringside, and it was estimated that he and his production man, Mr. Jordan, were removed from the celebrity scene about three times. They returned for more each time.

In NBC’s Manhattan studios, special receivers were set up for French and Portuguese announcers, who broadcast via shortwave to their native countries blow-by-blow from New York. Also, commercial managers of WCBW, CBS video station, explained the functions of the camera. Y & R personnel (1 to r, in rear) were: Carlos Franco, direction of station relations; T. V. Smith, assistant account executive on Gulf; William Forbes, television director; Charles Cassidy, copy writer; Paul Richardson, account executive on Gulf; Harry Hartwick (fingers on camera), copy writer. Kneeling in foreground center is Wes McKee, Y & R producer assigned to the CBS Television News series.

BRIEFING Young & Rubicam officials in advance of the new television news series sponsored by Gulf Oil Corp., a Y & R account, George Moskovics (pointing), commercial manager of WCBW, CBS video station, explains the functions of the camera. Y & R personnel (l to r, in rear) are: Carlos Franco, direction of station relations; T. V. Smith, assistant account executive on Gulf; William Forbes, television director; Charles Cassidy, copy writer; Paul Richardson, account executive on Gulf; Harry Hartwick (fingers on camera), copy writer. Kneeling in foreground center is Wes McKee, Y & R producer assigned to the CBS Television News series.

Newspaper-Union Decision Awaited

OUTCOME of charges against two St. Petersburg, Fla., newspapers, scheduled to be heard today before an official of the National Labor Relations Board, may establish precedent in featherbedding practices of labor unions.

On complaint of the International Typographical Union, Local 860, the St. Petersburg Times, the Evening Independent and News Printing Inc., company organized by both papers, were to be cited on charges of “refusing to bargain and unfair labor practices.”

Nelson Poynter, editor of the Times and majority stockholder in WTSP St. Petersburg, said the basic issues will be whether a newspaper has the right to demand arbitration and whether ITU can refuse to submit to arbitration its made-work featherbedding and limitations on production and then declare the union refuses to bargain because it insists on arbitration.

On Nov. 20, 1945, printers went on strike in St. Petersburg. Prior to the strike the newspapers operated under unilateral conditions of employment imposed by the union, leaving the newspapers no appeal in case of dispute.

For two months the publications operated without printers and without strike breakers, photoengraving the newspapers. In January the publishers submitted their own unilateral conditions of employment with provisions for compensations, competitive struggles and other corollary problems.

To those who were not veterans at video—the guests—the televised bout signalled the arrival of a new art.
Miller Sees Threat to Free Business

Press, Movies Affected
Los Angeles Group
Is Warned

CAUTIONING that "the political climate" over the
"sleepy citizen nods," Justin Miller, NAB president, warned a joint
meeting of Los Angeles Advertising
Club and Chamber of Com-
merce members June 18 that their
interests were all at stake even
though radio's current position
may seem more obvious.

In his talk, titled "International
Press, Movies, the West Coast and
Frederick: The World's Problems,"
he reasoned from the general con-
fusion among nations to the spe-
cific domestic threats to radio as
well as motion pictures and press.
Developing this thought, he cited
the paradox which has this country
asserting worldwide need for "free-
donation of communication" and over-
looking the "concerted movement
to put communications under Gov-
ernment control" at home.

And Then Facsimile

Beyond the obvious difference, he
denied any basic difference in rea-
soning for control of radio and not
of press. Then he wondered what
shape such opinions would take
with arrival of commercial fac-
mility.

Mr. Miller emphasized that Con-
gress knows its limited power to
control free speech or press but
asserted that FCC had gone beyond
its powers. In effect, he felt that
their actions "have repealed the
provision of the Constitution and
of the Communications Act."

Mr. Miller concluded that Gov-
ernment bears watching since its
only function "is to keep the me-
chanical channels open" abstaining
from content control of communi-
cations save for obscenity or any
tendency to incite to violence and
crime.

At District Meeting

President Miller today addresses
the 17th District meeting in Port-
land before going to Spokane where
he will speak before the Chamber
of Commerce at noon tomorrow
and Pacific Advertising Assn. later in
the day.

Television Set Makers Fete
Press, Workers Fight Night

MOST NEW YORK metropolitan
Television television set manufacturers held
parties for the press and for their
workers the night of the big fight.

RCA, in addition to sets used at
the NBC party, telecast the fight
to employees in its Princeton, N. J.,
laboratories. This show used a
standard-size movie. The event was
held outdoors and was visible
over an area of several acres.

The signals were fed through
to a control board and amplified in
the lab television studio, and cast
on the screen by a projector, which
was situated 60 feet in front of
the screen. A special 60,000 volt
receiving tube-kinescope was con-
structed for the fight projection by
Dr. W. E. Epstein of the labora-
tory staff.

CBS set up six sets, mostly RCA
console models, throughout its tele-
vision studios for its employees. U.
S. television and Du Mont also had
sets in their studios and at their
plants.

At the Telicon Corp. at 851 Madi-
on Ave. over 200 members of the
press and their friends crowded
before four Telicon-Conn fights
white has a brilliant commercial
picture, and a projecter pic-
ture of about two feet wide. Sets
noted that it will not bring out
flashed at dealers
per unit with a 15-inch direct
view picture, and a projecter pic-
ture of about two feet wide. Sets
will make their debut at dealers
sometime in the fall. Prices will
range from approximately $350-400
or $1500.

