While some men are probing the mysteries of the atom by means of the electron microscope and the cyclotron, colleagues of theirs are studying means and methods of conveying radio's newest accomplishments—FM and Television—to millions of American Homes.

In the past, as the radio industry moved forward, The Fort Industry Company was quick to adopt far-sighted measures which resulted in finer radio—faster!

Today the Fort Industry Company, a symbol of radio leadership, is assuming this responsibility by mobilizing its resources to give its large listening audiences radio's most recent developments, and more of the type of broadcasting which symbolizes a FORT INDUSTRY STATION.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla.
WABA, Atlanta, Ga. • WMNN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

IF IT'S A FORT INDUSTRY STATION ... YOU CAN BANK ON IT
SATURDAY mornings have been "school mornings" in Chicago the past year... and not a complaint has been heard!

THE REASON? A program of, by and for the kids themselves—WLS Quiz-Down (in cooperation with the Chicago Daily Times)—a sparkling half-hour battle of wits from Chicago's grammar schools, public and parochial.

SPARKED by famous Quiz Kid Harve Fischman, the Saturday morning shows have packed the Stevens Hotel Ballroom with youngsters each week—roused interest and talk in the schools all season—stimulated better classroom work, according to the teachers themselves.

A TEAM from each of two schools was chosen each week—the studio audience came from the participating institutions. Each Saturday, a winning team and a high scoring individual received recognition and awards.

WLS Quiz-Down is off the air for the summer—but thousands of Chicago grammar school pupils are ready and waiting for their Saturday sessions this fall.

QUIZ-DOWN is one link in a long chain of WLS special services to the Youth of Midwest America. It is a very pleasant part of our job—working with the leaders of tomorrow, today!
On June 15, The Yankee Network News Service changed its format.

On that date, each edition — 8:00 A.M., 1:00 P.M., 6:00 P.M., 11:00 P.M. — went on the air, on the dot, with the latest, up to air-time headline news.

Since 1934 The Yankee Network News Service has operated the largest independent radio news service in New England. Over the years it has constantly enlarged its facilities for giving the most complete local, national and international news coverage. The present arrangement is therefore a change in style of news presentation only.

This new routine, we believe, will be more than ever in the public interest and will enhance Yankee leadership and acceptance as New England's most complete radio news service.

For complete story and availabilities of the news in New England —
Ask Your Petry Man
BROADCASTING... at deadline

Upcoming

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

July 1-2: NAB Program Executive Committee, Drake Hotel, Chicago.

(See page 50 for other upcomings.)

Bulletins

FCC Friday announced revision of allocations of radio frequencies to non-governmental services involving joining of bands 3700-4000 mc into one band with limits 3700-4200 mc and shifting of Air Navigation Aids (Altimeters) band from 4000-4200 mc to 4200-4400 mc.

FAIRFAX M. CONE, chairman, executive committee, Foote, Cone & Belding, Friday indicated only mutual understanding of contract terms remaining between General Motors and sponsorship of Bing Crosby. Mr. Cone said deal would be on strict salary basis, with no stock transfer, as previously rumored. Sponsor understood to be in complete accord with Crosby stipulation that future broadcasts be transcribed. If aired by CM, ABC will be selected.

FCC announced Friday since but six applications remain for six available channels for television in San Francisco it cancelled Feb. 1 order designating applications for hearing.

KWK REALIGNMENT

REALIGNMENT of executive management of KWK St. Louis, announced Friday by Robert T. Convey, president, as sequel to recent sale of that station to ABC. St. Louis Journal-Post reports sta- tion will be dormant until after November elections, but watch for splurge of investigations involving certain radio commentators and stations, reaching into FCC, late in year.

THERE'S still hope for 1947 NAB convention in New Orleans. It may take some juggling, but NAB headquarters staff is trying desperately to carry out 1943 convention commitment to hold annual session in romantic southern city. C. E. Arney, NAB secretary-treasurer, flew to New Orleans last week in effort to work out difficult hotel problem. Huge convention hall could be utilized, but hotels aren't certain they can provide accommodations.

NEW RECOGNITION by White House of Acting Chairman Denny's administration of FCC (see letter page 16) regarded as another innovation in this administration's efforts to work out difficult hotel problem. Huge convention hall could be utilized, but hotels aren't certain they can provide accommodations.

ANTI-BLACK MARKET SPOTS

Radio being used in anti-black market campaign of Mid-State Lumber & Supply Co., Cranford, N. J., to move lumber at below OPA ceiling prices. Lieut. Col. Martin A. McDonough, Mid-State company president, enraged at lumber black market confronting him upon Army discharge, secured country until located source of supply for monthly delivery of three million feet of yellow pine. Spots, stressing “carloads of yellow pine” on WNEW, WPAT and WHOM, along with placements in New York-Newark press, generated interest. Agency, Radio Advertising Corp. of America, Jersey City.

Business Briefly

DON'T COUNT too strongly on a World Telecommunications Conference in April 1947, proposed informally by State Dept. Russia holds ace at moment. Months ago U.S. suggested Soviet Union invite Big Five—Russia, U.S., Britain, China, France—to International Telecommunications Conference in Moscow, preliminary to World Conference. So far Russia has ignored U.S. suggestion, but could still issue invitations, even after plans are fairly well along for World Conference.

BRIG. GEN. KEN R. DYKE, processed out of Army after four years’ service, to return to NBC in executive capacity before Labor Day. Roving assignment on top level expected to relate to overall commercial and client activities. Was NBC director of advertising and promotion before entering government service in 1942. Last assignment was education and information chief on General MacArthur’s staff, in charge of all sociological phases of Japanese occupation.

WHEN FULTON LEWIS Jr., vacations for month beginning July 8, Al Warner, WOL-MBS news chief in Washington, and Ray Henle, ace WOL commentator, will pinch hit on alternate days over MBS. In past Mr. Lewis usually has used public figures rather than newcomers for vacation relief.

ROBERT E. STRIPLING, former chief investigator of the old Dies Committee on Un-American Activities, due for Army discharge and appointment to head staff of House Unamerican Activities Committee on un-American Activities. On orders from "above" committee will be dormant until after November elections, but watch for splurge of investigations involving certain radio commentators and stations, reaching into FCC, late in year.


COLOW JOININGS T-H-S


WILDER NAMES HEADLEY-REED

APPOINTMENT of Headley-Reed Co., as national representative for Col. Harry C. Wilder's WSYR Syracuse, WTRY Albany-Troy-Schenectady announced Friday, O'Brien & Dorrance, New York, to handle promotion activities for two stations and WELI New Haven, Conn.
More and Faster...

More people can hear about your new product in less time with Spot Radio than with any other medium . . . at less cost, too.

If your new product needs better distribution or your old product is opening up new markets, let Spot Radio pave the way . . . fast.

These stations are quick workers . . . hard workers, too . . . make sure they are working for you.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tr>
<td>WSB</td>
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<td>Springfield</td>
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<td>Syracuse</td>
<td>ABC</td>
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<td>KVOM</td>
<td>Tulsa</td>
<td>NBC</td>
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<td>KFH</td>
<td>Wichita</td>
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</tr>
<tr>
<td>WABA</td>
<td>Worcester</td>
<td>MBS</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

July 1, 1946 • Page 5
In 1945 the average Tacoma family had an income of over $5900—over $2300 more than the average American family!

Tacoma’s nearly 43,000 families had a total income of over $251,000 in 1945. Its diversified industry is geared to peacetime production with such products as lumber, plywood, doors, furniture, flour, chemicals and metals. Tremendous backlogs of orders and a continuing demand for Tacoma’s products help assure high incomes for the future.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market...it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

THE PACIFIC NORTHWEST’S
MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.
Processing animal feeds is a million dollar business in the Nashville area. . . . From farm to feed store this important industry makes jobs for thousands. . . . Manufacturing activities like this build a strong market for your product; and make a sales territory that is growing continually. . . . One million people in the Nashville trade area spend over 356 million dollars each year in retail stores alone. . . . Take advantage of this market. . . . Let WSIX do a selling job for you at reasonable cost.

American and Mutual

5,000 Watts 980 K. C.

National Representative

THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
H. C. WILDER
announces the appointment of
HEADLEY-REED CO.
(effective August 1, 1946)
as exclusive national sales representative

SQUARE DEAL STATIONS
BRIGHT SPOT MARKETS OF THE EAST

For complete information on rates, programs available, market data, call your local Headley-Reed office:

NEW YORK
Murray Hill 3-5469

CHICAGO
Franklin 4686

DETROIT
Randolph 9615

LOS ANGELES
Vandike 1725

SAN FRANCISCO
Yukon 1265

ATLANTA
Cypress 4311
Box Office Appeal. A stage show must have it...a screen show must have it. And a radio program must have it, too, in the combination of a good show, good stations, good coverage.

CBC's Dominion Network provides the stations, the coverage and the audience that assure good programs real success. For Dominion gives you a "full house"...takes your entertainment and your sales message to 80% of Canada's English-speaking radio homes.

With the CBC Dominion Network you get intensive coverage of all major markets throughout Canada. It takes your program into the homes of people with a strong community interest, a keen enthusiasm for Dominion's program schedule and a habit of dialing consistently to their local Dominion station.

A good show plus Dominion is a sure-fire combination for box office success. That's why the Dominion Network has brought satisfactory results for many sponsors...and can do the same for others.

Canadian Broadcasting Corporation
Commercial Division
354 Jarvis St., Toronto 5, Ont. 1231 St. Catherine St. West, Montreal 25, P.Q.
A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD C. PETRY CO., INC.

GORDON GRAY, Vice Pres.
and General Manager
HARRY PECZ, Station Manager

BASIC
ABC and MUTUAL

Page 10 • July 1, 1946

Feature of Week

ALL MARK TWAIN'S lore of the picturesque Mississippi era became a reality June 21-23 to 21 of the country's leading editors and writers, recipients of real Southern hospitality by WSM Nashville. Occasion was a weekend of Southern barbecued ham, hush puppies and mint juleps, all centered around an actual broadcast of NBC's Grand Ole Opry, Saturday 10:30-11 p.m., aboard the showboat Idlewild as it paddle-wheeled miles up the Cumberland River from Nashville.

Representatives of NBC and of William Esty & Co., New York, agency for the Prince Albert account of R. J. Reynolds Tobacco Co., program sponsor, were among other guests on the Nashville junket. They included Thomas D. (Continued on page 54)

Sellers of Sales

A YOUNG MAN who took Horace Greeley's advice in reverse is Kenneth Craig, radio director for McCann-Erickson Inc. in Chicago. Ken is a native son of California, born Dec. 30, 1913 and has been in one phase or another of show business the greater part of his life.

He got his start in radio in 1926 at the tender age of 13 singing on KFWI San Francisco. Six years later he had advanced to vocalist with Meredith Wilson's orchestra on the early Blue Monday Jamboree and Al Pearce's Happy Go Lucky Hour on KFRC. When Ken completed high school his voice won himself a Carnegie scholarship at the San Francisco Conservatory of Music from which he graduated in 1935. Between his vocal appearances and managing movie houses for San Francisco Theatres Inc., Ken was doing alright.

Then he decided to try his luck in Hollywood. After making the rounds of the studios, where baritones were selling like hot-cross buns, i.e., a dime a dozen, (remember 1935) he wangled a job with KNX-CBS as announcer.

As an announcer, Ken had to make one of the great decisions many talented men must face: whether to continue with a singing career and starve for art's sake or enjoy the cakes and ale afforded by a weekly pay check. Being a realist as well as vocalist he wisely stayed with announcing and direction and became production manager of KSFO-CBS in San Francisco in 1939. It was the right job for the home-town boy and he made good at it. When Columbia switched its affiliation from KSFO San Francisco, to KQW San Jose in 1942, Ken moved over, too. It is at KQW Ken tells us where the ideal control room operator must have six hands (Continued on page 76)
Since September 1944, without interruption, the famous slogan "Bulova, Masterpiece of Fine Watchmaking" has reminded listeners in America's Fourth Largest Market* of its distinguished timepieces. Yes, 84 times each week Bulova Time Signals are broadcast over New Jersey's First Station, because Bulova knows—

**WAAT delivers more listeners per dollar in America's 4th Largest Market** than any other station— including all 50,000 watters!

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Cryptogram? No. Merely shorthand to show how WPEN is strengthening its position in the Philadelphia market.

Both the PRRDA—Philadelphia Retail Record Dealers Association—and the ADA—Appliance Dealers Association of Philadelphia—recently chose WPEN as their official station. With more than 350 influential members in the city, these groups have a stake in quality programs. Selling radio sets, record players, records and appliances they selected a station that puts emphasis on the finest in music. Both organizations boost WPEN in their advertising and other promotion.

This cooperation is another example of WPEN service in Philadelphia. Listeners know that this station, since it has been owned and operated by The Evening Bulletin, the largest evening newspaper in America, is interested in giving them the kind of programs they prefer. That's why so many new listeners are tuning in 950 every day—and why advertisers are finding WPEN an economical way to get their message to Philadelphians.
BROADCASTERS TO BUY
GENERAL ELECTRIC FM Transmitters
—the transmitters with the Phasitron Circuit

KARM
Fresno, Calif.

KWBR
Oakland, Calif.

WQAM
Miami, Fla.

RADIO PROJECTS, INC.
Staten Island, N. Y.

RADIO PROJECTS, INC.
Jamaica, N. Y.

NEWS SYNDICATE CO., INC.
New York, N. Y.

OREGONIAN PUBLISHING CO.
Portland, Ore.

WMAZ
Macon, Ga.

KONO
San Antonio, Tex.

RENO
NEWSPAPERS, INC.
Reno, Nev.

RADIO KENTUCKY, INC.
Louisville, Ky.

KENNETT
BROADCASTING CO.
KENNETT, Mo.

RADIO PROJECTS, INC.
Syracuse, N. Y.

WAAT
Newark, N. J.

WBRK
Pittsfield, Mass.

WHBY
Green Bay, Wis.

RADIO PROJECTS, INC.
Newark, N. J.

PENN-ALLEN
BROADCASTING CO.
Allentown, Pa.

SANTA CLARA
BROADCASTING CO.
San Jose, Cal.

KENO
Las Vegas, Nev.

KFPW
Pt. Smith, Ark.

WMFF
Plattsburg, N. Y.

MONTEREY PENINSULA
BROADCASTING CO.
Salinas, Calif.

HERALD & GLOBE ASSN.
Rutland, Vt.

Poughkeepsie
NEWSPAPERS, INC.
Poughkeepsie, N. Y.

STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

Have you placed your order yet?
Electronics Department
GENERAL ELECTRIC
Syracuse 1, N. Y.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Sometimes two can do a better job than one! When team-work is indicated, you ought to see the precision with which our F&P Colonels work together—not only among themselves, but also with you advertisers and agencies!

There's a reason. Team-work is easy between good men who have no competitive interests. Here at F&P our individual incomes rise or fall on the over-all success of our company and of spot-radio in general (which also means your company). So don't hesitate to phone our nearest office, no matter what problem, which of our offices, or what part of the nation is on your mind. You'll find that everybody here at F&P has this “extra effort” idea.

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOB
BALTIMORE: WCBM
BROWNSVILLE: KVAL
BUFFALO: WGR-WKBW
CHARLESTON, S. C.: WCSS
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DULUTH: KDAL
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
OKLAHOMA CITY: KOMA
PEORIA-TUSCOLA: WMBD-WOZ
RALEIGH: WPTF
ROANOKE: WDBJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFRB
TULSA: KTUL

and WRIGHT-SONOVOX, Inc.
Petry Study Measures Commercial Impact

Ad Effectiveness Is Determined In Test

By BRUCE ROBERTSON

A YEAR AGO, when Edward Petry appointed Alfred Politz, noted in research circles for his development of the "randomness" sampling technique, and Matthew Chappell, for many years research adviser to C. E. Hooper, Inc., as research consultants to the Petry organization, there was much speculation as to what he was up to. Last Thursday, at a luncheon at the Dorset Hotel, New York, for a group of about 100 station representatives, host Petry gave a first report.

What he and his researchers were up to was the measurement of audience remembrance of commercials, a factor "all-important to advertisers who pay the bill and for the stations selling to these advertisers" but one which the measurers of other phases of radio listening had overlooked. To fill this gap the Petry consultants spent six months in developing a new technique and conducting a study to test its soundness.

As described by Hanque Ringgold of the Petry organization in a presentation titled "What Radio Research Forgot," this technique was designed to provide "not just a measurement of how many people hear commercials, but how many would be sufficiently impressed by completely new commercials that they could recognize them after being on the air for only one month... and after being on the air for two months."

Spots Used

To eliminate as far as possible the other influences that affect audience reaction to commercials, such as their delivery by a familiar personality on a popular program, "commercials in their purest, most detachable form" as spot announcements were selected as subject matter for the first study. The technique, of course, is equally applicable to the commercial parts of programs. Seven national advertisers and their agencies cooperated by furnishing "guinea pig" commercials never before on the air. As "a typical American city whose metropolitan area is served by several stations, where listening patterns are normally-and well-for the sake of impartial fairness—Edward Petry & Co. represents no stations," St. Louis was chosen as the survey city.

Began Dec. 10, 1945

Study, conducted by the Alfred Politz research organization, began Dec. 10-29, 1945, when the commercials of the seven cooperating advertisers were recorded and played on electronic phonographs-most satisfactory substitute for actual broadcasts—in the homes of a representative sample of the St. Louis population, as a pre-broadcast survey. Commercials went on the air Jan. 1 and a month later (Jan. 28-Feb. 6) the first post-test survey was made. Another month later (Feb. 22-March 7) a second post-test survey was conducted.

Approximately 1200 interviews were made in all—slightly less than 400 on the prebroadcast survey, slightly more than 400 on each of the others. Non-radio homes as well as radio homes were included; interviews were conducted in the evening hours when most people are at home; only one member of each family was interviewed to avoid inflation that might result from prompting by other members.

With widespread promotion of brand names and frequent similarity of advertising messages, it is possible for a person to think he has already heard a commercial when he actually has not, Mr. Ringgold pointed out. To ensure accuracy in the result by measuring the amount of such confusion was the function of the pre-broadcast survey, made before the commercials had been broadcast and therefore at a time when no one of those interviewed could possibly have heard them.

Most of those interviewed in the pre-test stated that they did not recognize the commercials, the presentation showed, but a minority thought they did recognize them. The much larger percentages who said they recognized the commercials in the post-tests after they had been on the air were not accepted as a true picture, but were deflated to their true value by application of the pre-test figures in an accepted research formula:

\[
\text{Net Recognition} = \frac{\text{Post-test score minus pre-test score}}{100} \times \text{true recognition}
\]

For example, if 30% of the people interviewed in the pre-test thought they recognized the commercials and 60% of those interviewed after the commercials were on the air said they had heard them, the formula would read:

\[
\begin{align*}
60\% - 30\% &= 30\% \\
100\% - 30\% &= 70\%
\end{align*}
\]

Mr. Ringgold pointed out that while the Advertising Research Foundation used this formula in its study of transportation advertising, it is not commonly used in newspaper and magazine advertising research studies, which therefore report recognition-of-advertising figures inflated beyond their true values.

As an added control factor, he continued, two well-known commercials which had actually been broadcast were included in the pre.

(Continued on page 78)


**President Praises FCC Economy Measures**

**The White House**

June 17, 1946

My dear Mr. Demny:

The Director of the Budget has called to my attention the noteworthy steps being taken by the Federal Communications Commission in order to cope with its greatly increased workload. The Commission is to be commended for its decision to scrutinize its procedures in an effort to give the public the best service, without delay and at a minimum cost. Only by each of us concentrating upon our part of the task most efficiently can the goal of maximum efficiency and minimum cost be attained for the whole Federal Government.

I congratulate the Commissioners and the employees upon the accomplishments made thus far, and I wish the Commission every success in carrying out its program.