Viewtone Inc. displayed 14 of its sets, with 17-inch screens on
orable and console models, to over
a thousand guests at a fight party in
the Park Central Hotel, N. Y.,
Viewtone also had a number of
other sets displayed throughout the
eastern area where the fight was
telecast.
EMERSON RADIO & Phonograph Corp. announced its entry into the television field last Thursday at a press preview of its first two postwar video receiver models—a chairside console including the standard broadcast band as well as the television sight and sound, which will retail at approximately $250, and a table model video sight and sound receiver without the standard broadcast band, to retail at about $150.

The chairside model, with a 10-inch cathode ray tube slanted so as to be readily visible to a large number of viewers, includes 32 tubes and has a 12-inch speaker. Benjamin Abrams, president of Emerson, said that the company expects this to be its most popular television receiver model—a chairside model video sets during the remainder of this year will be chairside models.

The $150 table model has a 7-inch vertical viewing cathode ray tube. Both models will receive the full range of channels allocated by the FCC to commercial television, 41-88 mc and 174-216 mc. The company is making a dipole receiving antenna which will be installed at a cost of $20.

Delivery Next Month

Emerson's first television sets will go to dealers beginning next month with production gradually increasing through the summer and fall, Mr. Abrams said. At first, he stated, distribution will be limited to the New York area, subsequent extension to other cities as program service is available there.

Also displayed by Emerson was a new midget standard broadcast five-tube receiver, measuring only 6 by 5½ by 3 inches. Set, to be produced in colored plastic cases, operates on either AC or DC current and will retail for about $20.

Asked about Emerson's FM receiver production plans, Mr. Abrams said that the company expects to turn out about 20,000 table models, retailing at $79.95, and 15,000 console combination AM-FM models, retailing at $175.

To Work Together

TO ELIMINATE possibilities of a third trade association for television, NAB and Motion Picture Assn. aim to work closely in development of policy and solution of operating problems. This was discussed Wednesday at an informal luncheon at the Waterwood Hotel attended by Eric Johnston, MPA president, for Justin Miller, NAB president, and attended by area radio and movie leaders.

NAVAL ORDINANCE Development Award was given June 6 to the Wilmette Mfg. Co., Washington, D.C., in recognition of distinguished research, development, and in particular for contribution to the Fire Control Radar Mark 29 [BROADCASTING, June 17]. Award was accepted by Mr. John W. Woll (r), president of the company, from Rear Admiral Malcolm F. Schoeffer, USN, deputy chief of Bureau of Ordnance. Eighty members of the Wilmette firm received the award.

H. WENZEL PLACES SPOTS IN 39 STATES

H. WENZEL Tent & Duck Co., St. Louis, begins a live spot campaign, in 39 states three weekly, effective June 24 on the following stations: WLAY WSGL WBHP KWJY KYCA KGLU KOY KTTC KSUN KLCN KELD KTHS KJUA KERN KMJ KMPC KTB B KYCV KBKX KYOA KFXM KGBF KGW KFEL KIUP KFXJ KOKO WQAM WSPB WGBA WGAU KID KID KRLC KSBI KWAL WEBQ WLYL WOOL WDFI WCRB WTRC WEOA WOWO WIBC WASK WHBG KIBJ KFNP KTRI KICD KDTY KYAR KKGF KNGO KTSW KIU WKBG WCMI WLBK WHOP WILAP WPAD KMLB KYOL WKOL WJMN WATT WMFG KYSM WDGJ KVOX KWLM WGRM WAML WELC BKMO KFQX KFWO KJVK KJGL KFJQ KGYO KGXC KEZ FBBK KMMI KORN WJAG KUDY KGKY KHAS KENO KOH KAVG KAVG KEN KFJP KFTR KDLR KILO KLMK KOCV WHBC WKRC WHKC WFCN WMRN WHIZ KADA KVSU KASA KSWO WBBZ KOMA KTLU KBBR KBBN KXWR WCEB WJPA WCRS.

KABR KGFW KXAT KSOS KOTA WOP WJZM WHUB WAPO KNEW KbWD KAND KSAM KPAF KFBU KBRA KCNS KNET KUN KVOP KTEM KWVC KVIC KXOK KRIC KPD KGBN KFBC KIBO KFJZ KTRH KFYO KZIP KGTL KTS8 KMCI KRCV KPMK KDDT KSNB KVNU KOAL KUTA WPUP WING KBLK KFPP KPPQ WMMN WHBW WIBU KDFN

Woll Replacement Demanded by Lea

Cites Petrillo Prosecutor's Father as Union Official

REMOVAl of J. Albert Woll, U. S. District Attorney, as Government prosecutor in the case against James Caesar Petrillo, growing out of his strike against WAAF Chicago [BROADCASTING, June 17], will be demanded of Attorney General Tom Clark, Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee, said last week.

Mr. Lea, author of the Lea Act, which Petrillo is charged with violating, said he would write the Attorney General, demanding that a member of the Attorney General's staff "not related to interested parties" represent the Government. Mr. Woll is the son of Mathew Woll, second vice president of the American Federation of Labor, parent organization of the American Federation of Musicians.

He told BROADCASTING a fortnight ago that he could see no reason why he should disqualify himself, merely because his father is an official of the AFL.

"It is unfortunate that the prosecuting attorney who must represent the Government in this prosecution should be so closely related to an official of the union," said Representative Lea. "I don't question Mr. Woll's integrity, but it would seem a natural inclination for him to lean towards the labor organization."