Sincerely yours,

Mr. Charles B. Demny
Acting Chairman
Federal Communications Commission
Washington, D. C.

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**Esquire Plans**

ESQUIRE Magazine, Chicago, through Schwimmer & Scott, will offer a quarter-hour transmitted Esquire Fashion Parade to department stores in leading cities within the next few weeks. Outstanding men of business, sports, radio and screen will be interviewed by Oscar Schoeffer, fashion editor of the magazine. Guest talent will consist of vocalists and small musical groups. Producer for the package is Jack Hill with Rober Sherry announcer. Program will be produced and recorded in New York. According to agency, plans call for local department stores buying time with magazine paying talent and production costs. Over 20 cities have been selected.

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**Cowles Sells WHOM to Publisher Pope**

SALE OF WHOM Jersey City by Cowles Broadcasting Co. to Generoso (Gene) Pope, publisher of II Progresso Italo Americano, New York Italian language newspaper, for a stripped figure of $450,000 was consummated in New York Friday subject to FCC approval. Gardner Cowles Jr., president of Cowles Broadcasting Co., and Mr. Pope signed for their respective companies.

WHOM was acquired by Cowles in May 1944 for approximately $414,000. The sale price of $450,000, with current assets balanced against current liabilities at the closing, it is understood, represents virtually a “wash” transaction for Cowles. Cowles purchased the station originally from Joseph Lang and Paul F. Harron but shortly after the sale decided to dispose of the station to qualified interests.

It was reported last week that Mr. Pope, who once had actively bid for WOV, New York Italian language station, had discussed possible exchange of WHOM for WBVN Brooklyn, now owned by the Newark News. Under this plan, the Newark newspaper would acquire an outlet on the Jersey side while II Progresso would have the station in New York proper.

It is presumed Mr. Pope, in the event he retains WHOM, would convert the station to foreign language operation.

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**P&G, Pabst on NBC**

**Proctor & Gamble Co., Cincinnati** (Drene shampoo), Sept. 8 begins sponsorship of new Don Ameche show on NBC, Sun. 10-10:30 p.m. Replacing NBC Thurs. 10:30-11 p.m. time in which it sponsored Rudy Vallée show, that period has been signed by Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), for Eddie Cantor program which starts Sept. 26 for 52 weeks. The new P & G program, Hour of Charm, to be dropped Sept. 1 by General Electric Co. Soap firm also has signed renewal for two of its audience participation programs five times weekly on ABC. These are Breakfast in Hollywood and Glamour Manor. Agency is Compton Adv., New York. Young & Rubicam handles Pabst account.

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**Madsen to KID**

ARCH L. MADSEN, for two years assistant and manager of KID Salt Lake City, has been appointed manager of KSL Salt Lake City, which was announced this week by NBC Central Division. Program will be aired from KSL Salt Lake City, continuing as a nightly broadcast over KSL. Mr. Madsen entered radio 13 years ago as Army Signal Corps engineer. He later was affiliated with KSL Salt Lake City and KOVO Provo in managerial capacities.
Radio at Ringside of Atomic Blast

Word of Demolition
First Broadcast
To World

By EDWIN H. JAMES

RADIO last night was to have the choicest ringside seat at the biggest and unquestionably most significant show on earth, and the press, confined irrationally to the bleachers, didn't like it.

As matters stood when Broadcasting event to press, the first report of the display of atomic destruction at Bikini Atoll was to be carried to the world by a radio man, Columbia's Bill Downs. Unless orders of Joint Task Force 1 were reversed in the 48 hours before the scheduled touch-off of the Bomb, the press would get its first bulletin from Mr. Downs' pooled broadcast.

It was a predicament to gall any wire service man. To Navy Secretary James Forrestal, the three great press associations—AP, UP and INS—made strong protests.

What AP and UP wanted, they told the Navy's boss, was the substitution of a neutral and official voice for Mr. Downs in the critical period of the bomb dropping. Their transparent argument: Mr. Downs was human and therefore presumably fallible. He should be replaced by an official of the joint task force. What AP and UP failed to recall was that a Navy man would also be human and, untrained in on-the-spot reporting of significant events as Mr. Downs was, and perhaps even more susceptible to error.

INS requested no more than communications equality between radio and press. Let Mr. Downs broadcast for the networks, said INS, but let the Task Force also provide an equally speedy delivery of a neutral report for the press.

Mr. Forrestal rolled with the broadside. The communications plan was set, he said. A neutral voice would be substituted only if the networks agreed to it. Network news chieftains, targeted with this proposition, turned an even thicker hide to it than the Navy had.

At week's end, the wire services still were chafing. UP's West Coast vice president, Frank Bartholomew, was with the Crossroads Fleet. A compelling talker in any argument, Mr. Bartholomew was doing his best to convince the Navy on the scene to give its and presumably the other services an official communique instead of the report from Mr. Downs.

It was to be radio's show, and radio expected to make the best of it. The hour of the explosion had been tentatively set for shortly after 6 p. m., Eastern Daylight Time, or 8 a. m. the next day across the International Dateline at Bikini.

The four networks planned to begin broadcasting a series of pooled eyewitness reports from correspondents at strategic positions in the Crossroads area at 6:04 p.m., Sunday. Pickups were scheduled as follows: Larry Tighe, of ABC, aboard the U.S.S. Appalachian, the press ship of the fleet; Mr. Downs, of CBS, from the observation plane flying near the bomber; Don Bell, of MBS, aboard the U.S.S. Mt. McKinley, flagship of Admiral W. H. P. Blandy, commanding the Joint Task Force; Captain C. H. Lyman, operations officer; Captain W. C. Winn, assistant operations officer; and unidentified navy chief quartermaster; Commander O. D. Waters, captain of the Taffy.

WINDBLOWN CORRESPONDENTS aboard the destroyer U.S.S. Taffy, off Bikini, were: (top row, 1 to r) Lt. Wyman Riley, public relations; Fred Opper, ABC; Elton Fay, AP; Frank Allen, INS; Ralph H. Peterson, NBC; Don Bell, Mutual; Joseph Myler, UP; Don Mozley, CBS; (lower row, 1 to r) Vice Admiral W. H. P. Blandy, commanding the Joint Task Force; Captain C. H. Lyman, operations officer; Captain W. C. Winn, assistant operations officer; and unidentified navy chief quartermaster; Commander O. D. Waters, captain of the Taffy.

(Continued on page 78)
FCC Would Waive Applicant Hearings

Offer Is Made to Speed Handling Jammed Backlog

EMBARKING on a new procedure to lighten its record-breaking work load, the FCC last Monday offered to broadcasting station applicants an opportunity to waive hearings in cases in which determining issues have been repeatedly spelled out by the Commission.

This procedure, adopted for a temporary period while the Commission is laboring under an overcrowded hearing docket, may permit "a considerably more expeditious disposition of applications than is now possible." The plan is purely voluntary, an official explained, and is analogous to submitting a dispute to arbitration. Its effectiveness, if adopted, will largely depend on the use radio lawyers make of it.

Final Decision Effect

Under the procedure, the Commission would receive waivers from all parties to a proceeding who desire that their applications be processed without hearing. If the parties in a case declare a hearing unnecessary, it would issue, as a final decision a brief memorandum opinion stating reasons for grant or denial of an application.

"This decision," it explained, "shall have the same effect as a final decision under the Commission's Rules and Regulations. Petitions for rehearing may be filed with the Commission, and the procedure doesn't provide opportunity to oppose the findings. He pointed out that lawyers would be reluctant to waive hearings where they thought their applicant's chances were doubtful. "The type of case you could lose is the one you wouldn't want to avoid hearings," a member of the firm said.

A fourth firm planned to use the new procedure in several current cases, one of which involves a newspaper applicant. "I'd be inclined to use the plan only where there is a question of policy," said a spokesman. "I would prefer the plan only if it included a proposed decision."

A fifth radio attorney expressed skepticism as to the value of the procedure. "It doesn't change things much," he said. "All I think it means is an invitation to parties to get together if they can and obviate hearings. It might shorten the hearing docket."

The Commission procedure may be applied on any applications designated for hearing but not yet heard. In such cases the parties may request the Commission to waive the hearing and to grant or deny the applications on the basis of the information in the applications and other evidence incident to the case.

No Option on WAIT, Says Dyer

JOHN W. BOLER, chairman of the board of North Central Broadcasting System, Chicago, and president of the Mississippi Valley Network, repeated, through counsel, his intentions of reorganizing and refinancing the rural network which he created and put into operation last January [BROADCASTING, June 24].

Mr. Boler, defined last week to Chicago's Prebulator, his hospital because of a gall-bladder infection, obtained permission from his personal physician to leave the hospital Tuesday in order to continue negotiations for the purchase of a Chicago outlet for the network, which he previously announced he hoped would be WAIT, 5 kw daytime Chicago independent station, and operated by Gene T. Dyer.

Mr. Dyer told BROADCASTING that he had been approached by Mr. Boler and associates, but that no definite response to Mr. Boler's report offer of $600,000 had been made. "I have made no promises, either verbally or in writing to Mr. Boler," he said, "nor any other parties regarding the purchase of WAIT. In fact, I am not particularly interested in disposing of the station. If someone wants to buy it badly enough and can offer enough money, I may sell. That again, I may not," he declared.

Meanwhile, Mr. Boler has retained John F. Moser, prominent Chicago radio attorney, as counsel and was making no statements without the latter's approval. Mr. Moser said Mr. Boler and the group of eastern backers, whom he declined to name, were both "opposed" to their attempts to gain a Chicago outlet for Mississippi Valley Network would prove successful.

Backers' Unannounced

Identity of the "eastern backers" behind Mr. Boler in his latest attempts to keep MVN intact remained cloaked in mystery. Possibility that one of the backers might be the former owner of a New York City independent station, drew "no comment."

At one point Mr. Boler, again through counsel, was vehement, Mississippi Valley would continue to operate, with refinancing estimated at $1,000,000 to cover outstanding indebtedness and the purchase of additional facilities, including, if possible, the purchase of a Chicago station to serve as a key outlet for the network.

To do this, Mr. Boler said he would liquidate, if necessary, the assets of North Central Broadcasting Co. and offer for sale KVOX Moorhead, Minn., and KSJB Jamestown, N. D.

In this event, North Central's offices in New York and Chicago (Continued on page 77)
WHO LISTENERS IN 39 STATES SENT 22,500 PARCELS TO NEEDY EUROPE...

Three nights per week, from 10:30 to 10:45, WHO's "Billboard" program tells the people of Iowa Plus about worthy, timely matters in the public interest.

Pitched to the highest ideal of good programming as well as of good Public Service, "The Billboard" attracts and holds a loyal and interested audience throughout WHO's entire listening area.

Recently "The Billboard" has told the story of the need in Europe for clothes, shoes and food. Results tabulated from December 17, 1945, through April 25, 1946, showed that WHO listeners (in 39 States) had sent 22,500 parcels to needy families in Norway, Holland and France—plus $3500 in cash to be distributed by WHO!

THAT'S WHO PROGRAMMING AND CLEAR CHANNEL SERVICE IN ACTION!

WHO sponsors "good citizenship" as surely and as skillfully as its advertisers sponsor articles of commerce. As a result, advertisers who use WHO get listener-acceptance because WHO's audience (in all the 1,930 prosperous cities and towns of Iowa Plus) knows and trusts this public-spirited, well-programmed, clear-channel station. It stands to reason that they also give their preference to the advertisers who make this service possible.
Tells PAA Government Controls Are Aimed At Free Speech

By DAVID GLICKMAN

FREEDOM of speech in America is threatened by increased Government control of press and radio under guise of "regulating commerce," Justin Miller, NAB president, told 450 delegates and guests of the Pacific Advertising Assn. convention in Spokane last Tuesday, as principal speaker at the afternoon general session. If freedom of press and radio goes, the advertising industry goes too, he said.

ounding an alarm in his talk on "New Threats to Advertising," President Miller declared that while the United States appears to be champion of free speech in other parts of the world, "there is a concerted and widespread movement underway to put communications under Government control in our own country."

He denounced those groups and warned that radio particularly, was in danger of being taken over on grounds that "its greater power and effectiveness" made factions believe control by Government was more logical.

Free Movement of Ideas

"The gravest question, which requires direct action upon our part, is the preservation of free movement of ideas within the United States," he stated. Mr. Miller re-"called that power of Congress to regulate broadcasting was delegated to it by the commerce clause of the Constitution under which that body has power "to regulate commerce among the several States."

Summing up, he reminded that it is as much a citizen's duty tochallenge Government as to follow it. "The citizen who assumes that his Government will operate in every case objectively, and with full respect for his rights, just doesn't practice his Government," he concluded.

An ovation by PAA delegates and guests followed Mr. Miller's talk.

Registration of delegates from 11 Western States, congratulating on the air, the board of directors meeting highlighted the Monday session, with Charles A. Stork, PAA president and secretary-manager of KTMU Santa Barbara, Calif., presiding.

Dr. Peter Odegard, president of Reed College, Portland, was speak-er at morning general session Tuesday with "Advertising's Role in General Prosperity" as topic of talk. In blunt language he told delegates that advertising had now "put on long pants" and must assume its responsibilities, not only as an agency for distributing goods but as teacher and molder of life and morals.

He called wartime use of adver-tising the biggest education propa-ganda drive in history. Business and industry used it to present their cases to the people, he said. Labor and agriculture will soon use it. While enlightened that the "un-voiced" wondered how to use advertising, Dr. Odegard declared.

Ball Games Return to Air in Cleveland

As New Owner Reverses Former Policy

BASEBALL broadcasts returned to Cleveland last weekend, the only major league city lacking radio coverage. Resumption of play came with sale of the club to a firm headed by Bill Veeck Jr., who called stations together Thursday to announce the move.

Mr. Veeck, owner of the St. Louis Browns, bought the Indians for $110,000, according to a report in The Plain Dealer.

John F. Patt, WGAR vice president and general manager, agreed to carry all Saturday and Sunday games plus parts of any night games when time is available, Standard Oil Co. of Ohio will sponsor games, with Jack Graney and Bob Neal as announcers.

Mr. Veeck threw rights open to all stations for the balance of the season but placed an exclusive arrangement next year. Bob Hope holds a substantial interest in the Veeck firm.

WTAM indicated it did not plan to go into baseball broadcasting extensively this season. WIKH took a similar position. WJW was preparing to cover all possible games.

Veeck Statement

After the Thursday meeting Mr. Veeck issued this statement: "At a meeting of the various radio stations the ball club offered the opportunity to each station to broadcast the balance of the games played at League Park and the Municipal Stadium. Because of the lateness of reaching a decision on radio broadcasting the various stations have of course made prior commitments for their time. It is understood that it is impossible to change or modify some of these. Therefore the baseball club felt justified in suggesting that each station broadcast as many of the ball games as possible, subject to only one restriction, that being that any game started must be carried through from the time of starting until its completion. The radio stations signified great interest and at least one is making arrangements to start broadcasting immediately. The Cleveland ball club is hopeful that the stations will provide fairly complete coverage but it also requests the fans of Cleveland to understand the difficulties each station has in clearing its time line on the air and that the stations are trying to carry the broadcasts as a matter of public interest and in doing so are entitled to the commendation of all baseball fans.

WGAR's first broadcast covered the Friday night game in Chicago plus games Saturday and Sunday, with the Monday night St. Louis game at home also scheduled.

spots Effective

CONCENTRATED use of spots can produce saturated sales potential. Using four local independent stations to air 42 spots in four days, Sunset Homes, Los Angeles (Pony designe homes), released 900 phone calls and an attendance of 500 on Sunday, June 16. This was organisation's first use of radio, according to Atherton & Gresham Ads., Hollywood agency servicing account. For three months previously, firm had devoted its budget to newspaper space exclusively, attaining an attendance high of 200 persons. Conclude there was no difference since newspaper appropriation was conserved and devoted into radio for the three days. Results, sponsor is now going ahead with similar plans for concentrated spot campaigns which build into the week-end.

"today, with the exchange of services, advertising is an indispensable element in our industrial economy and central to the central to the prosperity of United States prosperity."

Criticizes Polls

Some high goals were set when he told PAA delegates he hoped to see a time when advertisers would wage war on race hatred, back publications that support the United Nations and fight an international bill of rights. He gave polls a jolt by telling his listeners not to believe them. "If polls declare that people like cheap entertainment, don't believe them. They merely like it because it was what they got," Dr. Odegard said. He pleaded for integrity in all advertising.

Stressing radio's acceptance by listeners as reflected in such surveys as National Opinion Research Center of the U. of Denver, H. Quenton Cox, general manager of KGW Portland, outlined "Today's Opportunities for the Advertiser in Radio" during the media departmental session Thursday.

Mr. Cox reviewed NAB extension of census material reflecting increase in radio families. With 33,998,000 American families or 90.4% of all U. S. families owning more than 59,000,000 sets, he built a case for the medium's circulation.

In addition, he pointed out these home receiver set owners possess 17,150,000 "other" sets which are used in gardens, playrooms, and other places. An additional bonus to the advertising opportunities presented in form of some 8,750,000 automatic receiving sets, he said. He empha-zied that 83% of all radio set owners listen daily.

Mr. Cox said radio, with its mass communication of ideas, can introduce the mass seller to the mass buyer. It will advertise and
In that picture is a revolving globe of the earth similar to those used by geography students. Hovering over it in empty air is a miniature model of the moon and a model airplane which is bobbing between the two.

It's an amazing stunt achieved by air pressure.

There's been some talk here in Baltimore of putting a roof on the Municipal Stadium on the same principle.

But the kind of air pressure we want to talk about is the kind of sales pressure W-I-T-H puts on a product. W-I-T-H is the successful independent radio station that delivers more listeners-per-dollar-spent than any other station in town.

That's why smart time buyers put it on the lists where cost per sale is carefully scrutinized. No doubt about it... W-I-T-H is your buy in Baltimore!

Tom Tinsley, President

Headley-Reed, National Representatives

Baltimore 3, MD.
SALES MORE PROFITABLY

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

KLZ

Denver
Taylor Asks Probe of Plans
For Manufacturing FM Sets

ECHOGING charges of the United Automobile Workers (CIO), Sen. Glen H. Taylor (D-Idaho), last week called on Attorney General Tom C. Clark to investigate the radio manufacturing industry which, he charged, is holding up manufacture of FM sets.

Wendell Berge, assistant attorney general in charge of the anti-trust division, said he had not seen Senator Taylor’s letter but that letters from Senators usually get “careful consideration.” He added, however, that should the attorney general conduct an investigation, no announcement would be made.

Questions Asked

Senator Taylor, who had the support of CIO-PAC in the 1944 election, said that American radio receiver manufacturers are planning to incorporate FM in “fewer than 10% of the new receiver output, according to their own reports to the FCC.” He called on the Antitrust Division of the Attorney General’s office to determine:

“(1) Whether receiver manufacturers have conspired to withhold FM from consumers during 1946.

“(2) Whether any trade association, its officers or committees, have been active in influencing the failure to incorporate FM in 1946 receivers, and if so, whether any violations of the anti-trust laws are involved.

“(3) Whether the fact that many radio manufacturers own standard (AM) broadcasting stations which are threatened by FM developments, has influenced the delay in making FM available to the American public.

“(4) Whether the delay in introducing FM is due to the desire of manufacturers to sell 20 million outdated AM receivers in 1946 in order to resell these 20 million consumers with modern receivers in a year or two.”

Opportunities ‘Limited’

Senator Taylor said FM’s development “gave rise to the great hope that tendencies toward monopoly in the radio industry would be limited by the growth of new stations” but that “this hope appears to be doomed to frustration” because of the “paucity of FM receivers in operation.” Such failure, he said, is “severely limiting the opportunities for newcomers in the field,” will result in “an enormous impingement upon consumers” and in “freezing small business out of the broadcasting field.”

Senator Taylor referred to theSenate Small Business Committee report, “Small Business Opportunities in FM Broadcasting,” said “en-trenched interests in AM broadcasting will have a decided advantage in the FM field” because lack of receivers will keep newcomers out of the broadcasting business by making the field unprofitable.