Joining Chairman Lea in opposing Mr. Woll as Government attorney was Rep. Clarence J. Brown (R-Ohio), who as a member of the Interstate Foreign Commerce Committee, worked hard for passage of the Lea Act. Mr. Brown, who is chairman of the Republican National Executive Committee, said Representative Lea has assigned the case to an assistant prosecutor who has" worked hard for passage of the Lea Act. Mr. Brown, who is chairman of the Republican National Executive Committee, said Representative Lea has assigned the case to an assistant prosecuting attorney who has worked hard for passage of the Lea Act. Mr. Brown, who is chairman of the Republican National Executive Committee, said Representative Lea has assigned the case to an assistant

NAB Program Study

SURVEY of early morning programs will be undertaken by the NAB Department of Broadcast Advertising to determine operating methods and techniques behind successful operations. Conducting the study will be J. Allen Brown, assistant director of the department. Production, selling, success stories, reaction of advertisers and other aspects will be covered along with a study of competitive elements and audience desires. Outstanding examples of shows will be probed to find secrets of their success.

KPOW KURS KWYO KFBC. Contract to run through summer was placed by Simmons & Simmonds, Chicago.
March Production Of Sets Is Higher
Total Is 27% Above Mark
For February, Census Shows
RADIO SET output totaled 916,701
sets in March, 27% above Febru-
ary and 90% of average monthly
output in 1941, according to the
Bureau of the Census. No FM sets
or AM-FM combinations were re-
ported to the bureau for February
and March. Of 635,570 home radios,
only 7,468 were considered in a
ratio of 1 to 60 table sets, as com-
pared to the 1 to 6 ratio of 1941.

Output of 82,777 radio-phonog-
aphone combinations in March was
a little above 1941 average but
197,354 battery operated sets rep-
resented only half 1941 monthly
volume. Automobile sets totaled
102,929 in March, up substantially
from February but only 54.6% of
1941 volume. Value of shipments
of radios and electronic phono-
graphs rose 39% in March, totaling
$20,000,000 as compared to $14,-
500,000 in February.

Output of television sets in Febru-
ary and March was described by
the bureau as negligible. Bureau
base its reports on data from manu-
facturers and says they rep-
resent “substantially complete”
coverage of the industry. Data are
preliminary and will be revised later.

Radio Manufacturers Assn. plans to
make available monthly set data,
starting with figures for June.
These reports are to be issued with
in a fortnight of the month’s end,
and are to give almost complete
coverage.

HEARING TO RESUME ON CLEAR CHANNELS
CONFERENCES between engi-
ners of the broadcasting industry
and the FCC were held last week
in Washington to prepare testi-
mory for the final phase of the
clear channel hearings which be-
gin July 1 in Washington.

Although every effort will be
made to wind up the hearings
within a few weeks, it was re-
garded doubtful that the volumi-
nous data necessary for the pro-
ceedings will be completed. It was
expected, therefore, that a recess
may be taken after two weeks and
the hearings adjourned until some
time in September.

Acting Chairman Denny has
promised that a decision on the
clears will be made in September,
to enable the United States Gov-
ernment to submit its proposals
at the North American Regional
Broadcasting Conference in Oc-
tober.

It is expected that when the
hearings resume, Louis G. Cal-
wald, counsel for the Clear Channel
Broadcasting Committee, will ask
that the executive board of the
Regional Broadcasters’ Committee
be required to testify regarding an
alleged campaign to “break down the
clears.”

Executive Staff of Lever Bros.
Is Reorganized by Luckman

NEW VICE PRESIDENTS (1 to r): Robert F. Elder (consumer re-
search); John R. Gilman (advertising); Walter W. McKee (sales);
Alexander B. Stewart (production); Arthur F. MacIntyre (finance).

HARDLY a fortnight after taking
office as president of Lever Bros.
Co., young (37), ambitious Charles
Luckman last week was giving the

giant American subsidiary of
Britain’s great
soap making com-
bine the shaking
of its venerable
life.

Within three
days he made six
new vice presi-
dents, two of
them his good
friends from his
days as salesman
for Colgate-Palm-
olive-Peet Co.

The top lieutenant went to W.
R. Veale, who started with Colgate-
Palmolive-Peet in 1922 as a clerk
in the advertising department, rose
through advertising, sales and
managerial positions to become
manager of the company’s U. S.
soap department in 1935. Since 1938
he has been manager of Frankfort
Distillers. Mr. Luckman last week
made him vice president and gen-
eral manager of Lever Bros. He
was also elected to the board.

Another vice presidency went to
Walter W. McKee, onetime Col-
gate-Palmolive-Peet executive who
followed Mr. Luckman to the Pe-
sodent Co., became its vice presi-
dent in charge of sales after the
soap industry’s wonder boy became
Pepsodent’s president. The McKee-
Luckman friendship began when
Mr. McKee was Colgate-Palmolive-
Peet’s manager for toilet articles
in Cincinnati and Mr. Luckman
was the company’s district manager
for soaps. Mr. McKee last week
was named Lever Bros. vice presi-
dent in charge of sales.

The other four executives ele-
voted to vice presidencies were:

Robert F. Elder, vice president
in charge of consumer research.
With Lever Bros. since 1937, Mr.
Elder was first director of re-
search, later assistant to the presi-
dent with special responsibilities
in economics and merchandising.

John R. Gilman, vice president
in charge of advertising. With
Lever Bros. since 1918, he became
assistant advertising manager in
1924, associate advertising mana-
ger in 1927. To Mr. Gilman much
credit has been given for the de-
velopment of Lux Toilet Soap. He
was in charge of all Lux adver-
sing, including Lux Radio The-
atre, the Lux Supines.

Alexander B. Stewart, vice
president in charge of production.
With Lever Bros. since 1924, Mr.
Stewart was first a sales super-
visor, later assisted in installing
modern production systems. Since
1935 he has been assistant to the
president with special responsibil-
ities for production.

Arthur P. MacIntyre, vice presi-
dent in charge of finance. With
Lever Bros. since 1920, Mr. Mac-
Intyre was first an accountant, be-
came controller in 1922, treasurer
in 1925.

KVI REPLACES KMO
WITH MBS-DON LEE

AFTER nine years as a Mutual-
Don Lee Broadcasting System af-
filiate, KMO Tacoma, Wash., will
sever network connections in favor
of independent operation, effective
Aug. 1, according to Carl E. Hay-
mond, KMO owner.

Simultaneously, Don Lee an-
nounced selection of KVI Tacoma
to replace KMO and KOL Seattle.

Mr. Haymond stated that he had
been offered a new Don Lee con-
tract with the provision that he
either purchase a Seattle station
or move the KMO transmitter to
cover both cities.

In making his decision, Mr. Hay-
mond further explained, “We would
have had to identify ourselves ex-
clusively with Seattle, since from
a business point of view, it is im-
possible for a Tacoma station to
sell both markets inasmuch as
Seattle overshadows Tacoma.

The new network outlet, KVI,
which operates with 5 kw on 570 kc,
is presently located midway be-
 tween the two cities. Mrs. Vernice
Irwin, president and general man-
ager, admitted she would “prob-
ably move some of the station oper-
antion” to Seattle.
Telecommunication Revision Seen in June 27-28 Meetings

A TWO-DAY meeting of interested members with State Dept. and other Government officials, looking toward U.S. proposals for revisions of international telecommunications documents will be held in Washington June 27-28, the State Dept. announced last week.

Need for a world conference and a revision of the existing international telecommunications documents is accentuated by reason of the great advancement in the art, once the drafting of the Madrid Convention in 1932 and the Cairo Radio Regulations in 1938 and by developments and disruptions incident to the war, said a spokesman.

Some 50 or more representatives of all phases of telecommunication in America are expected to attend the meetings. Beginning at 2 p.m. Thursday the sessions will be held in the Department of the Interior Auditorium, concluding Friday afternoon.

Submit Proposals

Several firms and organizations interested in world telecommunications have submitted tentative proposals. Others are expected to offer suggestions during the conference, inasmuch as proposed radio regulations were delayed in mimeographing at State Dept. and will not reach industry members in time for the complete study before the meeting this week.

Studies have been under way for a long time looking toward the revision of international telecommunications documents, said a Government official.

While many changes are anticipated, some are outstanding in importance. One will be a revision of the frequency registration table, Article 7 of the Cairo Radio Regulations, which will make many changes in the allocation of bands of frequencies to the various services requiring them.

Another important change to be proposed will be a recommendation for creation of an International Telecommunications Union, with permanent boards and committees which will be integrated by an Administrative Council, a permanent body designed to supervise and direct the day-to-day operations of the union.

According to the U.S. proposals, one of the most important of these permanent boards would be a Central Frequency Registration Board, composed of five regular and two alternate members, each from a different nation and who shall be of recognized qualifications in the radio field. This CFRB would undertake to coordinate on a scientific basis the registration of frequencies, which now is done merely as a recording activity by the Bern Bureau.

While the CFRB would act only in an advisory capacity, it would provide a forum for the settlement of international disputes in the field of frequency registration and an agency for the submission of expert advice to registering governments. Work on other permanent boards and committees is going forward.

A further important revision looking toward speedy solution of international problems in the telecommunications field is proposed. This is, in addition to the regularly accepted plenipotentiary and administrative conferences, a new type of conference known as an Administrative Conference With Limited Agenda, sometimes referred to in official circles as a "quickie."

Under the U.S. proposal international emergencies could be set up as little as three months' notice and would consider only a few current and urgent problems, thus avoiding the long delays incident to regular conferences, herefore necessitated. Under present international documents, problems that arise must await world conferences, sometimes four years or more.

NEW License Hearing Postponed Until Aug. 5

AN FCC hearing of a renewal application for a license of WNEW New York, scheduled to be held in New York on June 18, has been postponed until Aug. 5. The reason for the postponement is that Arde Bulova, principal owner of WNEW New York, has not returned from a European trip.

In addition to fighting for renewal of its license, the station is resisting the efforts of the Missionary Society of St. Paul of the Apostle to take away its frequency. WNEW is also applying for an increase in power from 10 kw to 50 kw.

A minority stockholder, Richard O'Dea, is participating as an intervenor to inquire into certain financial transactions involving the Greater New York Broadcasting Corp., present licensees of WNEW, and the Wodaam Corp., licensee of WOVI New York, also owned by Bulova, and previous licensee of WNEW [Broadcasting, May 27].

Outline NAB Meet

OUTLINE for the Oct. 21-24 NAB convention agenda will be drawn June 28 at a meeting of the NAB Convention Committee, to be held in Chicago. President Justin Miller will attend, as will C. E. Arney Jr., secretary - treasurer. Committee members are G. Richard Shafts, WIS Columbia, S. C.; T. A. M. Graven, WOL Washington, and Leslie Johnson, WHBF Rock Island.

APPLEBY IS NAMED BUDGET DIRECTOR

PAUL H. APPLEBY, northwest broadcaster, last Thursday was appointed by President Truman to be Acting Budget Director, filling the vacancy created by resignation of Director Harold D. Smith to become vice president of the International Bank.

Mr. Appleby was appointed assistant director of the bureau last September when he resigned as officer and director of Queen City Broadcasting Co., operating KIRO Seattle, though retaining his stock in the station. He also is a third owner of KFDP Spokane and interested in a projected station in Boise, Idaho.

Mr. Appleby had been in Government service 12 years as executive assistant to Secretary of Agriculture Wallace in 1933, remaining there until 1940. In 1941-42 he was chief of the U.S. food mission to Great Britain and served as chairman of the International Wheat Conference. In early 1944 he was named assistant director of the Budget Bureau, resigning that autumn to enter radio.