AM broadcasters “can operate without added programming costs by merely duplicating their AM broadcasts over FM outlets,” wrote Senator Taylor.

“While numerous expedients have been recommended by this committee to encourage newcomers to enter the field, it is clear that only full production of receivers, unhindered by restraints on competition, will make possible the infusion of new blood into the broadcasting field,” said Senator Taylor’s letter. “It is hard to believe that this important new invention would be suppressed in a fully competitive field.”

He charged that “the facts give rise to a widely-held belief that there has been concerted action to withhold from the public a new invention which will vastly improve the quality of radio broadcasting and reception, and which will also make possible a wider diversity in the ownership and control of radio.”

R. C. Cosgrove, vice president and general manager of the Crosley Corp., Cincinnati, and president of the Radio Manufacturers Assn., said his views expressed at a news conference June 11 in Chicago “still stand.” At that time he termed charges by the UAW-CIO that manufacturers were suppressing FM sets as “perfectly stupid.”

Shortages

Shortages of wood, copper wiring, condensers and tube bases, plus repressive controls by the Office of Price Administration have made it impossible for manufacturers to turn out sets of any kind in any quantity, said Mr. Cosgrove.

In addition to those factors, Mr. Cosgrove said there was a delay in making FM broadcasting service available to the public. People will not buy sets, he explained, unless the sets can be demonstrated and unless they will get daily service. With only a few FM transmitters in operation, only a small fraction of the country has FM service, while new construction has been virtually halted by CPA building restrictions, he added.

RMA officials pointed out that before the war only 54 manufacturers were making sets, whereas today 181 are in the business.

Zenith Radio Corp., Chicago, meanwhile has placed on the market a combination AM-FM set with two FM bands and retailing at $69.50. It’s in a plastic case.

Fall Meeting Set

EXECUTIVE committee of the Kentucky Broadcasters Assn. has approved October 8 and 9 as dates for fall meeting. The convention will be held at the Lafayette Hotel, Lexington.

July 1, 1946 • Page 23
FCC Probes Paramount Video Stock

Firm Security Interest Under Scrutiny
By FCC

DELVING for the first time into motion picture connections with television, the FCC last Monday inquired into Paramount Pictures Inc. holdings in two video stations and six companies applying for nine stations. The investigation was made part of the record of the Los Angeles television hearings [BROADCASTING, June 3].

Principal issue raised at the hearing, held in Washington before Assistant General Counsel Harry Plokins, presiding officer was: Does the stock held by Paramount in these companies constitute control of their existing or prospective television stations?

Spearhead of Paramount video interests is Television Productions Inc., a wholly owned subsidiary applying for a video station in Hollywood, Calif. It is one of eight applicants for television stations in the area. The remaining applicants are: Hughes Tool Co., Earle C. Anthony Inc., Don Lee Broadcasting System, NBC, ABC, Los Angeles Times-Mirror Co., Dorothy S. Hackney.

Holding Structure

Hearings on Television Productions Inc. had hardly got underway before they had snowballed into revelations of nationwide Paramount holdings in seven companies active in television. A ninth company identified with Paramount withdrew its application for a video station immediately preceding the Los Angeles video hearings.

Testimony by Paul Raibourn, Paramount vice president and economic of Television Productions revealed that:

Balaban & Katz (WBKB Chicago television station) is a 99% owned Paramount subsidiary.

New England Theatres Inc. (applicant for a Boston television station) is a wholly owned Paramount company.

Paramount owns all class B stock in Interstate Circuit Corp. (applying for Dallas television station).

Paramount owns all class B stock in Allen B. Du Mont Labs. and is owner of 38,200 shares of class A stock in the name of Clarence Alexander. Du Mont operates WABD New York, WTWG Washington (CP) and is applying for

EACH COULD CLAIM the other signed his own name backwards. The issue was that was the situation when Gray Gordon (1), orchestra leader, was interviewed on KOIL Omaha, and introduced to Gordon Gray, vice president and general manager of the station.

stations in Cincinnati, Pittsburgh and Cleveland.

United Detroit Theatres Corp. (applicant for television station in Detroit) is owned by Balaban & Katz and Paramount. Paramount controls 743 ½ shares; Balaban & Katz 256 ½ shares. Total 1,000 shares, in effect, is controlled by Paramount, as Balaban & Katz is 99% owned by Paramount.

In addition, Paramount owns all class B stock in Comerford Public Corp., whose application for television station in Scranton, Pa. has been withdrawn. Comerford is a subsidiary of Penncom Corp., and is a theatre chain.

Interest in WSBM

When asked if Paramount owned Maison Blanche, New Orleans department store, Mr. Raibourn denied Paramount ownership, or any connection, other than the fact that Maison Blanche owns 50% of WSBM New Orleans, AM station, and Paramount owns the other 50%. Maison Blanche is applying for television in New Orleans.

With regard to Paramount holdings in Allen B. Du Mont Labs. Mr. Raibourn explained that Du Mont Labs. has class A and B stock. Paramount holds 50% of class B stock plus 43,200 shares of class A stock acquired in conversion of notes. Allen B. Du Mont owns controlling class A stock, 84,200 shares. Clarence Alexander, of Paramount, holds 38,200 shares of class A stock.

Paramount acquired interest in Du Mont in August 1938, Mr. Raibourn explained, because it needed electronic equipment and in its search found the small Passaic, N. J. plant, which was primarily concerned with the manufacture of the cathode ray tube and other television activities.

From August 1938 until December 1945, there were four class A directors and four class B, according to Mr. Raibourn. In December, he said, the ratio was changed to five A directors, and three B directors. "Paramount has never interfered in the management of Du Mont," said Mr. Raibourn, a di -
BIG NAMES LIKE THESE RAISE YOUR LISTENER LEVEL
Every Capitol name is an audience-builder. And every listener can find
programs to enjoy. Singers... top bands... western stars... variety
groups—all under exclusive contract to Capitol. Even the smaller sta-
tions can headline the biggest stars:

BIG NAME BANDS
Duke Ellington • Jan Garber • Skitch Henderson • Stan Kenton • Gene
Krupa • Eddie LeMar • Enric Madriguera • Alvino Rey.

BIG NAME SINGERS
June Christy • Hal Derwin • Dinning Sisters • Carolyn Grey • King Sisters
Peggy Lee.

BIG NAME VARIETY
Buddy Cole’s Four of a Kind • Frank DeVol • King Cole Trio • Danny Kuaana
Del Porter and his Sweet Potato Tooters • Juan Rolando • Dick Shannon
Aleutian Five • Paul Weston.

BIG NAME WESTERN
Shug Fisher • Wally Fowler • Jack Guthrie • Karl & Harry • Oak Ridge Quartet
Tex Ritter • Merle Travis • Wesley Tuttle • Uncle Henry’s Original Kentucky
Mountaineers.

SHOWS THAT SELL SPONSORS...
With 22 different program formats—
30 hours of programmed entertainment
each week—you can build a show to
please any listener, any sponsor. Each
dated format in your conveniently-bound
Capitol format service suggests each
transcription by title number, and times
every phase of the period.
Perfect programming aids, flexibly pre-
pared to favor that extra zip and zest
that can come only from your own pro-
gram staff.

2000 SELECTIONS... 50 MORE EACH MONTH
The basic library of the Capitol Transcription Service contains more
than 2000 selections. Every month Capitol guarantees you a minimum
of 50 additional numbers. (As an extra bonus, production schedules
indicate not 50 but 70 new monthly releases... and at no cost increase.)
Your library comes in this handsome metal sliding-drawer cabinet
designed to simplify selection.

CAPITOL SIMPLIFIES YOUR PROGRAMMING
... Like This—from sign-on to sign-off, production
brighteners refresh every Capitol program format.
Open and close each show with a brilliantly arranged musical theme.
Perk up your audience with a few remarks by the featured artist. And
background your commercials with distinctive musical interludes.

A RECORDED DEMONSTRATION SAMPLE FOR YOU
To show just what the Capitol Transcription Service can do for you, Capitol will be glad to
send you a recorded demonstration. Hear many of
the features that make the Capitol service different.
Were on the Air!

WTIK
"The Friendly Voice of Durham"

DURHAM, N. C.
500 WATTS (d) 730 Kc.

Serving the DURHAM-RALEIGH Market at low ONE-MARKET cost
Featuring: NEWS • SPORTS • MUSIC • COMMUNITY • FARM • SPECIAL EVENTS

PAUL NORRIS
Program Director
18 years in radio

FLOYD FLETCHER
General Manager

TOM MITCHEL
Commercial Mgr.
10 years in radio

REPRESENTED NATIONALLY BY BROADCAST SALES COMPANY • NEW YORK • CHICAGO

Our thanks to—
THE FRED. A. PALMER CO., Cincinnati, Ohio
Consultants to Radio Stations on Management and Operation

Thanks, also, for the use of your Fred Dodge who assisted us in going on the air with such a substantial and impressive list of advertisers.

FRED DODGE
Field man of The Palmer organization, who spent several months in Durham, helping WTIK get started on the air—right.
Armstrong Challenges Shouse on FM

Inventor Says Crosley Executive Charges Are 'Serious'

By EDWIN H. ARMSTRONG
Professor of Electrical Engineering
Columbia U.: FM Inventor

TAKING ISSUE with James D. Shouse, vice president in charge of broadcasting, the Crosley Corp., Cincinnati, who told the National Editorial Assn. that "the so-called high fidelity attributes of FM is a boon," Armstrong, FM inventor, herewith presents his views. He is professor of electrical engineering, Columbia U.; operator of WFMN Alpine, N. J., pioneer FM station; inventor of the regenerative circuit (1912), superheterodyne receiving system (1918), FM (1920) and FM (1933).

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On account of the circumstances under which this statement was made, it constitutes a serious charge against many men engaged in the development of this new system, involving the integrity of their representations to, and their dealings with, the broadcasting art and the American public.

Clearly the men most qualified to pass judgment on this matter will be found first among the musicians, and second in the field of engineering. In neither of these professions am I able to find evidence of any qualification by Mr. Shouse.

His opinion is not shared by Dr. Serge Koussevitzky, famed conductor of the Boston Symphony Orchestra when, who first heard his orchestra via FM reacted in the following words:

"Astonishing—never before in a broadcast have I been able to pick out each instrument individually. Every instrument stands out so clear—so beautiful, so natural. Each instrument keeps just the right color and timbre, particularly the clarinet, which has always been so bad on the air. It is now clear, and has the whole beauty of the instrument."

Dr. Leopold Stokowski, who is unique among the world famed conductors in that he has gone outside his own field to study the electrical phenomena of broadcast transmission in order to determine the limitations they impose on the musician's art, introduced the following statement about FM in a Federal Communications Commission hearing:

"The broadcasting of symphonic and operatic music requires a frequency range of from 30 to 13,000 cycles and an intensity range of 85 decibels. Anything less than these two ranges will not convey to the listener symphonic and operatic music with their full expression and with all their valuable powers of inspiration favorable to national morale. Through frequency modulation these two ranges are possible. The chief engineers of any good American sound laboratory can achieve these results."

In "Music Thru the Ages" by Marion Bauer, Associate Professor, Dept. of Music, New York U. and Ethel Peysner, a work addressed to the students of music, we find, among other favorable comments in the comparison of FM with AM reproduction the following statement:

"Musically it (FM) is a boon in many ways. Timbres of instruments are transmitted so well that you can easily imagine yourself seated in the concert hall. An oboe and a clarinet sound like themselves, a cello is a cello, and the double bass is not a tympani. All sound seems to lean on a cushion of comforting silence." (Emphasis the author.)

It is difficult to understand, in view of these opinions from sources of the highest authority on the musician's art how Mr. Shouse arrives at his opinion. Perhaps he will some day enlighten us.

But after commenting on the end result Mr. Shouse goes beyond the field of the musician and enters the field of the technically qualified engineer when he undertakes to explain why AM quality can be as good as FM. In fact he enters the precise field in which I have worked for over 10 years. Mr. Shouse's explanation is "our present form of broadcasting will handle practically every frequency that the human ear can detect anyway." However much the childlike simplicity of this explanation may appeal to those who like simple answers, the phenomena involved in the subject of natural reproduction of a program transmitted over a radio circuit are more complicated than the simple question of frequency range.

AM's Difficulty

Of course the AM system could transmit all the audible frequency range just as the FM system does but it was lifted out of the 5000 cycle allocation of its present allocation and moved bodily to some other place in the spectrum where room could be found for a 15,000 cycle channel. But AM's basic difficulty is not that it cannot transmit all the notes that the musicians play but that it persists in transmitting and reproducing some that they do not play.

These tones, resulting from a process known to the engineer as cross modulation (in both transmitter and receiver) are discordantly related to the true tones of the program and produce that muddy dled form of reproduction so familiar to all of us. It is perhaps the principal reason that a radio "sounds like a radio" and not like a musical instrument or an orchestra.

It is FM's unique ability to transmit and reproduce only the tones actually present in the studio that has evolved the commendation of the musical authorities heretofore referred to in this letter.

Failing in addition to naturalness of reproduction there is added the ability to operate quietly thru thunderstorms and man made static the reason for the extraordinary public acceptance of FM in the two post-war years is obvious.

Failed Before War

The remainder of Mr. Shouse's address (with the exception of the reference to Mr. Petrillo) contains the same material which was used prior to the war in the attempt to talk FM down. The attempt failed then and we would have long since heard the last of it had the frequency modulation system been permitted to continue undisturbed in its established place in the spectrum.

The enforced shift in the band opened wide the door for the continuation of the talk down and other obstructionist tactics which were so plainly evident. These will fail again for the same reason that they failed before—the public will shortly have the opportunity of listening to FM sets in competition with AM and will make its choice accordingly.

Oregon AAAA Members Discuss Media Problems

EIGHT Oregon members of American Association of Advertising Agencies conferred June 18 in Portland in an open panel discussion with representatives of each advertising media to determine plans for correlating services to the various mediums.

According to Quenton Cox, general manager of KGW Portland and chairman of the radio panel, the conference was a successful experiment in that it cleared mutual problems by frank discussion. Similar meetings are being planned for the future.

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L. W. Hutchins, Agency Executive, Dies in N. Y.

LEROY W. HUTCHINS, 57, president of Sheldon, Morse, Hutchins & Easton Inc., New York, public relations firm, and of Hutchins & Graves, Inc., New York, advertising agency, died on June 21 in New York after a long illness. Mr. Hutchins was also managing director of the Safety Research Institute Inc., New York.

Helping to form his own public relations organization in 1931, Mr. Hutchins also served as managing director of the Safety Research Institute, and was active in the fields of fire protection and industrial hygiene. He was a member of the Chemists Club, American Public Health Assn., Trade Assn. Executives of New York and the National Fire Protection Assn.

Surviving are his wife, Mrs. Brahna Chalefman Hutchins, and a son, William Reagh Hutchins.

Street Video

EVERYBODY wanted to get into the act when WCBW, CBS video station, put on a television man-in-the-street program in front of New York's Grand Central Station. Gil Bates, assistant to program director of WCBW, queried passers-by about their knowledge of the immediate vicinity, while two cameras, in the street and on the truck, picked up the scene for benefit of viewers at home. Second in Saturday afternoon outdoor series was to be held June 22 in front of CBS Bldg. Lack of remote equipment limits WCBW to pickups at points which can be reached by cable.

NAB FM Executive Group Asks For Clear Stand on Channels

A STRONG REQUEST by the FM executive committee of the NAB asking the parent organization to make a clearly definite stand with regard to further allocation of FM channels by the FCC was made last week. The committee further asked that NAB protest the withholding of any channels from those already allocated.

Meeting in the Ambassador Hotel, New York, the executive group, headed by Walter J. Damm, WTMJ Milwaukee, passed resolutions urging the board of directors of the NAB to give favorable action to their requests.

To Appear at FCC

The seven-man committee asked that NAB counsel be authorized and directed to file a brief and appear at the oral argument July 12, on FCC document 6768 [Broadcasting, June 24].

The committee further recommended that counsel reiterate the position of NAB that provision should be made for sufficient channels to accommodate all qualified applicants, and to oppose the withholding of any channels from those already allocated.

To aid in further development of FM service, the group recommended the counsel urge the Commission to make a specified portion of the spectrum for future allocation to FM broadcasts.

The executive committee agreed to disagree with the FCC's stand that objectives of section 307 (D) can best be served by a reservation of currently allocated channels and is of the opinion that these objectives could be better served by allocation of additional channels for FM use.

The committee lodged strong protest on channel reservations at this time as obstructing the speedy development of FM. They also asked that the Commission designate such additional channels either as a result of a Commission hearing or by its own independent action.

Such action, the FM heads believe, would assure equitable distribution of service to the listening public as to territory covered and would provide facilities for both present and future FM applications.

Discussion of the studio-to-transmitter link on the 920-940 mc band and common ownership cut-off date for AM and FM stations within the same area was of minor importance, according to an executive spokesman, and no information of decisions reached on these points could be obtained.

Stanley Predicting Rise In England Video Sets

THAT ENGLAND will have some 100,000 black and white television receivers in the hands of the public this season, was the forecast made by C. O. Stanley, chairman of the British radio industry council television committee and managing director of Pye Radio Ltd., on June 24, at a luncheon tendered by Niles Trammell, NBC president, in New York.

Luncheon guests included Brig. Gen. David Sarnoff, president of RCA; Frank E. Mullen, NBC vice president and general manager; John F. Royal, NBC vice president in charge of television; O. B. Hansen, NBC vice president and chief engineer; William F. Brooks, NBC director of news and special events; Sydney H. Eiges, manager, NBC press department, and Samuel Kaufman, feature editor, NBC press department.
Take a million dollars worth of music and talent. Etch them into Vinylite with brilliant clarity and depth. Add the smartest job of programming yet seen. Result: the new Capitol Transcription Service, ready now for advertisers who know the audience appeal of big-name artists and top-hit tunes.

By Capitol

TRANSCRIPTION SERVICE

a sparkling new...
Tunes Philadelphians love ... and listen to!

"Music From the Theatre"

Sundays at 1:00 P.M. on KYW

More than half the sets-in-use in the Philadelphia area are tuned to KYW from 1:00 to 1:30 Sundays!

Music From the Theatre travels in good company, too. It follows the NBC Concert Orchestra and is followed by the Longines Symphonette program.

An amazing audience? Yes... but "Music From the Theatre" is no ordinary program. Directed by Clarence Fuhrman, one of Philadelphia's best-known musicians, this smooth-paced half-hour features familiar tunes from musical comedies and operettas, in sparkling yet sure-footed arrangements.

If this tailormade show seems to fit your measure, better make a hurry-call to NBC Spot Sales! More than half the sets-in-use in the Philadelphia area more than half the sets-in-use in the Philadelphia area are tuned to KYW from 1:00 to 1:30 Sundays!
WSPD's enviable position as the number one station of Northwestern Ohio is not confined to any single program, or any particular part of the day. Morning, noon and night most of the people listen most of the time to WSPD.

**WHY THIS INTENSE LISTENER LOYALTY?**

For the past 25 years WSPD has given its listening audience the finest of network shows, fast moving local programming and an outstanding schedule of public service events.

National, as well as local, advertisers have found it both wise and profitable to use WSPD to reach the rich industrial market of Northwestern Ohio and Southern Michigan—Morning—Noon and Night!

**JUST ASK KATZ**
**AWD IN FAMINE FIGHT**

Alma Kitchell Presents Pledges from Women
-Broadcasters to Herbert Hoover-

**RADIO AID** in famine drive was pledged by women broadcasters who presented telegrams from many stations to ex-President Herbert Hoover, honorary chairman of drive. Left to right are: Chester Davis, chairman, Famine Emergency Committee; Dorothy Lewis, AWD vice president and NAB coordinator of listener activity; Mr. Hoover; Alma Kitchell, WJZ New York, AWD president; Mildred Bailey, WOCQ Boston, AWD vice president.