AWD Delegates to Call At White House Today

DELEGATION from the Assn. of Women Directors will call at the White House at 1:50 p.m. today just prior to a meeting of the Famine Emergency Committee. The group will present to President Herbert Hoover a sheaf of telegrams from stations pledging cooperation in the food conservation program.

Alma Kitchell, WJZ New York and AWD president, will make the presentation. In attendance will be Mildred Bailey, WCOP Boston, vice president, and Dorothy Lewis, also a vice president and NAB coordinator of listener activity. AWD included its food conservation program early in the year before the famine committee was created.

A. D. Willard Jr., NAB executive vice president, will attend the committee meeting, representing NAB President Justin Miller who is on the West Coast.

Yankee Switch

KELLOGG Co., Battle Creek, Mich. (Pep), today, June 24, for 13 weeks moves Superman series on all Yankee Network stations from 5:15-5:30 p.m., period to 5:50-5:45 p.m., spot so ball fans can hear more of the Boston games. Time remains unchanged on rest of Mutual network. Agency is Kennedy & Eckhardt, New York.
Help Wanted

Wanted immediately—For live audience show, a congenial, experienced ad lib announcer who can write and handle a radio stage show with a Bailey, Brenne- men and an 800 watt Narcissus to achieve maximum audience and information with audition due to Box 372, BROADCASTING.

General announcer—Operator and an- nouncer with first class license. NBC network, West Virginia. Application requires salary and permanent affiliation for right person. Operator, first class. Texas station. Give qualifications. Box 395, BROADCASTING.

New local station in southwest now coming into existence is in need of an chief engineer capable of making all technical installations and wiring for first class license. Month, start. Box 434, BROADCASTING.

Sales manager and program director—Announcer. School of Radio and Television, University of Colorado. Must have experience as announcer and program director. Before you write, please state salary. Be specific. Box 446, BROADCASTING.

Sales manager—Salesmen wanted for 250 watt southern station. Must have first class license. Full salary and benefits. Address Box 446, BROADCASTING.

Studio manager—veterans. If you are a good announcer, have a good working knowledge of the inside operation of a station. Valid license required. Deadline two weeks preceding issue date. Send box replies blind box number. One inch ads, acceptable, $12.00 per insertion, non-corn-

Salesman—Excellent opportunity with West Virginia MBS affiliate. Oshkosh, Wisconsin. Give full information. Box 446, BROADCASTING.

Sales manager—Hotel manager wanted to do constructive selling. Must write copy for own radio. NBC network. Give full particulars and resume of experience. Must have NBC station, well established. Box 447, BROADCASTING.

Sales manager—Three combination announce- ing and engineers for 250 watt southern station. Must have first class license. Full salary and benefits. Address Box 446, BROADCASTING.

Sales manager—Operator wanted for 250 watt station. NBC network. Give full particulars and resume of experience. Must have NBC station, well established. Box 449, BROADCASTING.

Wanted—Girl experienced in program- ming and direction of radio station. Give full particulars and resume. First letter. Box 464, BROADCASTING.

Wanted—First class ticket with ability to announce, experienced. West Virginia, local- ity. NBC station, well established. Box 466, BROADCASTING.

Wanted—Experienced writer, popular and light stage shows. Oshkosh, Wisconsin. Five years experience. Line up greatly appreciated. Box 468, BROADCASTING.

Wanted—Advisory engineer for new station. Must be familiar with European stations, be able to understand German. Box 470, BROADCASTING.

Wanted—First class operator—announcer, 14 years experience. Location open. Part time announcer, five years Bureau of Aeronautics—Navy Radar technician, near Seattle. WBC. Bachelor of arts degree, age 31. Box 482, BROADCASTING.

Wanted—This firm requires the services of seven with an aggregate of seventy experience. Must have experience to hypo your present organization or serve as nucleus for new staff. Manager or station manager; continuity of organization an absolute prerequisite. News-editor-broadcaster; chief engineer-control room technician; producer-announcer; woman's director; all with network experience and college background. Write and state references. Box 495, BROADCASTING.

Wanted—Desk manager—first class operator, 14 years radio. Available immediately. Can do combination if necessary, also have experience, excellent, Work with veteran World War II Answer Box 429, BROADCASTING.

Wanted—Consultant, with extensive program production experience. Box 375, BROADCASTING.

Wanted—Copy writer, girl, desires position with major network. Must be experienced and able to write. Box 469, BROADCASTING.

Wanted—First class operator-announcer—Veteran, young, married, dependable. Handle all types commercials, newscasts, record announcements for all networks. Good control board Transcription available. Broadcaster. Box 472, BROADCASTING.

Wanted—Operator—announcer, 29, with 18 months experience, desires position with an em- ployment chief on small station. Must be immediately. Box 443, BROADCASTING.

Wanted—Operator—announcer, 15 years experience all phases. Send complete, detailed. Box 450, BROADCASTING.

Situations Wanted

Sales manager—Want to buy a station in the Washington area. Must be able to prove you by August 15. Send resume and reference. Box 452, BROADCASTING.

Announcer—Commercial manager—Need one firm in the New York area. Send complete resume. Box 458, BROADCASTING.

Operator—announcer—Desire to handle largest network in the South. Available immediately. Box 460, BROADCASTING.

WANTED—Operator—announcer—Desire to handle largest network in the South. Available immediately. Box 460, BROADCASTING.

Opportunity—First class operator capable of making all technical installations and wiring for first class license. Month, start. Box 434, BROADCASTING.

Program director—Nine years' com- mercial radio experience as announcer, writer and executive manager. Thoroughly familiar with all phases of radio. Excellent management and public service administration. Must have working knowl- edge of all phases of radio. Opportunity for new or proposed sta- tion. 250 watter, four year college degree. Box 470, BROADCASTING.