**WOMEN**, broadcasters, through the National Assn. of Women Directors, were urged last week by ex-President Herbert Hoover, honorary chairman of the Famine Emergency Committee, “to continue the whole-hearted support you have given the campaign in the past, for herein is the first guarantee of recovery and peace to mankind.”

Mr. Hoover was presented a sheaf of telegrams and letters from women broadcasters, pledging continuing aid in the program by Alma Kitchell, WJZ New York, AWD president. The ceremony took place at the White House just before a meeting of the famine committee.

Describing world famine conditions, Mr. Hoover said: “There nevertheless remains on this country a heavy responsibility; a responsibility which can be discharged effectively only if our people support their Government in the vigorous measures that must be taken to provide the food exports required for relief. The members of the AWD are in a unique position to be effective in helping to mobilize the American public to support this great effort. The women of the country, whom you so effectively reach, will take the really important part in this program. It is not the decisions that are made in Washington that count so much as the daily decisions made by each shopper at the grocery counter, by each housewife in the kitchen, and by each member of the family at the dinner table in the home or at the public eating places.”

Mrs. Kitchell expressed appreciation to Mr. Hoover for his leadership in the famine drive. She said, “Words are the tools we use, and I assure you that every broadcaster, director, writer or whatever, is choosing these words carefully and prayerfully. Radio gives us the privilege of speaking directly to women in their homes. We know that once the American homemaker truly understands a situation, she is second to none in her generosity.”

With Mrs. Kitchell were two AWD vice presidents, Mildred Bailey, WOCQ Boston, and Dorothy Lewis, NAB coordinator of listener activity. Mrs. Lewis, in introducing Mrs. Kitchell to the ex-president, said AWD had taken the food crisis as an editorial theme even before creation of the famine committee.
Proposed Red River Lateral Canal, soon to be constructed, providing deep water transportation to the four corners of the world.

AN ARMY OF LISTENERS OKAY KWKH!

Independent surveys show that powerful 50,000 Watt KWKH is the favorite station in the tri-state area of the Ark-La-Tex.

KWKH, dominating the listening habits of the homes in this area, truly influences the buying habits of this "Army of Listeners."

Plan now to include this rich market in your sales program.

Cover it COMPLETELY AND EFFECTIVELY with powerful 50,000 Watt KWKH.
'Lux Theatre' Most Popular for Month

Pulse Survey Places Allen, And Hope Next

THE MOST POPULAR program among New York radio listeners in June was 'Lux Radio Theatre,' according to the latest survey by Pulse Inc. Fred Allen was second and Bob Hope third. The program ratings were: 'Lux Radio Theatre,' 22.7; Fred Allen, 22.0; Bob Hope, 21.0; Fibber McGee & Molly, 20; Walter Winchell, 19.3; Mr. District Attorney, 19; Edgar Cantor, 18.7; Suspense, 18.5; Aladdin Family, 17.7; Red Skelton, 17.

The ranking daytime shows were Kate Smith, 6.5; Helen Trent, 6.4; Big Sister, 6.3; Our Gal Sunday, 6.3; Breakfast in Hollywood, 6.2; Life Can Be Beautiful, 6.1; When a Girl Marries, 5.8; Portia Faces Life, 5.7; Make Believe Ballroom (evening), 5.6; Young Joe Brown, 5.2; My True Story, 5.2.

Week-end daytime programs were The Shadow, 12; Electric Hour, 10.7; Brooklyn vs. Cincinnati, 10; Westinghouse program, 9; Quick as a Flash, 9; One Man's Family, 8; Family Hour, 7.7; Counterspy, 7.3; Detective Mysteries, 7.3; Harvest of Stars, 7.3.

Remains at May Level

June radio listening remained at the May level in New York with an average sets-in-use at 24.8 percent.

Pulse radio ratings for the May-June period in Philadelphia show the following results: 'Lux Radio Theatre,' 22.5; Bob Hope, 22.3; Fibber McGee & Molly, 22; Screen Guild, 2.3; Dr. Christian, 21.3; Walter Winchell, 21.3; Red Skelton, 21; Chase-Sanborn Show, 20; Inner Sanctum, 19.3; Aldrich Family, 18.5.

Daytime listings: Breakfast Club, 11; Life Can Be Beautiful, 10.7; Ma Perkins, 10.7; Kate Smith Speaks, 10.5; Helen Trent, 10; Young Dr. Malone, 9.9; Our Gal Sunday, 9.7; Road of Life, 9.7; Big Sister, 9.5; Aunt Jenny's Stories, 8.1.

Week-end daytime shows: Children's Hour, 16.5; Philadelphia vs. Cleveland, 10.5; Billie Burke, 9.5; Ranger Joe, 9.3; Stars Over Hollywood, 8.5; Armstrong Theatre, 8.5; Grand Central Station, 8.5; Westinghouse Program, 8.3; Family Hour, 8.3; Let's Pretend, 7.5.

In Philadelphia average sets-in-use were 20.5%.

NLRB Denies IBEW

NATIONAL Labor Relations Board (NLRB) has denied petition of IBEW for certification of representatives of KWKH Shreveport, La., under Local 194. Election was held May 28 under board direction. A tally showed that of three eligible voters, one was for IBEW and two against. IBEW later filed an amended petition asking an investigation of the election.

OTTAWA, July 5, 1972. Editorials appeared in every Canadian newspaper last night, under the aegis of Newspaper Corporation of Canada (CNC) date-line, commending the government for its twenty-five years of administration without putting the country to know about elections. The CNC article closed with an Ottawa directive to all employers, ordering an enforced holiday next Wednesday in celebration. Ottawa will join in the festivities, and a note of ironic entertainment will be introduced when life-like effigies are placed in the House, seated in what used to be called the “Opposition Benches,” which have been cleaned and painted for the first time in twelve years especially for the occasion.

The CNC, owned and operated by the people of Canada, under the supervision of the Department of Knowledge Control, will blend its voice with those of all loyal citizens in the singing of the official “Doxology of Jubilation.” This will be distributed without charge by the Canadian Choral Corporation (CCC), owned and operated by the people of Canada under authority of the Department of Special Events. It will be sung in the newly official Canadian language in licensed churches from coast to coast during special services of thanksgiving next Wednesday. The services were ordered by directive 112/XLIX-V-127B of the Canadian Religious Corporation (CRC), owned and operated by the people of Canada under authority of the Department of Religious Beliefs and Observances. This will afford citizens an opportunity to hear a sermon especially prepared by the Department. In this sermon, stress will be laid on the progress of Christianity since all denominational differences were outlawed and all doctrinal policies were dispensed by the Corporation in its capacity of Custodian of Public Morals.

The CRC, established in Canada over a quarter of a century ago immediately before the last election, was based on principles developed by the Canadian Broadcasting Corp. (CBC) previously. This CBC, it is interesting to note, provided the principle on which all of the 167 “People’s Corporations” now in operation were built. But it was not until our present Chancellor’s election by acclamation during the infamous Battle of Bay Street of 1947 that such fascist and monopolistic practices as private broadcasting and advertising were completely eradicated, to the glory of the people of Canada, to whom all Canada’s resources rightfully belong.

Arrangements are being made for the collection of radio license fees. The fee this year has been increased from $10.69 to $12.83 to cover the cost of a new short-wave transmission to the Canary Islands, and also to defray expenses in connection with the new compulsory “Health through Joy” program, broadcast by the Canadian Therapeutic Corp. (CTC), owned and operated by the people of Canada under authority of the Department of Physical Fitness. The exact time at which citizens are to appear at their Community Centres to make payment of their license fees will be announced over the Unified National Network during an early presentation of the regular “CBC All-Citizens Chamber Hour.” Date of this announcement will be proclaimed on the regular 8-11 p.m. “Your Government” program, next Friday. All citizens will remain at home to hear the program. Citizens will be ordered to make their payments in numerical order under the new “State Index System” devised by the Canadian Statistical Corp. (CSC), owned and operated by the people of Canada under authority of the Department of People’s Contributions to State Maintenance.

FINAL TESTS of the new GE radio-clock receivers are now being made at GE’s Bridgeport, Conn. plant. [BROADCASTING, June 10]. The owner sets the dials and the clock in the receiver. The radio goes off, the clock goes on. It can be arranged to awaken you with an alarm or with just the radio, or both, either with music preceding the alarm or following it. Or you can sleep right through, as far as GE is concerned.
SYMBOLS FOR
SAILING AND SELLING

What street traffic markers and indicators are to you, these buoys are to the ship's pilot. These symbols are used in a large variety to mark the channels into and out of ports. For the navigator, there's a special and important meaning to each and every buoy.

Just as these symbols of the sea are full of significance, so the letters WCBM are important to the radio time buyer. By following the WCBM buoys you can navigate your product through the most direct channel into the harbor of the Baltimore market. So, look to WCBM for help in charting successful selling.
PARAMOUNT

(Continued from page 24)

Dr. Du Mont said he founded the company in 1931. He said he has an employment agreement with Paramount whereby he gives full time to the company, and turns over all patents. He touched lightly on the firm's manufacture of cathode ray tubes and its component parts, radar and loran equipment and television operations.

Raibourn Recalled

Following Dr. Du Mont's testimony, Mr. Raibourn was recalled to the stand by Duke Patrick, Paramount counsel, for information on the Scophony case [Broadcasting, Dec. 25, 1945]. "I shall be very happy to state our side of the story," Mr. Raibourn began, relating that there had been much unpleasant publicity put out by Scophony detrimental and unfair to Television Productions Inc., Paramount subsidiary.

In December, Scophony Ltd., an English concern interested in large screen television and other television apparatus, filed anti-trust charges with the U.S. Dept. of Justice against Television Productions Inc. and General Precision Equipment Co. The suit alleges that television is being retarded by U.S. "movie interests," and charged an international cartel was formed to retard development of large screen television.

"We were approached by Scophony in 1939," Mr. Raibourn said, "and asked if we were interested. We told them yes."

During the war, he continued, Scophony had representatives in this country who had incurred debts and were not receiving any funds from England. "There was a question of disposition of effects of Scophony Ltd.," he said, with the firm going into the hands of a receiver. "No receiver was appointed. It was then that Paramount (Television Productions) was asked to take an interest.

"The situation was very difficult because any money available would be seized by the British Treasury," he said. It was decided, therefore, to form an American corporation including the Western Hemisphere assets of Scophony. Television Productions Inc. got 17% interest in the corporation, General Precision Equipment Co. 36 1/4%, Scophony Ltd. 31 1/4%, a "syndicate of Czechs" 12 1/4%, and Mr. Levey 6 1/4%. Television Productions Inc. paid $8,500 for its 17% interest he said.

Mr. Levey, Scophony Ltd., representative, was made president of Scophony Corp. of America. It was in his name that the lawsuit was brought against Mr. Raibourn for Television Productions, and Karl G. Hines, General Precision Equipment president.

By 1945 when a total of $145,000 had been poured into the corporation with "no tangible results," General Precision and Paramount announced that any further money issued would be by loan. Mr. Levey accused the two companies of trying to gain control, said Mr. Raibourn. From there on, the situation became more uneasy. There was also publicity from Scophony that Paramount was getting exclusive rights to large screen television.

"Paramount has never had an exclusive license for large screen television," Mr. Raibourn asserted.

Despite dissension, Paramount loaned Scophony $5,000 for 18 months at 8%. At that point, it was found that finances were being handled without the knowledge of the directors. There was also discussion of the "Skiatron" system of television, which, Mr. Raibourn said, was applicable to radar, but not to television, in his opinion. Mr. Levey held out that with further adaptation, it would be useful to television.

After other disagreements, both Mr. Raibourn and Mr. Hines told Mr. Levey that "if Scophony could get any other backers, go ahead, and give us our money back."

Their only offer to Paramount was $8,500, the initial amount put in, he said. It was decided, therefore, to form an American corporation including the Western Hemisphere assets of Scophony. Television Productions Inc. got 17% interest in the corporation, General Precision Equipment Co. 36 1/4%, Scophony Ltd. 31 1/4%, a "syndicate of Czechs" 12 1/4%, and Mr. Levey 6 1/4%. Television Productions Inc. paid $8,500 for its 17% interest he said.

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KYA, years ago, recognized that there was more to news-casting than ripping off teletype reports and reading them as is over the microphone.

KYA also recognized that in news there is a vital force for the betterment of the community by careful, accurate reporting.

As an example of this aggressive policy of reporting, KYA is now broadcasting a new public service series, entitled "A Trellis for the Vine". The purpose of the program is to find foster homes for hundreds of forgotten children in the San Francisco-Bay region, a serious post-war problem uncovered by the alert staff of the KYA News Bureau. The series is being broadcast in cooperation with the welfare agencies affiliated with the Community Chest, and stories about the drive are carried in the newscasts.

The story of "A Trellis for the Vine" is another of the reasons why Northern California looks to KYA for the news—every hour, on the hour.

KYA
SAN FRANCISCO

Represented by
ADAM J. YOUNG JR., INC.

NEW YORK—CHICAGO
LOS ANGELES—SAN FRANCISCO
Nine short months ago, Lewis H. Avery, Inc., offered to the radio industry a re-vitalized concept of Station Representation. That concept — Aggressive Activity — re-created alert, intelligent, personal service to the Station, the Agency and the Advertiser.

In nine short months, we have shown that Aggressive Activity can be the antidote for the "Doldrums of Passivity."

We take pride in announcing the Stations who are now endorsing, with profit to all concerned, our plans and policies. Our offices, from coast to coast, believe in and practice intelligent Aggressive Activity. It means lots of constructive hard work, and we love it. It’s fun to be really going places.
FROM PORTLAND, MAINE TO PORTLAND, OREGON AND ON TO HONOLULU

These Are the Stations We Represent:

WJJD—CHICAGO, ILLINOIS
WSAI—CINCINNATI, OHIO
KDAL—DULUTH, MINNESOTA
Kило—GRAND FORKS, N. D.
WJEF—GRAND RAPIDS, MICH.
WFBC—GREENVILLE, S. C.
KHON—HONOLULU, HAWAII
WKZO—KALAMAZOO, MICHIGAN
WDGY—MINNEAPOLIS-ST. PAUL
WPOR—PORTLAND, MAINE
KOIN—PORTLAND, OREGON
WHBF—ROCK ISLAND, MOLINE, EAST MOLINE, DAVENPORT
KROY—SACRAMENTO, CALIF.
KMA—SHENANDOAH, IOWA

LEWIS H. AVERY INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3-2622

544 Market Street
San Francisco, Cal.
DOGus 8875

315 W. Ninth St.
Los Angeles, Cal.
TRJoker 2095

333 N. Michigan Ave.
Chicago 1, Ill.
ANDover 4710
Paramount

(Continued from page 36)

in the corporation by Paramount. After the books were closed to the directors, Mr. Raibourn and Mr. Himes resigned.

Though not brought out in testimony, it was understood that a clash of international British and American interests was also heavily involved in the trouble.

"The first I heard of the suit brought against us was on the radio," Mr. Raibourn said. "I have never been notified either by Scophony or by the Justice Department."

When asked by Mr. Plotkin if the Commission had been informed of Paramount's participation in Scophony, Mr. Raibourn said that Mr. Levey had written James Lawrence Fly, then FCC chairman, of the transaction, and Mr. Fly had said it was "OK." The letters are understood to be in the files of the Dept. of Justice. It was asked that they be included in the record.

Further hearings on Los Angeles applications have been postponed until testimony can be obtained from Howard Hughes, head of Hughes Tool Co., and applicant for a radio station atop Mt. Wilson, and from Tom Lee, of Don Lee Broadcasting System, also an applicant. Mr. Hughes' Army commitments made his appearance impossible, Fred Albertson, counsel, explained. Mr. Lee was ill. Tentative hearing date is set for July 8 either in Los Angeles or San Francisco.

Joseph F. Kittner was Commission counsel for the Monday hearing.

Fourteen Stations Carry 'Congress on Air' Series

FOURTEEN stations carry Congress on the Air, a half-hour weekly. The series was launched last May. Its purposes are to provide a forum for the representatives of the people on critical matters. The program is distributed by WOR, New York, with nationwide distribution rights, according to Aaron S. Bloom, K-G treasurer.

With Ernest K. Lindley, Washington correspondent of the Associated Press, as moderator, the weekly series presents Senators and Representatives on current topics such as the British loan, continuation of CPA's Selective Service, housing and other issues. Stations carrying the program include: KRIC Beaumont, Tex., KTRB Modesto, Calif., KUOA Senior Springs, Ark., WJBK Detroit, WBBR Welch, W. Va., KBKR Baker, Ore., KWOR Worland, Wyo., WHLD Niagara Falls, N. Y., WCOL Columbus, Ohio, KIDO Boise, Idaho, WINN Louisville, WPEN Philadelphia, WIXN Washington, WMCA New York.

CHET HUNTLER, CBS Western Division director, the public affairs division, Hollywood, was specifically cited last week by Secretary of Commerce Henry A. Wallace, for his "special appeals" on behalf of the government's victory food collections. Mention came in an AP report of early results in food collections which showed $5,600 coming in direct response to Huntley's appeals over CBS western stations.

DETROIT RADIO CONTINGENT at the press-radio party aboard the Detroit and Cleveland Navigation Co.'s S. S. Greater Detroit were (1 to r): Harold Priestly, WWJ; James G. Riddell, commercial manager of WWYZ; Edwin K. Wheeler, WWJ assistant manager; Owen F. Uridge, WJR general manager; Don DeGrott, WWJ program director.

Easing of Construction Ban Within Few Weeks Foreseen

FEDERAL control of construction will be relaxed during the summer as building materials ease and officials become convinced that the veterans housing goal will be attained. This conclusion was reached last week on the basis of facts gathered at the Civilian Production Administration.

Broadcasting projects will feel effects of this situation, though it will be necessary to convince CPA local officials that radio structures are necessary and cannot be deferred, or that serious hardship is involved, and also prove that there will be no effect on the housing program.

At present CPA regional offices are granting permits at a low rate, actually only a fraction of the May rate. The lid was clamped so tight at the end of May [Broadcasting, June 3], in an effort to divert all possible construction into veterans housing that a danger point has been reached, according to John D. Small, CPA administrator.

Breathing Spell

For the next few weeks CPA will continue its virtual ban on building, the theory being that a breathing spell should be allowed before relaxing the rules. CPA's plan conceives a loosening of its restrictions by Aug. 1, should the housing program move along as expected and materials be available.

When that is done, CPA probably will be operating on its April-May program, when approvals of projects mounted to over $200,000,000 a week. Broadcasters have been able to get relatively few CPA permits for projects over $1,000 during the June ban. Lifting of the temporary ban will mean that they have a fighting chance to get permits from local CPA officials as against the extreme difficulty of obtaining approval under present rules.

CPA is definitely optimistic about building materials. Lumber, nails and other items are becoming less critical as production increases. Steel and copper, important to broadcasters, continue short.

Officials at CPA are not overly concerned about the plight of broadcasters at a period when new station grants are coming out at an unprecedented rate. They point out that stations along with installations for transmitting equipment, for example, can be built without CPA approval. They figure that station owners anxious to get on the air can erect makeshift housing for transmitters. They advised against a blanket exemption from the building ban for the broadcasting industry last May [Broadcasting, May 18] on the ground that it would bring a flood of similar appeals from other industries.

Local Level

Since building shortages vary in different regions CPA has placed level, with appeals to Washington permitted. Those desperate to go ahead with building projects can study local shortages and in many cases devise structures that will not use critical materials to a large extent. In such case they have a good chance to convince local CPA offices that a permit will not interfere with the housing program.

Administrator Small noted that the housing goal will be attained, judging by present indications. But the June ban was so tight that it threatened to backfire by throwing people out of work, the building industry being one of the important sources of jobs.