Chief engineer—250 watter, 26, with background for management desires to establish radio career. Must have first class license and chief and manager. Ideal combi- nation to cut operational costs and weld staff into efficient unit. All offers con- sidered. Box 470, BROADCASTING.

Opportunity—Desire connection as station and program director. E. L. L. B. Degree. Box 460, BROADCASTING.

Sales manager and program director—Immediate need. Combination announcer-operating position with nucleus for new staff: commercial manager, manager of advertising, traffic, accounting, selling, news, newscasting, and promotion. Chief engineer; program director; chief engineer, M. C. and program manager. Consider any offer. Write: L. L. B. Degree. Box 460, BROADCASTING.


Announcer—Two years experience. News, disc work, continuity and especially specialty. Excellent references. Fully experienced. Box 470, BROADCASTING.

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Miscellaneous

An investment. Newly-formed trans- scription company needs capital. An opportunity to invest and share sound business idea. Complete facilities available for major transcription in production. Replies held in strict confidence. Box 470, BROADCASTING.

Can we represent you in Chicago? We are an established selling organization and all your important ad- vertising agencies, radio stations and ad- vertisers. Box 492, BROADCASTING.

Washington newspaper, 34, ex-FCC ed- itor, has 10 years' active publication experience with others similarly situated in pro- posed radio station here, there, anywhere. Box 469, BROADCASTING.

Another of our clients is on the air. They had the idea—we han- dled the rest. We built it where they wanted and we installed it where they wanted it. And they want it now. Can we do the same for you? Box 457, BROADCASTING.

A WEEKLY LISTING OF THE NATION'S JOB OPENINGS

Write for FREE SAMPLE COPY of "Radio Jobs" radio's weekly magazine of job openings. Listings are reported to "Radio Jobs" by broadcasters, announcers, engineers, salesmen, writers, news- men, etc. Ask for "Radio Jobs." 345 Fifth Ave., New York 17, N. Y.

I'M READY! . . . and the man to whom I am now Associated is not the man at one of the country's top 50 stations. He pays well. I am both willing and able to step out on my own. With Munich as my base, I can sell to advertisers, agencies, music publishers or radio stations in and around Germany. If you are interested, please write Box 452, BROADCASTING.

Representative Service

Representative—With ample financial resources and twenty years' experience in selling and allied fields available. If you have a radio station which needs a permanent representative, I can handle it. Box 458, BROADCASTING.

For Sale

For sale—200 foot Lange tubular radia- tor. In excellent condition. Highest offer takes it. Box 455, BROADCASTING.

For sale—Two 150 foot steel towers, used last year. Good condition. Can be sold immediately, withCAA lights. Box 463, BROADCASTING.

WE 391-1 kw transmitter. All self con- trolled. Complete with accessory parts, ready for immediate use. Price $3000.00 cash. Write Mr. J. D. Thomas, 1824 Southern, Broadcasting Service, Roteil Building, New York, N. Y.


Wanted to Buy

Wanted—Universal Synchronous Re- cording Motor with 15 to 1 gear ratio. Write to Box 438, BROADCASTING.

Wanted—One Fairchild unit 339 portable recorder or what have you. Write to Modern Transmission Studio, Southland Life Building, Dallas 1, Texas.

Wanted for immediate purchase: Por- table recording equipment; wire tape, or tape recorders. Equipment for radio trans- mission AC and DC playback machine. All equipment to be used in excellent condition. Box 470, BROADCASTING.

Washington newspaper, 34, ex-FCC ed- itor, has 10 years' active publication experience with others similarly situated in pro- posed radio station here, there, anywhere. Box 469, BROADCASTING.

For Sale

For sale, local station. Only station east of St. Louis. Excellent conditions. Conditional. FM CP granted. Price $250,000.00. Write to Box 437, BROADCASTING.

For sale—Southland Life Building, Dallas 1, Texas.

For sale—Two 150 foot steel towers, used last year. Good condition. Can be sold immediately, with CAA lights. Box 463, BROADCASTING.

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For sale—Two 150 foot steel towers, used last year. Good condition. Can be sold immediately, with CAA lights. Box 463, BROADCASTING.
Keeping pace with the increased tempo of applicants for standard stations, the FCC last week authorized ten new outlets. Unusual aspect of Commission action was the issuance of grants to three applicants in Gadsden, Ala., a city of 37,000 (1940 census).

Outstanding among the latest recipients were grants to Mid-State Broadcasting Co. of Peoria, Ill., and Southern Illinois Broadcasting Partnership, Carbondale, Ill., authorizing use of the 1-A clear channel of 1020 kc with 1 kw day time operation only; Pursley Broadcasting Service of Mobile, Ala., which was granted 840 kc with 1 kw day, 1-A clear channel of WHAS Louisville; and the authorization on 740 kc to Central Florida Broadcasting Co., Orlando, Fla., operating with 1 kw day time.

Outstanding among the licensees were issued by the Commission to The Traveler Publishing Co., Inc., for a new station in Arkansas City, Kans., Midwestern Broadcasting Co. in Petoskey, Mich., and Electronics Corp., Puerto Rico, for a local outlet in Mayaguez, P. R.

Pecora Grant

In granting the Mid-State application for Peoria, the Commission denied a petition by the then applicant to tender a grant to the Carbondale applicants on 1030 kc "in lieu of 1020 kc as requested." Midwestern, whose 1020 kc frequency was acknowledged by the Commission as the local clear channel of WTCM Traverse City, Mich., which operates on 1370 kc with 250 w fulltime. Mid-State is owned by some 12 stockholders, including: John T. Urice, director (5%); Mrs. Naomi Murrell, vice president, secretary; Robert D. Houck, secretary-treasurer, 25% owner of station, in another limited time.