KABC Merit Award

CERTIFICATE of merit and prize of $25 were awarded KABC San Antonio, Tex., in recognition of outstanding promotion and publicity of a sponsor's product during national campaign by Schutter Candy Co., St. Louis. Instead of KABA as reported in Broadcasting, June 24.
ABC's broadcast of the Louis-Conn fight, sponsored by the Gillette Safety Razor Company, drew the highest Hooperating of any program on any single network in radio history!

According to the figures, 71.6% of the nation's radio sets were in use at the time of the fight—and ABC's share of the listening audience was 93.8%!

That means, figured very conservatively, 45,000,000 people listened to the broadcast over their ABC stations.

Proof again that it's programs that draw the crowds... programs that build audiences... programs that make a listener out of a radio owner. Proof again that on ABC, with a good program, your available audience is perched on listening stools in millions of radio homes, and if you whistle the right tune they'll come a-running.

They're there; you can reach them; you can count them. You can sell them.
Fulton Lewis, jr. sells drugs in MUSCLE SHOALS, real estate in Tucson, freight service in Waco, and hundreds of diversified products for more than 180 other national and local advertisers. He sells because his large, select audience keeps its ear to the loudspeaker when Fulton Lewis, jr. talks. His listeners are mature men and women who know what they want, and who buy when they want it.

AND HE’LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers’ commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

Rash Made Democratic Radio Director; Ingle Is Named Earlier to G.O.P. Post

BOTH MAJOR political parties last week indicating heavy reliance on radio in the forthcoming campaigns named radio directors. Bryson Rash, director of special features for WMAL-ABC Washington, a veteran radio man, has been named radio director of the Democratic National Committee, Chairman Robert E. Hannegan was to formally announce Sunday. A week earlier Chairman Carroll Reece of the Republican National Committee announced appointment of Edward T. Ingle, former chief of information, War Manpower Commission, as radio director in the publicity division, both men take office July 8.

Succeeds Reinsch

The Democratic National Committee has been without a radio director since J. Leonard Reinsch, managing director of the Cox stations, WIOD WSB WHO, resigned after the 1944 campaign. The GOP radio directorship has been vacant since John McCormick resigned in April to return to NBC Chicago. A native of Los Angeles, 32-year-old Mr. Rash was graduated in 1941 from the Washington, D. C., College of Law. He entered radio at KWK St. Louis in 1934, while attending school and later joined KMOX.

In early 1936 he went to WLW Cincinnati as announcer and later that year joined WJSV Washington, now WTOP. After a year with the Federal Housing Administration as writer-producer of radio shows he joined NBC Washington. He remained with that network, serving for a time as presidential announcer. When the Red and Blue networks were separated, Mr. Rash went with the Blue, where he also was presidential announcer. Later when it became ABC he was named director of special features for Washington, serving in similar capacity for WMAL. For the past 18 months he has written a radio column for the Washington Star, owner of WMAL.

Mr. Ingle was with NBC New York press department from 1931-34. A graduate of the U. of Michigan, he served for several years on the faculties of the U. of Wisconsin, Ohio Wesleyan and the U. of Florida. He is a native of Ohio.

In 1942 Mr. Ingle joined the Treasury War Bond promotion staff, later went overseas with the Red Cross, serving in Britain, France and Germany, and in 1944 he was recalled to the Government as director of information for the War Manpower Commission. He formerly worked on newspapers.

PORTION OF JOSKE REPORT REVIEWED

FIRST portion of the report covering results of the one-year clinical test of radio by Joskes of Texas, San Antonio department store, was reviewed Friday at a meeting of the Joskes Advisory Committee of the NAB, held at BMB Hdqrs., New York. The committee plans to make the report public by sections, with preparation of the complete document likely to require several more months.

Frank E. Pellegrin, NAB director of broadcast advertising, and Lee Hart, assistant director, have been consulting with Joskes officials on the report. They attended the New York meeting. Others present were Russell Brown, vice president in charge of sales promotion and advertising, Allied Purchasing Corp.; Howard Abrahams, manager of sales promotion division, National Retail Dry Goods Assn.; Willard Campbell, sales promotion director, Sibley, Lindsay & Curr Co., Rochester; Lewis H. Avery, Lewis H. Avery Inc.; Walter Johnson, WTIC Hartford; James Shand, assistant to the president, Joskes of Texas; Mr. Pellegrin; Miss Hart.
In this book WHN, competing with 140 stations under the expert eyes of nearly 200 agency-advertiser judges, told how a top-powered station supports its top-drawer advertisers with top-powered audience promotion. If you missed the Billboard exhibit, ask a WHN representative for a personal perusal of this prize-winning entry.

WHN NEW YORK 50,000 WATTS • 1050 KC. Represented by RAMBEAU
Willis, GMA Head, Assails ‘Restrictive’ Price Controls

THE GROCERY INDUSTRY, one of the nation’s biggest advertisers, with an income now of 20 billion dollars, compared to a war-time income of only 10 billion, is being held back from doing a more complete job by restrictive government legislation, according to Paul S. Willis, president of the Grocery Manufacturers Assn.

Speaking before members of the association at its first postwar “out-of-doors” meeting at Shawnee-on-Delaware, Pa., Mr. Willis said that immediately after the shooting war was over, grocery men had planned a great reconversion program in 1946 to spend $600 million in the effort. Instead, Mr. Willis complained, the government with its effort to control prices and other restrictive legislation had forced grocery men to sit on their postwar plans.

Cites Bright Side

Speaking about the government’s famine relief program, Mr. Willis said that grocery men had cooperated in full, particularly with regard to advertising donated to the American Protestantism and furtherance of Evangelicals, NRB be- longing to President Justin Miller by Clin-

Cross-Talk

A PRIVATE ‘phone conver- sation—known as “cross-talk” in communication circles—provided an unusual, if not unexpected, novelty to the Ford Sunday Evening Hour over WJZ last week. The voices first were heard as the orchestra completed a number and continued on as an address was being given by Benzo Ford, The “chat,” between two women at one point, one of the women asked the other, “Where is Myrtle?” —was localized over WJZ New York, said ABC, and not heard over the entire network.

NBC Citations

IN RECOGNITION of their contributions to Norway’s fight for freedom, the Norwegian Government last week awarded the King Haakon Liberation Medal to Margaret Cuthbert, NBC director of women’s activities; Mary Margaret McBride, NBC woman commentator, and her manager, Stella Karn, and Lowell Thomas, NBC commentator. A gold plaque was also given to the network, itself, for its shortwave broadcasts to occupied Norway during the war.

COWLES SELECTS BUILDING AS FUTURE KRNT HOME

RADIO and community center will be provided for Des Moines and Iowa by KRNT as the result of purchase by Cowles Broadcasting Co. of the Shrine Temple in Des Moines at a cost of $150,000. Interior and exterior will be redecorated, acoustics improved and part of the building remodeled for radio purposes when materials are available.

KRNT and a new FM station will be housed in the eastern portion of the building. KRNT now occupies two floors of the Register & Tribune Bldg. Main auditorium seats 4,400. The building was built in 1927 at a cost of more than a million dollars, the Shrine moving out in 1935.

adds Transmitters

RADIO MOZAMBIQUE, Africa’s only commercial station located in Lourenco Marques, has added two transmitters which will enable the station to have transmissions directed to the Union of South Africa. Station already employs five transmitters beamed at the Union. Additional transmitters will operate independently from those located in the Colony of Mozambique. Radio Mozambique is represented exclusively by the Pan American Broadcasting Co., New York.

NAB Is Told Religious Broadcasters Will Seek Law Against ‘Discrimination’

ON THE GROUND that radio sta- tion executives are showing a growing tendency to restrict or prohibit broadcasts of “evangelical Christian programs,” National Reli- gious Broadcasters threatens to seek legislation to “make a change in the present discriminatory poli- cies mandatory.” The threat was made to the NAB in a letter sent to President Justin Miller by Clinton H. Churchill, Buffalo, NRB president.

NAB had no comment on the letter, which President Miller had not received since he was en route last week from the Northwest to Chicago.

NRB contends that stations tend to favor churches and groups under the aegis of the Federal CounciL of Churches of Christ in America, which it claims represents a minority of Protestant Christians. The letter to Mr. Miller explains that NRB’s recent convention in Minneapolis adopted a resolution casting for fair treatment of all broadcasters, including the right to pur- chase time.

As an affiliate of National Associ- ation of Evangelicals, NRB believes “the day has come to urgently request, and we do so re- quest, that the radio industry take immediate steps to grant equal rights and privileges to the great Bible-believing constituency of American Protestantism and further-
CONTROL!

Only MOTION PICTURES give you Control
— Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting — absolute focus — flawless dialogue.

Only Film can make possible: repeat performances of uniform quality — identical selling messages — selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges — time zone differentials.

Now available for sponsorship... Two exclusive *Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION
Dept. BG, 1270 Avenue of The Americas, New York 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

* Copyright U. S. Pat. Off.
How Ya' Go 'em Down On

MR. T. J. KANGAS
Associate Professor of Agricultural Extension Information of the University of Maryland, conducts two regular fifteen-minute periods weekly.

JOHN A. ZUFALL
(Happy Johnny)
Farm Program Manager of WBAL, knows and is known to most farmers in this area. During his eight years on WBAL, he has made personal appearances before several hundred thousand each year.

HERBERT L. ALKIRE
Meteorologist, in charge of the Baltimore office of the U. S. Weather Bureau, Municipal airport. Alkire presents the latest weather information over WBAL each morning.

ORGANIZATIONS CO-OPERATING WITH WBAL'S FARM SERVICE
U. S. Dept. of Agriculture and its related agencies and departments,
Extension services of:
University of Maryland
University of West Virginia
University of Delaware
University of Virginia
Rutgers University
Penn State College

Other organizations
Md. State Horticultural Organization Society
Maryland Cooperative Milk Producers
Maryland State Bee Keepers Association
Maryland State Vegetable Grower's Association
Maryland Tobacco Grower's Association
Maryland Stockmen's Association
Maryland State Poultry Council
Maryland Horse Breeders Association
Southern State's Hillabor Queen Anne's Marketing Cooperative
The American Foundation of Animal Health
Nursery Men's Association
Poultry and Egg National Board
American Veterinary Association
Maryland 4-H Clubs
Maryland State Grange
Maryland Farm Security Organization
Howard County Grange
Associated Women of the Md. Farm Bureau
Eastern Shore Farm and Home Laborsaving Show Organization

WBAL serves farmers in Maryland and parts of Virginia and West Virginia, the wealthiest agricultural counties. WBAL, with its powerful 50,000 kilowatt signal, knows these farmers, too, and their preferences... the kind of program listeners want to hear. Latest reports and surveys show that the public radio medium is the basic advertising medium. If you have a message for this farm group, its members will listen.

USE WBAL—reach one of the wealthiest areas in America.

Nationally Represented by EDWARD P.
nna Reach
i The Farm?

Delaware, Southern Pennsylvania, and the United States. This area contains some of the most fertile soil in the nation. 

WBAL's voice is known to these farmers. They know their problems and their solutions. WBAL's voice is as much a part of this farm as a tractor or a silo. "Johnny" is like one of the family.

war purchase and improvement plans of billions of dollars... in farm equipment, machinery, and general improvements.

A powerful 50,000 watt WBAL is your key to reach farmers in this important area.

WBAL FARM PROGRAMS INCLUDE

"MORNING ON THE FARM"
Daily, 5:45 to 6:30 a.m.
with T. J. Kangas of the University of Maryland, Galen Fromme and guests. Weather reports, farm briefs, news reports, market reports, bulletin board and music.

WEATHER REPORTS
Daily, 7:10 a.m.
Direct from the U. S. Weather Bureau at Municipal Airport.

"DINNER BELL"
Daily, 12:15 p.m.
With Jane Bastow, Food Economist of the University of Maryland (Each Thursday). Salute to Maryland counties (Each Tuesday). Daily farm briefs, market reports and music by Happy Johnny and his gang.

OTHER FEATURES:
MAN ON THE FARM — Saturday, 12:15 p.m. Presenting farm authorities and agricultural information.
HAPPY JOHNNY AND HIS GANG — Saturday, 12:45 p.m. Folk and popular music and humor.
NATIONAL BARN DANCE — Saturday, 8 p.m.
JUDY CANOVA — Saturday, 9:00 p.m.
GRAND OLE' OPRY — Saturday, 9:30 p.m.

MISS JANE BASTOW
Food Economist, Univ. of Maryland, presents a consumer report of the week with suggestions to farm homemakers on present day food problems.

LOUIS C. UHL, JR.
Local representative of the Production, Marketing Administration of the U. S. Dept. of Agriculture. Prepares and presents latest livestock market quotations direct from the Union Stockyards in Baltimore. Appears on the "Dinner Bell" program, Monday thru Friday.

JOHN J. DICKMAN
Special Service Director of WBAL, works closely with the agriculturalists of Maryland and surrounding states to coordinate the many phases of farm information.
FCC At War—With FCC

RADIO IS swinging into the second phase of its development with the post-war advent of FM and television. The confusion that followed in the wake of V-J Day, under the crush of literally hundreds of applications for all modes of service is clearing gradually. But the picture is long from a settled one, with the ever-present threat of being caught between the veteran florists of AM and the newcomers. The major source of disturbance is the FCC's philosophy of regulation. The Commission is at war with itself. On the one hand, it is fostering "free competition" by licensing new AM stations almost indiscriminately, even in bunches in markets which in normal times can't possibly sustain a single station. On the other hand, it is holding FM in check, to the extent of reserving "every fifth channel" for prospective applicants who evidently haven't the foresight, courage or wherewithal to enter the field now and take the gamble.

FM was heralded as the medium that would make possible free competition, so that all qualified comers could be accommodated. In spite of this, there is an apparent limitation of FM assignments in the major market areas. Where there is limitation there must be regulation. That obviously is the motivating factor in introduction of the "scarcity" element in FM.

Latest to take up the battle against limitation is Wayne Coy, vice president and general manager of WINX Washington, owned by the Washington Post. He is a comparative newcomer in radio, but no neophyte in the ways of Washington officialdom. Mr. Coy is a former assistant to President Roosevelt. He is a New Dealer and rates high in party councils.

Mr. Coy believes that the FCC should not reserve every fifth channel for FM, because he thinks this operates against the body's avowed philosophy: to provide broader facilities for more outlets. He presented his views last week to the FM Committee of the NAB and they were adopted. Consequently, the NAB will be asked by its FM membership to make such an appeal to the Commission. Mr. Coy's previous recommendation had included the suggestion that Television Channel #6 be made available for FM. This proposal was rejeeced by the Commission. But where there is scarcity, he contends, there will develop more government regulation and a tendency toward monopoly.

Nevertheless, Mr. Coy's observations regarding the factors which cause regulation warrant study and consideration. The FCC intent seems to be to regulate FM even more stringently than AM, presumably on the theory that AM's Topsy-like and unguarded growth should not be repeated. There is serious legal question as to whether the FCC can reserve facilities for little or big men who aren't there. Whether the FCC can regulate the programs and economics of radio as it seeks to do under the Blue Book is a question that sooner or later must be litigated or reappraised by Congress. As it stands now the FCC is espousing "free competition" in AM, where many little fellows certainly are going to lose their shirts. At the same time it is fostering closely supervised upbringings of FM, where the same fate can befall those who regard radio as a "Get Rich Quick Wallingford" scheme rather than a business risk that requires capital, skill, perseverance and an appreciation of the sanctity of freedom of speech.

Our Respects To—

COMMDR. JOSEPH LEONARD MILLER

LABOR agogies of broadcasters are an old story to Joe Miller, who has his digits in all of the nation's employe-employer relation squabbles in his role as assistant to John R. Steelman, special assistant to President Truman. Most labor controversies eventually get to the White House—and to Joe. Curiously, he is the second broadcaster to hold the important White House position of assistant to the President's special assistant. Walter J. Brown, vice president and general manager of WSPA Spartanburg, S. C., filled the role when Secretary of State Byrnes was assistant to Presidents Roosevelt and Truman.

Though his approach necessarily is from the professional viewpoint, Joe will tell you, when he steps out of protocol for a moment, that radio's labor relations problems are more intriguing, fascinating and challenging than those of any other industry. He ought to know, because he spent five laborious years at NAB counseling and negotiating and sweating over the irksome issues that Petrillo et al can raise.

Commdr. Miller is one of the fortunate professional men whose specialized talents were utilized by the armed forces, and still are, for that matter. Joe's office address for some time has been 1600 Pennsylvania Ave., NW, Washington.

Most broadcasters are familiar with his climb up the naval ladder since the gloomy Dec. 23, 1943 when Gen. Hershey interrupted Christmas plans by inviting him to bring along his I-A card and become an apprentice seaman. Three weeks later he was Lt. (jg) Joseph L. Miller, attached to the Labor Relations Division of the Secretary of the Navy; full lieutenant came June 1945; lieutenant commander, the following October; full commander February of this year.

Joe got an early baptism in labor relations, spending his younger days in Uniontown, Pa. at that time heart of the soft coal and coke industries. He was born there July 21, 1907, attended public schools, acquired the crew hair cut he still prefers, then went to Haverford College, where he received an A.B. in 1930. Haverford he spent a holiday at the home of his Bostonian roommate whose girl friend, Elinor Lord, left an indelible impression on him—so indelible that he married her on Derby Day, 1936. The exact date doesn't matter—at least it doesn't to the Millers—because the first Saturday in May is their anniversary day. They've never managed to spend the day at the Derby but Mrs. Miller had a bet on Assault last May 4.

After leaving college Joe got a job as night

(Continued on page 50)
WQXR's program guide is bought by 33,365 families each month.

Although WQXR's program listings are carried daily by New York newspapers, thousands of families pay 10¢ a month (or $1.00 a year) for WQXR's convenient booklet to keep by their radios. Paid circulation of the WQXR monthly program guide is one demonstration of the singular devotion WQXR listeners have for "their station." Subscriptions for May 1946 showed a 40% increase over May 1945. Since surveys show that there are more than 25 WQXR listener-homes for every program subscriber in the metropolitan area alone, this is an excellent indication of the steady growth of the WQXR listening audience.

Send for your copy of the 1946 WQXR Program Booklet Circulation Report.

editor of the Associated Press at Harrisburg, Pa. The next year, 1933, he was transferred to the AP Washington Bureau and was named labor editor. He covered NAB from birth to demise, along with the Wagner Act and the Wage and Hour Law, right through Congress and into the Supreme Court.

In covering all major labor conventions he developed close relationships with all labor leaders, who respected his fair reporting of their strikes, meetings and other activities. He covered all governmental agencies dealing with labor. That background made him a natural when in 1938 the NAB was in the throes of labor disputes and reorganizations. Between the Baldwin and Neville Miller regimes he was hired by Phil Loucks and Mark Ethridge to be a labor relations director, the association having just emerged somewhat scarred from Petrollo Battle No. 1. Joe found himself saddled with AFM agreements calling for national musician-hiring formulas, later dropped when the Dept. of Justice directed anti-trust frowned at the pacts. Next came the bitter AFM agreements calling for national formulas, mediators, and 1943-45, and labor relations advisor to Vice-Adm. Ben Morrell in connection with 1945 oil refiner seizures.

Joe attends the Episcopalian church and is a member of the National Press Club. He has two children, a boy 9 and girl 6. Hobbies are navigation (he has octant, sextant and other gadgets), gardening and chatting with broadcasters. Oh yes, and horses—riding and watching.

WIL-FM on Air

FIRST FM station on the air in the St. Louis area was WIL-FM, owned by the Missouri Broadcasting Co., when it broadcast the St. Louis Browns night baseball game June 20. Station is equipped with model 942 three elementturnstile antenna and a 1 kw transmitter built by Radio Engineering Laboratories, New York.

24 YEARS OF SERVICE

24 Years of DRAMATIC PROGRAMS Featuring The WGY Players—One of the Oldest Dramatic Groups in Radio....

... WGY originated the first dramatic program on the air, back in 1922. Through the years the WGY Players have regularly appeared on a weekly presentation of wide variety of talent. In 1943 WGY introduced the first series of programs with facts taken from the files of the Federal Bureau of Investigation... "The F.B.I. In Action" featuring the WGY Players.

50,000 WATTS WGY SCHENECTADY, N.Y.

Respects

(Continued from page 48)
The NEW
WE-DO

The Strongest Independent in the Pittsburgh Market!

1000 WATTS...at 810 on your dial

NEWS...

MUSIC...

FEATURES...


BOX 810 McKeesport, PA.
PETER F. SIMMONS, former commercial manager of KGBL Honolulu, has been appointed director of radio of Holst & Company, Honolulu. KGBL Agency affiliate in Miami, JIM WALT, former news editor and NBC correspondent, has been named head of radio department of ELEANOR PETRY, formerly in KGBL traffic department, assuming duties as radio department director.

CARL PETTLIKOW, former account executive with Campbell-Ewald, Detroit, has joined the creative staff of Fuller & Smith & Ross, New York, as account executive.

JOSEPH SILL, Jr., released from Army Field Artillery as lieutenant-colonel, and during war director of information and education for U. S. armed forces in Hawaii, has joined Davis & Beavers Adv., Los Angeles, as director of copy and radio. Prior to war he was with Botsford, Constantine & Gardner as an associate.

BILL BURCH, director of Ralph Edwards Productions on weekly NBC "Death Or Consequences," reports to join Ruthrauff & Ryan, Hollywood, as producer of CBS "Gene Autry Show."

LOUISE C. GRACE, director of research and media for Grant Adv., Detroit, has moved to Zeta International.

JAMES R. HILL, for 11 years writer and producer with Chicago, Minneapolis and Cincinnati agencies, has joined staff of Brookes & Smith, Chicago & Dorrance, Detroit. Before joining national foods firm of Kroger Grocery and Baking Co., Cincinnati.

PILLSBURY Adv., New York, has moved headquarters from 444 to 385 Madison Ave., New York.

ELEANOR VIDOYICH, formerly of Re- bel, Welde & Briggs Adv., Chicago, has joined Moishe, Los Angeles, as executive secretary.

BARI-ROBERT D'ACOSTA has joined same agency in charge of sales service.

ROBERT S. LEHMANN, released from the weekly "Time" as features writer, has joined Stoddel Adv., Los Angeles, as account executive directing advertising of market research and search and product development.


CHARLES BOWEN has joined Lockwood-Shenandoah, Los Angeles, as account executive.

ALAN CAZENOV, for six months president of The H. L. Gresham Adv. Co., New York, has rejoined his former agency, as writer-producer.

R. E. (Joe) MESSER, for more than 12 years general manager and time-space buyer of Raymond R. Morgan Co., Hollywood, has joined Glasser-Gailey & Co., Los Angeles, in former capacity.

HARRY J. WENDLAND Adv., Los Angeles, has moved to larger offices at 2304 W. Seventh St., Telephone is Fair- fax 2-2000.

RALPH P. CAMPBELL, at one time account executive at J. Walter Thompson Co., New York, has joined National Advertising Service, New York, as sales manager.

LESTER KRUGMAN and SIDNEY W. HANNA, formerly of the armed forces, have formed an advertising agency and art service, Lesa-Id Adv. at 264 W. 42nd St., and have been joined by chief writer-producer, Paul F. Webster, Los Angeles, Calif., and sales manager, Charles Bow.

PAUL POGUS, former copywriter at McCann-Erickson, New York, has joined Wechs & Geller, New York, in similar capacity.

DANIEL F. McNAMARA, reporter for the Wall Street Journal, New York, has joined the news department of Albert Frank-Guenther Law, New York.

RUTH BRANNAGAN, formerly with the research bureau of W. S. Lewis of Pittsburgh, where she served as its assistant professor, has joined the research department of Jolina Alfred J. Silberstein, Best Gold- ton, Inc., New York, as account executive.

HANNY Adv., San Francisco, has taken over the entire sixth floor of the Lathrop Bldg. at Post and Stockton, under a long-term lease.

JAMES R. FOX, for four years manager of McCann-Erickson's branch office in Puerto Rico, has been appointed manager of McCann's branch in Havana, Cuba, office, succeeding WILLIAM SMITH, manager of that office since 1942. Mr. Smith has been assigned to the foreign department of McCann-Erickson in New York at his own request.

SAMUEL A. JACOBSON, formerly with art department of Bixson-O'Donell Los Angeles, has joined Dunn-Few- nwick & Co., Los Angeles, as account executive.

IRVING LANDER, partner of Stevens-Lander-Young, Los Angeles, has re- formed firm following Army discharge.

JANE WORTHINGTON, formerly with W. A. Anderson Son Co. in San Francisco, has joined copy staff of BBDO, that city.

R. G. DEBNAM and E. M. CLEMENCE, ex-service men, have joined copy staff of McCann-Erickson, Los Angeles. Mr. Debnam has been with the Navy as a lieutenant, has joined John McCann's Los Angeles, replacing DONALD McGUIRE, who returns to agency's San Francisco office.

ANGELA D. WALSH, freelance writer formerly with The Ford Motor Co., as account executive, has joined Robert Brady Co., New York, as supervisory capacity.

KNOWLES ENTRIKIN, Ruthrauff & Ryan producer of "Mayor of the Town" and HOWARD BRESLIN, script writer, are co-directing a comedy drama which will receive a tryout this week at the Playhouse, Stockbridge, Mass., with Tommy Booth as star.

ARTHUR A. KRON, member of the board of directors and general manager of Export Advertising Assn., New York, and executive vice president and treasurer of Gotham Adv., has been passed with a 1946 Cadillac sedan by agency employes on the occasion of his 25th anniversary with the firm.

MARJORIE J. KEEFE, former space buyer at Du Pont & Cahalin Agency, Springfield, Mass., has joined Hicks & Greer, New York, as head of the media department.

CHESTER BROUWER has been named West Coast publicity representative of the W. A. Ayer & Co., Los Angeles, and has joined copy staff of McCann-Erickson, New York.

HARRY R. JOHNSTON, former assistant to the vice president in charge of sales, announced that he has been transferred to exploitation division.

W. R. (Don) Donahue, ABC vice president in charge of sales, announced that the network had recognized the re-emergence of new network sponsor prospects, since the conversion to civilian production, among heavy industries. Mr. Donohue will supervise national net- work sales in the Detroit-Cleveland-Pittsburgh area.

George T. C. Fry, director of business development, was named eastern sales manager, succeeding Mr. Donohue. Ridgeway Hughes, a member of the network's business development division, will assume direction of the division's activities, with the title of acting director of presentation.

Carr, Boudin Brook, N. J., have joined the copy department of Grey Adv., New York.

GUERIN-SALZMAN Co., located at 147 W. 49th St., New York, has been formed by HAROLD S. and PAUL R. GUERIN, formerly with Chandler, Durwood, and Paul Guerin with USO. Mr. Guerin served with OWI and Mr. Salzman served in Army.

RICHARD M. CHENKIN after service with the armed forces and formerly with Bingham-Garfilder, New York, has joined Sheldon Ritter Co., New York, as account executive.

"Just think, Percival—we can listen to WFDN Flint when de railroads get radio."
The cosmetics destined for the WSM listening area during 1946 will fall short by ten million dollars worth of what this market would buy.

Any reasonably good product would go here just now.

But by 1947 the story will be quite different. For, meanwhile, the sponsored messages of a few choice brands will circumscribe the demand, will narrow it down. The volume will be there, more than ever—but the demand will be a lot more accurately aimed.

For the good ladies out along our clear channel have learned, through more than twenty years’ experience, that they can trust WSM—hence its sponsors—and what we tell ‘em they remember and live by.

WSM is the only single medium that can cover and powerfully influence the five million people within range of our fifty thousand watts.

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE
Ohio's Third Market at

ROCK 67th home for Chicago, appointed Phillips-Reick-Fardon public relations department, Firm has production manager, HARRY L. AULT, to radio, July 1 started using total of PRECISION MEDICAL sales (paints), has named ROBERT A. ORN- services Fisher account.

New Business

PROCTOR & GAMBLE Co., Toronto, (Oxydol), June 25 started for 33 weeks "Big Sister" on 21 CBC Trans-Canada network stations, Mon., Fri. 11:15-11:30 a.m. Agency: Geyer, Co., New York; VICK CHEMICAL Co., New York, has appointed Stonewall Agency, New York, to handle its advertising program is planned on national and regional basis for the U. S. and Canada. Radio will be used.

Net Renewals

PROCTOR & GAMBLE Co., Toronto, (Oxydol), Mon.-Fri. 11:15-11:30 a.m. through Compson Adv., New York, has been renewed for one year starting July 1. Radio will be used.

Net Changes


Hosts were Harry Stone, WSM general manager, and Jack Harris, assistant general manager of WSM, with the cooperation of the WSM and Grand Ole Opry personnel.

Southern Barbecue

On the weekend, an old-fashioned Southern Barbecue at the Moore Plantation, 15 miles above Nash- ville, was held Friday night; with a day of swimming, horseback riding and other activities on Sat- urday that included a visit to one of Tennessee’s leading horse farms, owned by J. Truman Ward, presi- dent of WLAC Nashville, Mr. Ward personally escorted the New York visitors around the estate, topped off with the inevitable mint julep.

Saturday night featured the broadcast aboard the colorful paddle wheeler followed by a mid- night dinner of Southern-cooked delicacies.

Sunday the group attended a fish fry, camping out on Marrow- point, and was foretold to provide fish to fish fry in advance in case the visitors didn’t have too much luck with the rod and reel. However, any feeling of discouragement was off- set by the mobile motor boat, Duke of Paducah, operated by the Grand Ole Opry, which plied the lake from one fisherman to another, distributing "refreshments."

On hand for the Saturday night festivities was Mayor Thomas L. Cummings of Nashville, Rep. Albert Gore (D-Tenn.), members of the cabinet of State Governor Brown and members of the Ten- nessee Supreme Court. The govern- nor sent regrets that campaign work interfered with his attend- ing.

Return by Plane

Saturday night two chartered planes transferred the visitors from the colorful atmosphere of Magnolia-fringed streams and piping showboat calliopes back to meet a jubilant welcome by Mayor Brown.

A pleasant reminder of Southern hospitality was the souvenier package given the New Yorkers—containing five pieces of Tennessee delicacies. One was two pounds of butter and a quart of Jack Daniel sour mash whiskey, the latter unobtainable since the distillery shut down the first of the year.

Vick on NBC

VICK CHEMICAL Co., New York (Prince Matchabelli’s perfume), is currently negotiating through Morse International with NBC for the show’s premiere network broadcast on July 1, 1946.

LARGEST single month’s output of electronic and other industrial instru- ments in its history is reported for May by The Brown Instrument Co., Phila- delphia, division of Minneapolis-Honey- well Regulator Co.
Richardson's Recipe Suits Hoosier Tastes to a "T"

Larry Richardson, WIBC news editor and dramatic lead in such successful live talent productions as "The Law and the Prophets," has a way of serving up the news that makes every Richardson broadcast a mighty palatable dish for Indiana radio listeners. His recipe calls for a generous seasoning of the syndicated wire-service news with "the local angle"... spiced with his own unbiased commentary... and garnished with just the right dramatic touch.

A native Hoosier himself, Richardson takes an active part in Hoosier affairs... managing to crowd into each busy day a visit to some local luncheon club for delivery of a three-minute news summary. In addition, he heads the radio department of Arthur Jordan Conservatory of Music and is an instructor of radio journalism at Butler University... two assignments for which he is eminently qualified by reason of academic training and actual radio experience—the latter including previous associations with other stations in Indiana and Ohio.

Larry Richardson is but one of many top-notch personalities who make up the WIBC live talent staff. Writers, producers and players, all these WIBC staff members have the originality, the versatility and the proved ability to develop WIBC live talent shows that are alive to your commercial objective... geared to sell Hoosiers Hoosier-style. Speak to your John Blair Man today about the advantages of a live talent show on WIBC... the fastest growing radio station in Indianapolis!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES
Even We Were Surprised

Everyone knew we would pull lots of letters on the latest mail-pull effort—but even we were surprised at the wide expanse of territory from which they came. It substantiates that these stations have the LISTENERS.

Get your products into the hands of those listeners. Ask John E. Pearson Company for rates and availabilities.

West Texas Network

KRBC

KRST

ABILENE, TEX. BIG SPRING, TEX.

SAN ANGELO, TEX. SAN DIEGO, CALIF.

Mr. Webster

THE LISTENERS.

that these stations have

ABILENE, TEX.

effort

Were Surprised

would pull lots of letters

Everyone

KGKL

KGRL

Coast)

within

ART HANSTROM has returned

working "The Arrowhead

TAYLOR has taken over early

WJNO

weekly

CLIFF EDWARDS, known on the air

= Italy.

VIVIAN McTAVISH has joined the

operating staff of CKW Kingston, Ont.

MAURIE WEBSTER, with CBS Hollywood

since 1936, has been named assistant

production manager for the CBS Western

Division. He has held joint responsibility of announcer-

producer-sound recording engineering, will continue to

save for a turn in the air from New York, until 1945. Upon

resignation of his post as announcing manager he

returned to his regular work in Nov. of 1945.

TOM LIVEZEY, in Philadelphia, PA, for 12 years, has

been added to the announcing staff of WILM Wilmington, Del.

FRED FOSTER, released from the Navy as lieutenant after four years of service, has been appointed announcing staff of WKW St. Louis.

DON SHANAHER, for three years in the Navy of the Pacific Fleet, has returned post as continuity writer and announcer at KORE Eugene, Ore.

WILLIAM J. LEARY, former AF commentator, has been added to the announcing staff of WFEA Manchester, N. H.

H. JAMES FAGAN, since the end of the war relief announcer at WFL and WPTI-PM Philadelphia, returned to the Navy June 22 for extended duty with the Commanding General, Army Ground Forces, Washington. He

will be re-entered as service captain, assigned to special information service. He had

served as captain with First Division, saw action in North Africa, Sicily and Italy.

VIVIAN McTAVISH has joined the continuity staff of KJAT Traill, B. N.D.

JACK WOLSEY, announcer of CJOQ Lethbridge, Alta., is the father of a boy.

CLIFF EDWARDS, known on the air as "Uncle Ike," is presenting new three shows morning program, WJNO West Palm Beach, Fla. La Production, New York, is in charge.

ALAN GANS, announcer at KYW Philadelpia, has taken two month leave of absence to tour with the Stars of the Air Equity Stock Company.

BOB ALLEN has resigned from the production staff of WBAU Eau Claire, Wis., to join WDGY Minneapolis. DAVE TAYLOR, acting as host, takes over head

"The Arrowhead Special Show," fed by WBAU to the Arrowhead Network. "ART HANSTROM has returned to the announcing staff following release from the Navy BILLY CHARLES, former

member of the "Four Fingers," is now the father of a boy.

Weird Again

APTRK 22 years Muriel Starr and Robert M. Starr had been living in Paris last past winter was in 1924 in Jo-

hannesburg, South Africa, and the father of a boy.

Starr had been touring the Brit-

ish Empire in 1925. The two juvenile leads were Mr. Dawson and his wife. The company disbanded in 1925.

Bob Miss Starr joined the cast of CBS FM station in Chicago in 1943. Mr. Dawson is network producer.

from the Navy BILLY CHARLES, former

member of the "Four Fingers," is now the father of a boy.

WILLIAM JULIAN has joined KFOX Dallas, Tex., as announcing staff of KWWK Pasadena, Calif.

BOB GOEBNER, announcer of KQW San Francisco, is married in Germany. Robert James, that city, night club singer.

EVELYN SIBLEY LAMPMAN, continu-

ing chief of CKW Portland, Oregon, has been added to the announcing staff of WEAU Clevland, Ohio, as the father of a boy.

LORRAINE OPPERGARD has been named head of the WEAU copy department.

JACK KELLY, program director of WNIT Chicago, Ill., is the father of a boy.

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were portrayed in illustrated lec-

tures, no engineer for ANI.

DON McNAMARA, program director at KFFI Los Angeles, was effective August 7 and will be succeed-

ed by CHARLES B. BROWN, former

advertising manager of RCA and NBC News. Mr. McNamara has been with the station for seven years, first as sports-

cast. A recent notable achievement was in his capacity as production manager. He has been program director for two years.

HOLDING, chief operations en-

gineer of CBS Montreal, is making an inspection tour of western CBC stations.

GREG FAWCETT has joined the announcing staff of KCWS Kansas City, Mo. He

was the father of a boy.

WHEN THE CANNON'S FAMOUS "THE CANNON'S COUNTRY," was named "MEET AGAIN," the public

was surprised.

Confédération des Chanteurs Féminins Canadiens (the Canadian Federation of Women's Organizations) has announced its · wish to have a "Provincial Day," to be celebrated on Sunday, August 6, at 5:30 p.m. in the Church of the Holy Sept, Montreal.

NORMAN OLDING, chief operations engineer of CKGB, has returned to the Canadian Forces from France. ROBERT G. ALLEN, former announcer-continuity manager of KPST Buffalo, has been named WPEN production manager.

JOHN STARKE and LESLIE DE B. HOLM, both of the Canadian Army, have rejoined the announcing staff of CBL Toronto.

ERIC SALLING of CBS shortwave produc-

tion and RUTH DAEY, CBS cap-

tain of studio building receptionists, New York, were married June 8.

ROGER WOLF of CBS network engineering and production and ROBERT G. MARKLE, CBS consultant in the United Kingdom section of International Service, Montreal, have been married June 8.

JOY HANNESBURG and GEORGE WOLVERTON, who were married in 1943, in New York, were married June 11.

Prizes of the antenna were given, ranging from $2,200 for the two-

element (power gain 11.9) to $8,400 for the four-element (power gain 22). The winning antenna was one with 12 elements (power gain 13) structures.

Among those present at the lunch from the FCC were Acting Chairman Charles R. Denny Jr., Commissioner C. H. Gillott, Chief Engineer George P. Adair, Assistant Chief Engineers W. N. Krebs and George E. Sterling, and C. M. Braun, FM division chief.

New NBC on 590 is a for OMAHA Plus

WRITE, WIRE OR PHONE

JOHNNY GILLIN

or JOHN BLAIR

Page 56 • July 1, 1946

BROADCASTING • Telecasting
Every Wednesday night WMBD invites four Peorians to dinner in a private dining room of the city’s leading hotel. After dinner these four citizens “take to the air” for the program “Peoria Speaks”—a half-hour of open discussion on local problems.

The responsibilities of labor and management to each other... grievances... joint problems and desires—the analysis of these vital issues and many others is brought into thousands of Peoriarea homes under the capable direction of WMBD’s Program Manager, Brooks Watson. “Peoria Speaks”... for tolerance and understanding.
BROADCASTING is a weekly magazine published by Western Business Publications, Inc., at the address 430 North Michigan Avenue, Chicago, Illinois 60611.

BELIEVED to be the first attempt by radio to treat the subject of sex on a large scale, new series started by WCKK in Boston in conjunction with the formation of the Women's Business Committee, is "Sex Guidance for Today's Youth." Series consists of nine programs in regular "Let's Talk About Children" broadcast of the month and is designed to show the need for accurate information and guidance on the part of parents and teachers, and others who train young people to healthy attitudes.

CBS Students

Six new students debut on CBS this week starting today (July 1) with "The Jack Kirkwood Show," to be heard Mon. 8:30-10 p.m. originating at DTO Kansas City, and "Teenage Jamboree," starting Thursday, 9-11 p.m. starring Ely Committee, and "Teen Jamboree," which starts July 6. "The Jack Kirkwood Show," produced and directed by Irving Mansfield, starts broadcasting Tues. 9-10 p.m. "The Whistler," adventure and mystery series, heard by Signal Oil, Los Angeles, on CBS Pacific network, will be broadcast exclusively as a special on the CBS network starting July 3. Wed. 8-9:30 p.m., originating in Hollywood. Two other CBS students are "Oklahoma Route" and "Billboard show," which starts July 5 and 8, originating at KOKA Oklahoma City, and "Sweeney and March," which starts July 5, originating from RNK Hollywood, Fri. 8-9:30 p.m.