Mr. Urice is an account executive with the T. Walter Thompson Co., Chicago. John T. Urice, director (5%). Mr. Urice is an account executive with the T. Walter Thompson Co., Chicago.

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Mobile Grant

Mobile is owned by three equal partners, C. L. and Louise Patterson Pursley. Mrs. Pursley is a 25% partner in WAPO Chatta-nooga, Tenn. Significant in the authorizing of 1040 kc to the applicant is the fact that it is the first time WHAS has shared its daytime hours on the Class 1-A assignment.

Central Florida Broadcasting Co., granted use of 740 kc, 1 kw day only, will share clear channel assignment with KQW San Jose, Calif., and KTRH Houston, Tex. James Daniels, president of the grantee, Mrs. Naomi Murrell vice president, William Oliver Murrell, secretary-treasurer and Mrs. J. M. Dandale, assistant secretary-treasurer. All principals own 25% of the stock.

Arkansas City, Kans.—Stauffer Publishing Co., a Delaware corporation, owns 96% of the stock. Oscar B. Stauffer, president, 2%; D. A. Stone, vice president, 2%; F. W. Frailey, secretary-

Sale of KTNN Tucumcari Is Sought; Incorporation of WMLT Dublin Asked

Two applications—one requesting transfer of control and the other seeking incorporation under state charter—were filed with the FCC last week.

Hoyt Houck, Robert D. Houck and Walter G. Russell, each one-third owners of KTNN Tucumcari, N. M., sought Commission approval of their proposal sale to Robert B. McAllister, Pryde E. Hale and George Dandale, the assignors of $45,000. Station assignors asserted that by relinquishing control of KTNN it will be possible for them to devote their full time and efforts to an application for incorporation.

Having received Commission approval for 50% stock of WMLT Dublin, Ga., from J. B. Houck, president, the agency of the proposed sale to the FCC now seeks consent to incorporate local radio company, KICA Elko City, Okla. [Broadcasting, Feb. 18.]

Under proposed assignment, Messrs. McAllister, Hale and Russell will be a silent partner, McAllister and Malcom participating actively in the operation of the station. KTNN operates on 1400 kc, 250 w fulltime.

Mr. McAllister formerly was program director of KYFO Lubbock and is now general manager of KOA Colorado. He will manage the station. Mr. Malcom is associated with KFJZ Ft. Worth, Tex.

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Marks 700th

BILLY HENRY, CBS newscaster, June 21 made his 70th broadcast of Bill Henry and the News Monday through Friday 8:55-9 p.m. Taking over the five-minute sponsored program on CBS in Sept. 1943, Mr. Henry's preparation of the five-minute script starts at 8 a.m. During the day he attends Washington's press conference with Teheran conference hearings. His only other news activity is a daily column for the Los Angeles Times. Mr. Henry is sponsored on CBS by the Johns-Mannville Corp., New York, through J. Walter Thompson Co., New York.

P&G on NBC

PROCTOR & GAMBLE, Cincinnati, has bought for the fall season the NBC Sunday period 10-10:30 p.m. which will be vacated by General Electric Hour of Charm. Decision as to which of various shows sponsored by the advertiser will fill the slot has not been made.

Seeds Plans Suit On Grove Action

RUSSEL M. SEEDS Co., Chicago, has notified Grove Laboratories Inc., St. Louis, one of the top network and spot advertisers, of its intention to file suit in the St. Louis Federal Court for the recovery of commissions on $1,658,000 in advertising revenue, if the company does not fulfill its contract.

Difficulties began May 12 when James H. Grove, president, notified the agency of the appointment of Duane Jones Co., New York, to represent Grove at the end of 90 days' notice. The agency, through its attorney, John B. Moser of Chicago, contended notice would constitute breach of contract in that agency contract was not to expire until June 30, 1947. In addition to Mr. Moser, regular counsel for Seeds, the firm of Thompson, Mitchell, Thompson & Young, St. Louis, is being retained. Firm won a judgment in May 1945 for breach of contract when Grove attempted to dismiss H. W. Kastor & Son Adv. Co., Chicago, as one of its agencies. Courts awarded Kastor & Sons $13,500,000 for decreasing no definite time termination.

In the present litigation, Seeds is expected to ask the court to award commissions in the amount of $100,000. Figure is based on advertising appropriations for the following accounts: Grove's cold tablets, $750,000; Paso ointment, $140,000; Dr. Porter's oil, $55,000; Chilly-Tonic, $80,000; Jitter Bug insecticide, $38,000.

Agency has also notified Grove it expects to retain title and ownership of Reveille Roundup and The Home Towners, vocal quartet appearing on NBC.

Kraft Renewes

KRAFT FOODS Co., Chicago, has renewed Kraft Music Hall effective July 25 on CBS network, Wed., 8:30 p.m. (CDT). Kraft's summer series, which began May 16, stars Comedian Edward Everett Horton and Pianist Eddy Duchin. Agency is J. Walter Thompson Co., Chicago.

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FCC Plans Policing of Jammed Spectrum

RID-Field Division Merger to Fight Problems

By JACK LEVY

ANTICIPATING that the number of FM, AM and television stations “in the next few years” may reach an aggregate of 4,700, the FCC last Thursday announced details of a master plan for policing the “enormously-expanded postwar radio spectrum.” The plan provides for the merger of the war-created Radio Intelligence Division (RID) with the Field Division, the combined unit to be set up as the Field Engineering and Monitoring Division, under the Field and Research Branch of the Engineering Dept. It will be headed by George S. Turner, formerly chief of the Field Division. George E. Sterling, formerly chief of RID, will head the Field and Research Branch.