WCAU Commented

WCAU Philadelphia has received a large scale new series started by its activities in connection with the threatened maritime strike. Station has received a resolution of condemnation which bears the signature of merchants of the Philadelphia branch of the National Maritime Union. On the eve of the walkout, broadcast time was made available to the National Maritime Union, and the American Merchant Marine Institute representing ship owners and operators, for discussion of issues involved. Only the former accepted.

Baseball Tie-Up

JUVENILE show of audience participation format popular with the nation's business, starts July 6 by WILM Wilmington, Del., titled "The Blue Pebble Gang," Half-hour Saturday morning summer series offers free admissions to ball games of the Delaware Blue Rocks, whose home games are aired by WILM. Youngsters who visit station to get their special badges are interviewed on the program, have opportunity to meet members of the ball club.

BBC Recording

FILM recording of the reopening of BBC television operations was telecast last week by WGBK Shenehndoe, Mass., is Music Without Words. For the first time an audience was heard by a large number of people when the "Music Without Words" broadcast was telecast by the British Broadcasting Co. program, which includes appearances by David Lowe, cartoonist, and a work by George Bernard Shaw.

Traffic Safety

TRAFFIC safety ideas started by WTAG Worcester, Mass., is "Traffic Club," Thurs. and Fri. 6-7 p.m. Mobile units that will visit schools, describes operations of patrol systems in the local community, is sponsored by leaders, safety police members.

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A riot of music and fun on Jacksonville's Club 1320, Sky Commuter, Lazybones, Swing Shift, Off the Record, and many other shows that spin hot wax for your entertainment!

A sizzling array of talent and laughter on Pensacola's powerhouse! Your morale will sky-rocket any time of day on WCOA!

An explosion of mirth; great doin's on Panama City's local and network shows, primed for your scintillating entertainment!

A burst of magic sound—music, drama, news—all beamed to you from Ocala's matchless mid-state supply!

FLORIDA'S FLASHY FOURSOME:
WJHP - Jacksonville ✭ WTMC - Ocala
WCOA - Pensacola ✭ WDLP - Panama City

Represented Nationally by
JOHN H. PERRY ASSOCIATES

FLORIDA'S FLASHY FOURSOME:
WJHP - Jacksonville ✭ WTMC - Ocala
WCOA - Pensacola ✭ WDLP - Panama City
THEME'S LITTLE MEAT ON WISHBONE (Ky.!)  

Yeasir, Wishbone is a Kentucky town listed and everything picnics down there pretty light. But, to talk real turkey, Wishbone does cover the plump. Wishbone, does the plump.

The theme is, Wishbone because the market containing more gravy than you'll find in the rest of the State, combined! Who wants to grow on a bone when he can have white meat? Hold out your plate, pardner!

Ralph Dubrown, released last week from public oversleep, is now working with WJIN Washington as director of publicity. Before Army service he was a WNIT newsman and is now executive assistant to Redfield-Hall station manager. WJIN has also been covering the story of a copy district of Topping & Lloyd, and Lawrence J. Quinlan. New York agencies. Mr. Dubrown replaces Phil J. Brown, now director of ENSM.

Jack Faulkner, chief announcer of WTSP St. Petersburg, Fla., prior to en- trance into the Army, has been ap- pointed manager and special events director of the station following re- lease from the Army.

Arthur Schofield has resigned as promotion manager of WFL philadel- phia.

Pat Campbell, station relations di- rector of Don Lee Broadcasting System, Hollywood, is on two week tour of aff- iliates in the Southwest.

KDOA KYKS KFPE KCOOK KAFY.

Tina Cooper replaces Peggy Davis on publicity staff of Don Lee Broad- casting Systems. Hollywood. Miss Davis returned to her home in Wichita, Kan., to complete a novel.

WTVH DPVNS, former account execu- tive for RSBX New York, and before that with WNIT, has been named member of the business development department. Mr. Dennis left the 1114-AM sales promotion department in 1942 to enter the Army.

Robert Ward, promotion manager of TJD Chicago, is the father of a girl, Cherie stabbing, born June 18.

Dr. Harold A. Strickland, music editor of the ABC publicity department, has been elected to the national council of the American Guild of Organists for three years effective July 1.

Leslie Ecklund, formerly on CBS Houston promotion staff, has joined KOPV that city as ad to Paul For- rest, promotion and publicity director.

WPEN Tie Up

WPEN Philadelphia and the Philadel- phia Appliance Dealers Assn. plan a two-way promotion tie-up, part of which will be a public education cam- paign. Appliance Dealers Assn. which consists of two-thirds of the ap-pliance dealers, will feature WPEN in its monthly magazine and highlight the station in member mailings through the dealer-coupons. In sale of push button radio, record player, and table service, WPEN has the exclusive right to present television broadcasts from the stores owned or operated by members. Customer surveys to determine listen- ers and viewing preferences will also be a part of the tie-up. WPEN, through air time, is cooperating with the associ- ation in bringing before the public salient facts about appliance use, care and selection.

KFWB News Ribbon

KFWB Hollywood has signed exclusive agreement with Trans-Lux Corp. New York, for news ribbon rights in Los Angeles and Hollywood like that around New York. KFWB Building. Arranged by Harry Maultz, station general man- ager, spear-ribbon will start August 1, running between second and third floor elevators at 5318 Sunset Blvd. at Vine. Utilizing neon ribbon 99 feet long, Sunset Center. 33 letters to be given 11 a.m. to 11 p.m. daily. Tape also maintains permanent ribbon plans for call for operation above Walth Bros. downtown Los Angeles theater.

Student Wins Trip

Brian C. Cross, Whitman College English Department, has won a trip to London with American Airlines, accompanied by E. R. Vade

bouner WSBY vice president. In Lon- don, at Wheaton will be guest of the English Speaking Union. His easy was “What Can Great Britain and the United States do for Neighbor-

bonds?” WSBY airs “New Horizons” Sat. 7-7:30 p.m.

Tie-In Support

HOW ONE retailer of Lee hats—Wac- las of New York—has taken over the paper advertising and window displays with little or no effort this year. Owners of Drew Pearson on 185 ABC stations to funnel into its stores Lee hats that have been pre-sold on Lee hats by the “powerhouse” marketing budgets, is amusingly but dramatically told in the story of the magnet and the funnel.” Plastic-covered, spiral-bound two color book includes reprints of the “powerhouse” newspaper ads and pic- tures of the window displays as a gift. Frazee, 111 year anniversary Book was created for Frank H. Lee Co., by its agency, William H. Weintrob & Co., New York.

Aids Press

WKY Oklahoma City general manager, P. A. Bugg, secured a personal appearance for Bob Hope for the spring meeting of the Oklahoma Press Assn. (300) state newspapers and in return gained notice for WKY. Photos of Bob Hope appearing on WKY broad- casts were included in the report to members of the association as two-column mat.

WOWO Letter

MONTAGE of cards and letters ex- pressed satisfaction in an alebany program presented on WOWO Fort Wayne, Indiana, and one of the department store, is used by the sta- tion as support for promotion letter on WOWO “proofs of provisions.” Bob Hope, manager of the West Angeles station.

Concludes Contest

WQAM Miami has concluded its annual radio speech contest for stu- dents of elementary and junior high schools. Purpose is to encourage in- terest in radio activities related to radio. Presentations of awards to pupils were made at respective graduation ex- ecutives. Book was created for Frank H. Lee Co., Express for Bob Hope appearing on WKY broad- casts were included in the report to members of the association as two-column mat.

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Game Schedule

TO PROMOTE play by play broadcasts of “Hades Receiving Room” shows, KERN Bakersfield is distributing to listeners a detailed full home and away game schedule. KERN message is in blue.

WPIT Blotters

CALENDAR blotters with comic scene show the “Hades Receiving Room” shows are being distributed by WPIT Chicago. Yo. new arrival at Hades states “Looks pretty bad here...” and is answered by sad-faced demon, “Its is, they won’t even let you listen to WPIK.”

KCKN Folder

PROMOTION folder created by KCKN Kansas City uses magician theme with copy reading “Let KCKN ap- point your magic to your product or service.” Reverse side gives facts to prove how station will help sell.

WBT Reprint

REPRINT of picture - article from the May issue of American Magazine, con- cerning the Johnson Family of WBT Detroit, is being distributed by WBT as promotion piece.

WKCY Sponsors Concert

WKCY Cincinnati is conducting local planning of the national Miss America of 1946 competition, in conjunction with KHKO Albee Theatre.

WFLY Folder

A RED and black, four-page brochure distributed by the Philadelphia show, “The Ranch on Chestnut Street,” has been prepared and distributed by the Katz Agency, New York, representing the station. Folder sketches the show's stars, The Sleepy Hollow Gang, and gives description of program.

Sky Audience

REQUESTS now come to FCYF Charlestown, P.E.I., from aircraft flying over the city. A U. S. Army Liberator over Charlestown last week called Sky Whipple. asked FCYF to put Bumble Boopry on the request pro- gram then being aired. Airline services and facilities of Ross Coles & Co., Inc., New York, New York, delivering goods by telephone to local airlines.

KCFU Brochure

BROCHURE relating programs of KCFU St. Louis, Concordia Theological Seminary, is being distributed by the educational outlet.

New KLZ Folder

New KLZ Folder.

Travis to Greek Assn.

Bill Travis, former member of the newsroom staff of WBL Washington, today becomes radio director of the Greek War Relief Assn. with headquarters in New York, Spyros Skouros, president of 20th Century-Fox and head of the association, announced. Coordinating radio with other news media, the association has made plans, under the general direction of Joseph M. Connolly, public relations director, to tell the American public story of a plan to help make Greece self-sufficient by “telegraphing” badly-needed horses, donkeys, mules to the Exchange for Greek farmers, whose stock was seized by the Nazis. Mr. Travis, before joining WBL, had been with United Press Radio, Los Angeles; WMC Memphis and KMOX St. Louis.

MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

IS YOUR BEST BUY

DAILY news service is being relayed by WHBC Canton, Ohio, to chalkeins of more than 20 Canton lunchroom clubs.
MARKETING AWARD GIVEN TO JOHNSON

ARNO H. JOHNSON, director of research and media at J. Walter Thompson Co., was presented with the Award for Leadership in Marketing by the American Marketing Assn. at a luncheon held last Wednesday at the Hotel Commodore, New York.

The purpose of the award is to give public recognition to those making important contributions to the science of marketing. Mr. Johnson won the award for his entry "57 Million Jobs — A Postwar Goal and Opportunity."

Eight meritorious service citations were also awarded by AMA to the following: Don G. Mitchell, president, Sylvania Electric Products Inc., New York; Dr. Vergil D. Reed, associate director of research, J. Walter Thompson Co.; T. G. MacGowan, manager, research department, Firestone Tire and Rubber Co.; Richard D. Crist, sales analyst, S. C. Johnson and Son; Alfred Politz, Alfred Politz Research; Ray B. Prescott, director of research, Sales Management Magazine; Everett R. Smith, director of research, Macfadden Publications; Alexander O. Stanley, manager foreign sales and research department, Dun & Bradstreet.

The board of judges making the presentation was headed by D. E. Robinson, vice president of La Roche & Ellis.

The keynote speaker was Henry A. Wallace, U. S. secretary of commerce, whose address on "What Kind of Leadership in Marketing is Needed for Prosperity?" was broadcast on WMCA New York.

**First Anniversary of the Fred A. Palmer Co.**

FIRST ANNIVERSARY of the Fred A. Palmer Co., Cincinnati, consultants in radio management and operation, and public relations, saw staff increase from founder to nine and firm in larger quarters on seventh floor of Cincinnati's Union Trust Bldg. First row (1 to r): Robert Parker, office manager; Robert M. Fleming, vice president; Fred A. Palmer, president and general manager. Upper row (1 to r): Pauline Bradshaw, Mary Zehrer, continuity chief; Juanita Parker, Essie Hupp, traffic and production. Inset (1) Marie Schulte, finance; inset (r) Fred Dodge, secretary.

**Debate on WGN**

DEBATE on the subject "Is the American System of Broadcasting on Trial?" was broadcast June 23 on WGN Chicago by A. D. Willard Jr., NAB executive vice president, and Clifford J. Durr, member of the FCC. Program was recorded in Washington. Mr. Willard took the position that the American system is always on trial — it is on trial by 140,000,000 Americans 24 hours a day, seven days a week. Commissioner Durr pointed to what he deemed flaws in the commercial system and referred to findings of the FCC Blue Book on soft spots in the system.

**Rutledge's Radio Ideas**

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**Paul Gilson, American representative of the French governmental radio network and public relations, saw staff increase from founder to nine and firm in larger quarters on seventh floor of Cincinnati's Union Trust Bldg. First row (1 to r): Robert Parker, office manager; Robert M. Fleming, vice president; Fred A. Palmer, president and general manager. Upper row (1 to r): Pauline Bradshaw, Mary Zehrer, continuity chief; Juanita Parker, Essie Hupp, traffic and production. Inset (1) Marie Schulte, finance; inset (r) Fred Dodge, secretary.**

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**ACTIONS OF THE FCC**

**JUNE 21 TO JUNE 27**

**JUNE 21**

**BY COMMISSION EN BANC**

**Video—67-26**

**Carte Publishing Co., Fort Worth, Tex.**—Granted CP new commercial video station on 1350 kc for a new station to be located in the City of Dallas, to operate on 1360 kc, 1 kw, daytime, 1/2 kw, nighttime, with 5000 watts effective radiated power.

**Commercial FM**

**Issued full CP to holders of approvals; issued engineering approval to operators; granted extensions of time and grants of patience on page 101, June 24.**

**FM—Unassigned**

**KTFZ West Memphis, Ark.**—Denied petition of KFTZ, Inc., licensee of KTFZ, Inc., to increase power to 30 kw, to operate on 1360 kc.

**Controls arranged and coordinated for maximum operating flexibility.**

**AM—1290 kc**

**AM—840 kc**

**AM—740 kc**

**AM—730 kc**

**Petition**

**Network Originacion**

**American Broadcasting Co., Inc.**—Granted application for a renewal of its franchise for the operation of the Network East, which includes the stations of the NBC network located in New York, Chicago, Philadelphia, Boston, Atlanta, and other cities. The application was filed on behalf of the Commission’s Rules and Regulations governing the operation of the network, on July 22, 1946.

**AM—1230 kc**

**WIL St. Louis, Mo.**—Denied order granting petition of WIL for reconsideration of the action of the Commission on March 8, 1946, granting the application of WIL for the operation of a new station on the same frequency.

**EXCESS INSURANCE COVERAGE**

**LIBEL AND SLANDER**

We pioneered this field and now serve Newspapers and Broadcasters through our Insurance Broker. We will update all details and quotations.

**EMPLOYERS REINSURANCE CORPORATION**

**INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI**

**Page 62 • July 1, 1946**
Milestones

JOANNE TAYLOR, whose Fashion Flashes, sponsored on KMBC Kansas City by the John Taylor Department Store, is one of the oldest continuous retail promotions on the air, has been elected president of the Kansas City Women's Chamber of Commerce. Her program, of dramatic serial format, has begun its 14th consecutive year on KMBC in Monday through Friday morning quarter-hour period.

June 19 was proclaimed "WCPO Day" in Cincinnati by Mayor James G. Stewart when station observed its ninth anniversary of news service. As promotion tie-up, station feted all children who had their ninth birthday on that day. The afternoon quarter-hour period.

Joan Taylor has begun her third year as conductor of Story Time on WTTM which originates from CBR of Carson's of Willowbrook, Chicago. The program awards six marriages for a week. Program awards six marriages for a week.

July 10 observes 16 years of broadcasting for Miss Taylor, WBNX, Chicago, since 1934, Labor News Review, conducted by Albert N. Dennis, June 13 presented $65th program and started 15th year on that station. Marie Maxwell has begun her third year as conductor of Story Time on WTTM Trenton, N. J., weekday studio audience feature for youngsters. ABC's Quiz Kids June 28 celebrated sixth anniversary. Miles Labs, is sponsor.

Theodore C. Kenney, chief engineer at KDKA Pittsburgh, has started his 20th year with the station. WIS Columbia, S. C., July 10 observes 16 years of broad-cast service and the following month the 16th anniversary of NBC affiliation. Quarter-hour Salute to Veterans program broadcast on 30 Midwest stations and produced by Allen Miller Agency, Toledo, Ohio, celebrated its third anniversary this month by awarding overseas phone calls to war brides for a week. Program awards a call a day to men stationed overseas.

Theatre Wing Will Present Courses In Radio and Television for Veterans

COURSES in radio and television for returning veterans will be presented by the American Theatre Wing, New York, with registration for the radio division today (July 1) for the first of its eight-week sessions, due to open July 8.

GI bill of rights educational benefits apply to veterans taking this course. The theatre's plan is a cooperative effort by which active leaders in every branch of the profession turn instructors either for one class or an entire course. Sessions are open to all who can prove employment in the industry at the time their war service began.

All radio and television will be taught in the network studios with ABC, WNEW New York, ABC and MBS making available as many radio studios as necessary, and CBS, NBC and Du Mont cooperating to make their facilities available in television. Some features of the training are the use of professional material, regular production in studios exactly like an actual broadcast, playbacks with criticism, audition building classes, etc.

Earle McGill, producer-director at N. W. Ayer & Sons, New York, will direct the radio production course at the CBS studios. Radio writing courses will be given by Elwood Hoffman, CBS writing supervisor; Ted Cott, known for his development of several quiz programs, will teach station operation and management and radio acting will be taught by a group of commercial radio producers from the radio directors guild. Each of these directors will produce one complete recorded show each week. Audition building will be taught by Mary Hunter, assisted by directors from the radio directors guild.

Special courses will be offered in dialects for radio to be given by Luise van Rooten at WOR New York studios.

 Worthington Miner, manager of the CBS television department, will direct the television courses with the close cooperation of NBC and Du Mont.

Hours of the courses in the Wing program will be fixed to suit working schedules of the veterans.

Executive director of the veterans program is Winston O'Keefe. Mary Hunter is director of course planning, Marjorie O'Shaughnessy, registrar, Byron McKinney, veterans adviser and Marie Correll, secretary. George Heller, president of AFRA, is chairman of the veterans committee.

WNBT Scores

THE STATEN ISLAND fire that took three lives and did an estimated $2,000,000 damage last week was filmed and telecast over WNBT New York. A few minutes after the blaze was reported, a camera crew of NBC's WNBT was on its way to the fire on Police Boat No. 1. A second crew left for the fire 30 minutes later. Back in Manhattan by 6:30 p.m., the film record was rushed to the NBC laboratory, processed, edited and scored. By 10 p.m. the WNBT audience was given the first picture of the fire shown anywhere.

CKCW IN MONCTON MOVES TO 1220 KC

CKCW Moncton, New Brunswick, is operating on 1220 kc, putting its new 5 kw transmitter in operation with the switchover. Station formerly operated on 1440 kc.

Dominion and provincial dignitaries took part in the switchover ceremonies, which were in charge of J. L. Blue, CKCW president. Staff members were introduced on the air by F. A. Lynds, managing director. After the switchover station engineers were interviewed.

Promotion included street banners, window displays, newspaper space, singing station breaks, mobile P. A. systems and a 1220 turtle game in which each of several turtles in a store window had a number. Prizes were given when turtles lined up in proper order.

NBC will cover exclusively two major sporting events in July—the Hollywood Golden Cup, $100,000 horse race to be broadcast July 27, and the Tam O'Shanter Golf Tournament, from Chicago July 23-26.
Amplifier tank assembly (right half of unit at left)—Visible are outer conductor of concentric-line plate tank, cathode transmission line at left, and motors to adjust cathode line, plate tank, and output coupling loop. Close-up below shows the RCA-7C24 in position, grid and filament clamps and connections, and air scoop to cool the tube seals.