Unfold Secrets
Coincident with the plan, which takes effect July 1, the Commission unfolded for the first time since its establishment in July 1940 the special equipment and techniques used by the RID for counter-espionage and for safeguarding war communications and transportation.

Opening up its Laurel, Md., laboratories to reporters and photographers, with permission to “see or shoot anything,” the Commission conducted a five-hour exhibition of its far-flung monitoring activities, topped off by an actual demonstration of a nationwide alert for a clandestine radio station and the location of the illegal operation within five minutes. The equipoise of the day, predicted for this work, it was explained, will now revert to peacetime application for patrolling the usable spectrum space, reaching to 30,000,000 ke and beyond.

War Forged Growth

In explaining the need for its expanded monitoring program, the Commission said that the “forced wartime growth” of radio communications is estimated to have advanced the art “to an entire generation.” Hundreds of thousands of additional channels, it predicted, will be licensed in the newly discovered regions of the spectrum and with the demand for frequencies still far exceeding the supply efficient policing becomes of “paramount importance.”

The Commission recalled that when the Government first began policing the spectrum in 1911 it had only the equipment of a few ocean-going steamers. But today, it pointed out, the FCC “is confronted with the problem of preventing traffic snarls or law vio-
Grants up FM CPs to 110; Conditional to 450

Conditional grants for FM stations reached 450 mark Friday when FCC authorized additional seven outlets, four of which went to standard licensees. Four grants previously given engineering approval, awarded construction permits, bring to 110 number of FM permits issued since resumption of peacetime licensing.

Six of seven conditional grants were for Class B (metropolitan stations) and one was for Class A (nonurban) outlet.

Commission also designated one FM application to be heard in consolidated proceeding with related applications, bringing to 140 number of FM cases in hearing.

Granted construction permits (power given in brackets) for antenna height above average terrain:

Class A: 70 kw; antenna height above average terrain 250 feet.

Class B: 15 kw; antenna height above average terrain 87 feet.

Class C: 2 kw; antenna height above average terrain 70 feet.

Four principal changes, as follows:

1. Effective radiated power; antenna height above average terrain.

2. AM station antenna height above average terrain.
THRU JETT'S EYES

COMMISSIONER E. K. Jett, former chief engineer of the FCC, and the official principally responsible for the basic allocations covering television and other high frequency services, had this to say about the flight teletcast:

"NBC and all who participated in bringing the Louis-Conn telecast to Washington are to be congratulated on the fine technical performance and excellent production technique employed."

ARRANGEMENTS COMPLETED FOR ATOM BOMB TEST

FINAL arrangements for broadcast of atomic bomb test at Bikini atoll June 30, with Bill Downs, CBS correspondent representing four networks for pool broadcast from plane immediately following bombing plane, completed Friday.

First four-network broadcast will take place 3:30-5 p.m. picking up take-off of bombing plane on first of its 15-minute test runs over Bikini, on 4900-meter wave. Bomb is scheduled to be dropped on fourth run, with six runs maximum. If bomb is not dropped on fifth run, because of weather conditions, test will be postponed. Newscaster has been briefed on release, to cover at 4 p.m. and supplementary report at 7 p.m. for actual description by Mr. Downs from plane and sound of explosion when bomb is dropped. At 8 p.m., after returning to headquarters at Kwajalein Island, Downs will be heard on all networks interviewing bomber and pilot of bombing ship.

TEXAS VIDEO GRANT TO CARTER PUBLICATIONS

CONSTRUCTION permit for television station authorized by FCC Friday to Carter Publications Inc. (WBAP), Fort Worth, Tex. Permit calls for Channel No. 5 (76-82 mc); effective peak power radiated: 30.4 kw (visual and aural); effective antenna height above average terrain: 500 feet.

Grant is issued for television station in Southwest; brought to 27 number of video stations operating or authorized.

FELTIS ADDRESSES AFA

HUGH FELTIS, Broadcast Measurement Bureau's president, listed five ways advertisers and agencies can use forthcoming BMB audien-

ces for TV, ant to other networks. Advertisers include ABC, NBC, CBS, and DuMont Television, wired congratulations to Niles Television, wired congratulations to Niles Mitchell, Chicago,.React to discontinue own rating service July 31 and switch to C. E. Hooper Inc. rating (see story page 46). "I see no great significance to the arrangement because it fails to give CAB subscribers anything which they could not secure by purchasing Hooper's service in the ordinary manner." Further added that each member of the CAB committee would be tended to invest in Nielsen Co., to investigate mechanical index before subscribing to Hooper.

HITS CAB-HOOPER PLAN

ARTHUR C. NIELSEN, president A. C. Nielsen Co., Chicago, Friday said of CAB intention to discontinue own rating service July 31 and switch to C. E. Hooper Inc. rating (see story page 46). "I see no great significance to the arrangement because it fails to give CAB subscribers anything which they could not secure by purchasing Hooper's service in the ordinary manner." Further added that each member of the CAB committee would be tended to invest in Nielsen Co., to investigate mechanical index before subscribing to Hooper.

Dumont Congratulates

DR. ALLEN B. DUMONT, president of DuMont Television, wired congratulations to Niles Mitchell, New York, elected controller.

SENATE late Friday passed State, Justice and Commerce 1947 appropriations bill, restoring $9,284,778 for State's Office of International Information & Cultural Affairs (including shortwave), also including: amend- ment to allow for purchase of 25% of international shortwave station time without license consent. Bill now to conference (earlier story page 20).
Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.
WKY
OKLAHOMA CITY

has everything....

LISTENERS
FREQUENCY
COVERAGE
FACILITIES
POWER
KNOW-HOW
PROGRAMS