Tube and grid-clamp assembly—The new RCA-7C24 (top) is a forced-air-cooled triode especially developed to get the most out of Grounded-Grid circuits. (Plate dissipation: 2-kw at frequencies up to 110 mc; power output: 4-kw at 110 mc, class C service.) The flange ring at the top of glass envelope is the grid terminal (a glass-to-metal seal). The grid support is conical in shape and extends well into the tube to provide complete shielding between filament and plate circuits. The circular grid clamp (right) is used to make connection to the disk-seal flange of the grid. With the tube and grid clamp in position (above, left), plate and filament circuits are effectively isolated and a direct, low-inductance path is provided to the grid. No neutralization is needed.
for greatest stability
...adds these plus values to the new
RCA FM TRANSMITTERS

THE NEW RCA Grounded-Grid amplifier circuits are at once simpler and more stable than any heretofore used. As the name indicates, the grid of the tube is at r-f ground potential (instead of the filament as in conventional amplifiers). Input is applied to grid and filament and output is taken from plate and grid.

Using specially developed triodes (RCA-7C24's), RCA Grounded-Grid circuits are distinguished, principally, by these characteristics:

1. The possibility of self-oscillation has been reduced. Neutralization is seldom required.
2. The driver tube and output tube act in series to supply the load, greatly increasing the over-all efficiency when compared with the efficiency of conventional amplifiers.

3. Driving power required in Grounded-Grid circuits is higher than that in conventional amplifier circuits. But this power is not lost—it is merely transferred to the plate circuit and appears as output.
4. Lower output capacitance (approximately 16 mmfd C_p as contrasted with more than twice this value in capacitance-neutralized amplifiers)—important to assure wide r-f bandwidth and low circulating kva in output circuits.

Add to these advantages the benefits derived from our "Direct FM" exciter circuit, and you will see why we believe an RCA FM Transmitter will mean money in your pocket and true "FM quality." Write Dept. 19-G1, Broadcast Equipment Section, Radio Corporation of America, Camden, New Jersey.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Lea’s Letter to Clark Suggests Ouster of Woll in Petrillo Case

Dissatisfaction with the prosecution of James Caesar Petrillo under the Lea Act by J. Albert Woll, U. S. District attorney for the Northern Illinois District, was expressed last week in a letter to Attorney General Tom C. Clark by Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee, and author of the Act [Broadcasting, June 22]. Although Mr. Lea made it plain he does not want to cast “any aspersion” on the Northern Illinois District, DISSATISFACTION with the prosecution of Petrillo is a matter of record.

He pointed out that the prosecuting attorney, who filed the criminal information against the music czar, is the son of Matthew Woll, second vice president of the American Federation of Labor, with which the American Federation of Musicians, which Petrillo heads, is affiliated. According to reports from Representative Lea, “the district attorney has assumed a particularly friendly, if not apologetic, attitude toward the defense. Inferences are drawn that the district attorney lacks the spirit or purposes necessary for vigorous prosecution of the case. I do not accuse him of any lack of integrity or neglect of duty in the case. I would feel it unfortunate if a matter like this should be handled under circumstances which would justify even a suspicion of lack of interest or proper diligence in presenting the case,” the letter continued. “I call the situation to your attention feeling that you, and in all probability Mr. Woll, would like to free the management of the case of any distrust or inference of lack of diligence in the matter.”

Mr. Petrillo was charged in a criminal information filed by Mr. Woll with violating the Lea Act by bringing a strike against WAAF Chicago because the station refused to accede to his demands to double its staff of AFM music librarians [Broadcasting, June 17]. At his arraignment June 14 the AFM chief entered no plea, posted a $1,000 cash bond. His attorney, Joseph A. Fadwy, was given until July 15 to file motions. Aug. 5 to file supporting briefs and any other Gov’t consideration was allowed until Sept. 9 to file reply briefs.

To Court in October

The case is expected to reach the Supreme Court for decision on constitutionality of the Act, now a part of the Federal Communications Act. In the October term Mr. Petrillo has admitted that the station was picketed to test the Lea Act. Mr. Woll drafted the original criminal information against the music czar, submitted it to the Attorney General’s office, where it was redrafted and returned to him for filing after the FBI had investigated and reported on alleged violation of the Lea Act.

A Dept. of Justice spokesman said that on occasion district attorneys assign assistant representatives to represent the Government where there is a friendship or relationship between the Government prosecutor and parties involved, although “such decisions are left to the discretion of the district attorneys.” Mr. Woll told Broadcasting he did not feel he should relinquish prosecution of Petrillo because his father was an official of the AFL. He declared the relationship would have no bearing on his prosecution of the AFM president. Representative Lea said he did not question Mr. Woll’s integrity as a prosecutor but he felt it would be “unfortunate” if he continued to represent the Government in view of his “close relationship” with an official of the AFL.

Transit Series

AMERICAN TRANSIT Assn., New York, July 19 for 52 weeks starts Spotlight on America on MBS, Fri. 10:30-11:30 p.m. Weekly series will dramatize highlights of the week’s news featuring George Putnam as narrator. Agency is Owen & Chappell, New York.
Value of Video for Auto Advertising Emphasized to Detroit Manufacturers

TELEVISION should be a prime advertising medium for the automobile industry, Paul B. Mowrey, national director of television for ABC, told the annual board meeting of the Automobile Mfrs. Assn. in Detroit last Tuesday.

Mr. Mowrey, first outsider to address the group in 45 years, pointed out that sight and movement are required to present fully the advanced design and modern refinements of motor cars and that "television provides these factors as no other known medium." The use of a Chevrolet car in a video program ABC presented for that company, he reported, "said more to the prospective purchaser by simply standing before the cameras than radio or publication advertising could have said in 10,000 words.

Cites Possibilities

"It follows," said Mr. Mowrey, "that in auto advertising over television the race will be to the swift. For the manufacturer who thinks of the most attractive features of body and design, thinks of them first, and puts his ideas into execution first, will be the winner in the battle for sales. There will no longer be any room for argument about who brought out the most practical improvements or who builds the better car, for the home video screen will tell the story beyond cavil."

"We at ABC," he concluded, "freely admit that we are in the experimental state in the presentation of television programs for your industry. We are not yet certain which types of shows are best fitted to serve your needs, but we are finding out. I say to you that we cannot find all the answers by our own efforts alone; we need your help. That is why we do not present television to you as a proved commercial venture at this stage of the game, but, on the contrary, we do ask you to come along with us and blaze the trail for the future. You will find that your lessons will have lasting value and will have been economically learned."

WHEN MAYOR Earl G. Glade of Salt Lake City (c) participated in Edwin and Gerald Bates program on KSL, it was an old experience. The major formerly was general manager of KSL. He's pictured at rehearsal with Parley Baer (e) and Francis Urry. Mayor Glade played himself in the comedy drama in which Peggy Ann Garner, of 20th Century-Fox, was co-starred.

FRENCH EXCHANGE PLAN IS ANNOUNCED

PLAN for the Franco-American radio program exchange was announced last week in New York by Robert Lange, North American director of Radio Diffusion, French broadcasting system, who just completed a tour of U. S. radio stations on behalf of the project [Broadcasting, April 29, May 20].

Mr. Lange stated that after conferring with executives of 150 stations and the four networks, 145 stations and the networks were receptive to the idea.

Radio Diffusion, he said, was prepared to produce either live or transcribed programs on such things as news reports on the French scene, fashions, interviews with American travelers. Basic purpose, explained Mr. Lange, would be to promote better understanding between the nations.

Most shows would be in English, with some in French for French-speaking populations in America, Mr. Lange said. He stated that KNX and KFWB Hollywood had tentatively agreed to participate in production of Hollywood fashion shows written in French.

Program exchange is expected to be in force by fall, said Mr. Lange.

PRODUCERS of the Borden's County Fair began searching last week for a baby born at the same time as the program—July 10, 1945. Program which originated on another network and a different time, if one can be found, will receive gifts of all sorts and will be brought to New York with its parents as guest of the program. To find the child born at such an hour and on that date, the program's producers are asking parents to send in letters containing an affidavit from the hospital where the child was born or a statement from the birth records department of the County Clerk's office attesting to the exact time and date of birth. Agency is Kenyon & Eckhardt, New York.

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FRANK ECKERSLEY has joined CJOC Service and Merchant Marine. June 27 received a certificate of appointment from Queen Wilhelmina. View newspaper last year in the Netherlands for work in publishing the first volume he served overseas as SHAEF Army as warrant officer in communications.

PHILIP V. FLEMING, released from the U.S. Army, Carbondale, Ill.

BILL FOULIS, night news editor of KFEL Denver, has been presented a Bronze Star Medal. During the war he served overseas as SHARP air staff correspondent. For his outstanding work in publishing the first free newspaper last year in the Netherlands he also received the Gold Medal of honor of the Order of Orange Nassau from Queen Wilhelmina.

ROBERT ST. JOHN, NBC commentator, June 27 received a certificate of appointment from the U.S. Maritime Service in recognition of the contributions made by him to the U.S. Maritime Service and Merchant Marine.

FRANK ECKER has joined CJC Lehigh in Altoona, as news editor. He was formerly with CPAC Calgary and West Coast stations.

PAUL SPEER, San Francisco Chronicle feature writer, has been signed to do weekly 15-minute program on KGW San Francisco.

SEMMAN HUGHES, newscaster of KOKX St. Louis, June 27 was feature speaker at Southern Illinois Normal U., Carbondale, Ill.

PHILIP V. FLEMING, released from the Army as warrant officer in communicati ons, has been added to the news department of WBZ Boston-WBZA Springfield, Mass. He served in ETO for 30 months.

BILLY WILSON, announcer on AFRA station WTVY at service for three years, has rejoined KOFH Eugene, Ore., as newscaster and announcer.

ARI STAUB is special correspondent assigned by KZL Denver to cover Pacific atomic bomb tests. He was to arrive at Bikini Island June 29.

BILLY SCHOMMERT, agricultural authority in the Southwest, has resumed his duties as farm director and farm newscaster at WOAI San Antonio, Tex., following release from the Army.

GORDON GAMMAC, correspondent for the Des Moines Register and Tribune in ETO during the war, has been added to the newscast staff of KXOK St. Louis.

Work Begins on WNOC Transmitter Structure

WORK has started on construction of the transmitter building for the new WNOC Norwich, Conn., to operate on 1460 kc 250 w fulltime. Site is located on the Norwich-New London turnpike on an elevation close to the Thames River. Studios are under construction in the Porteous & Mitchell Bldg., Norwich.

Opening of WNOC is scheduled for early August. Station will have WE transmitter, Presto turntables and on the sales staff of WDRC Hartford.

The Goodwill Trophy

"BATTLE of the Bays," an interstate angling contest between two picked teams of fishermen representing the States of Maryland and Delaware, was resumed last week, after a four-year layoff.

There was a new impetus—a specially designed trophy cast in bronze and mounted on a mahogany background presented by the sponsors, WPBR Baltimore, the Baltimore Journal—Every Evening and the Wilmington Morning News.

The trophy pictures the seals of the respective states; fishing boats common to the individual bays and such fish as striped bass, weakfish and croakers that are native to those waters. The award was designed by Jack Bell, outdoor writer-artist of the Washington Post and modeled by Francis J. Zucchet, noted architect who designed the bronze plaque for the Unknown Soldier's Tomb at Arlington.

KRT Des Moines. He presents Monday through Friday 6-6:10 p.m. program. While in ETO, Mr. Gammack recorded interviews with Iowa service men for KRT. At present he is writing daily column for the Register and Tribune.

VINCE LONERGAN, released from the Marines and formerly with WMFG Hobbing and KDAI Duluth, Minn., has been added to the special events and production staff of WEAU Eau Claire, Wis.

JIM DUDLEY, former sportscaster for WJJD and WIND Chicago, and now stationed in the Pacific, is now broadcasting the Newark Bears' baseball games on WBEN Brooklyn.

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TWICE AS FAST! Yes, many Air Express shipments now travel at almost double former air-speeds—in the swift new planes now operated by the Airlines.

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Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY Representing the Airlines of the United States

July 1, 1946 • Page 69
Equal Party Time
In Canada Urged
Dunton Cites Freedom Right
To Government Committee

EQUAL TIME to all political philosophies should be given by Canadian broadcasting stations, Dunton, chairman of the Board of Governors, Canadian Broadcasting Corp., told the Parliamentary Radio Committee June 20. Responsibility of radio operators to maintain freedom of speech on the air was the right of Canadians to hear views of all parties, he felt.

Under persistent questioning by members of the committee, Dunton stated that the CBC could not enforce the authority but might under certain circumstances insist that an independent station sell time to any political party if any number of Canadians were interested in hearing that party’s views, especially if the party had been under attack on the air. CBC policy was that all different points of view should be expressed on the air. If independent stations line up under these fundamental obligations then they have the right to reject or accept applications for time. If independent stations were abusing this privilege, the CBC could step in under the authority of its regulations.

Questioned about refusal of sale of CHAB Moose Jaw, Sask., to the provincial government, Mr. Dunton stated that the application for transfer of the license had been turned down by the licensing authority, C. D. Howe, Minister of Reconstruction, and not by the CBC. The CBC had not objected to the transfer, but had pointed out that the transfer involved governmental policies on which it could not advise.

General Procedure
Mr. Dunton stated that generally all recommendations for licenses and transfers as recommended by the CBC Board of Governors are accepted by the licensing authority, and that the right of a party to the air is encompassed by the right of radio operators to maintain control of all national broadcasting, including control of all frequencies of CFRB, Toronto, New York, and CFCN, Calgary, so that CBC new 50 kw stations could occupy these frequencies. Parliamentary Committee Chairman Mayhew stated these would be left over until CBC reports on its future plans.

Mr. Dunton pointed out however, that the CBC policy can be summed up (1) that the CBC intends to maintain control of all national broadcasting, (2) that the CBC will continue to encourage development of local broadcasting by privately-owned stations.

William E. Ewing, former time-
salesman for Spot Sales, that
salesman for Spot Sales, that

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It’s the 40th retail market in the nation, with approximately 218,000 population.

CIO at WMCA
THE UNITED Office and Professional Workers of America (CIO) last week announced that 55 WMCA New York white collar workers had joined its radio guild (see Closed Circuit, June 17). Group will petition the management of the station for recognition of its union. Meanwhile however, the International Brotherhood of Electrical Workers (AFIL) is reportedly attempting to get a foothold and it claims to have a number of authorization cards among the same group. All negotiations are being held between the unions possibly to decide the issue without an election.

of engineering for Hoffman Radio Corp. (radio engineering department). AL BENNETT has been made chief engineer of sales section, with EMIL GERTSCH member of special apparatus section, and STANLEY CUTLER chief engineer for special apparatus section. WALTER S. HARMON, for 10 years engineering vice president of firm, has resigned to open his own office as manufacturer’s agent.

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Returns for Three
SEPT. 8, 5-5:30 p. m. EST, THE SHADOW returns to Mutual network with largest number of stations, 207, signed to date for three regional advertisers which sponsor the mystery program produced by Charles Michelle, Inc., New York. The Deluxe, Lackawanna and Western Coal Co., New York (Blue Coal), will sponsor program on 26 MBS stations in the East. G. Barr & Co., Chicago (Balm Barr and cream shampoo), is using 97 outlets in the Midwest and on the West Coast while Carey Salt Co., Chicago (Carey Salt), is sponsoring program on 84 affiliates in the Northwest, Southwest and Southeast. In addition, THE SHADOW is carried transcribed under local sponsorship in 85 additional individual stations in areas not covered by the network broadcast.

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It’s the 40th retail market in the nation, with approximately 218,000 population.

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**FM WAVES ITS WAND FOR JUNE**

Favorite Find of WTMJ-FM Signs NBC Contract

After Station Starts Her Career

FROM FM TO FAME is the pattern for June Shielman's modern Cinderella saga. WTMJ-FM Milwaukee calls her "FM's First Find."

Three years ago WTMJ-FM was looking for a young Milwaukee girl singer to appear on that station's Radio City Concert Hour. June, then 17, seemed to fit the bill, though she had had little or no voice training. Her soprano voice was unaffected and sweet, her personality unspoiled, according to station directors.

It happened that she was the oldest of a family of five, and the XEX BEGINS 25 KW OPERATION JULY 15

**XEX MEXICO CITY** July 15 commencement of operation on the 730 kc-1 A Clear Channel assignment, using power of 25 kw at the out.

kc 1-A Clear Channel assignment, commences operation on the 730 XEX BEGINS 25 KW station directors.

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room of the station, decided to give her an all-expense one year music scholarship in Chicago. While studying there with Richard De Young, she went back to Milwaukee every Thursday for the Concert Hour.

At the end of the first year of study, the Journal felt that her progress deserved another year of training to round out her musical education. So that year she spent most of her time in Chicago, returning to Milwaukee only once a month for an FM appearance.

The proud WTMJ-FM has now learned that she has won a contract with NBC for Design for Listening, which started Thursday night, June 15. NBC has also signed June to appear as soloist on the daily Words and Music program, starting in August.

**FACSIMILE CLAIM IS CALLED INVALID**

EDITOR, Broadcasting:

The June 10th, 1946, issue of Broadcasting contained an article on Page 96, the first paragraph of which stated:

"—, the first facsimile message ever flashed to a moving train was recently perfectly aboard a B & O train between Baltimore and Washington last Tuesday."

Since Broadcasting Magazine may be a source book for historians of the future, this statement should not go unchallenged, so let us refer you to Page 355 of the Railway Age for August 26, 1944 from which we quote as follows:

Quotes Article

"On August 15, 1944, the Chicago, Rock Island & Pacific demonstrated the use of radio-controlled facsimile machines for the transmission of handwritten or typewritten messages from an office at Blue Island, III. to the caboose on a freight train on route westward from Blue Island to Joliet, III."

The equipment used was furnished by Radio Inventions, Inc. The actual messages transmitted were the following heading:

FIRST FACSIMILE MESSAGE

From fixed point to moving station, "WIOXTH" on a Frequency 39.540. This copy is being received at the rate of 3 per minute.

**THE SLY OLD GENTLEMAN**

This station's grand old personality, Tom Owens, (who has become a favorite with early risers) now treats after KFI listeners to ten minutes of local news at 9:30 a.m. daily. In that quiet and homely voice of his, Tom Owens tells folks about the goings-on in this little town we call Los Angeles. The voice of his, Tom Owens tells folks about the goings-on in this little town we call Los Angeles. While Owens was first an announcer for KFI, he now devotes much time to real human items that somehow become buried under the avalanche of international reports. Take our word for it, "Local Page" is a bright spot in the morning schedule on KFI (and sponsored too) which affords those listeners who don't rise with the sun their first opportunity to hear that topflight entertainer — Tom Owens.

**THE LIFE AND LOVES OF MAGIDOW**

Now a few facts and statistics on the charming young pianist — Lillian Magidow — winner of the 1943-46 "KFI-Hollywood Bowl Young Artists Competition". Lillian was born in Los Angeles on December 2, 1929. She comes of a non-musical family but has studied the piano since she was eight. At present Miss Magidow is a Junior at Fairmont High School and her favorite subject is English Lit. Along with the taking the top honor in the Young Artists Competition, Lillian won the 1946 P.T.A. Musical Scholarship Award. Her instructor is Miss Steuber of the Music Faculty at the University of Southern California.
West Says Ad Groups Should Formulate Guide for Public

A PROPOSAL that the American Assn. of Advertising Agencies and the Assn. of National Advertisers collaborate to devise a task force to devise a campaign guide to give business fundamental information on how it should tell its story to various segments of the public, was made last week by Paul S. West, president of ANA, speaking in the Pacific Advertising Assn. at Spokane, Wash.

Patterned after the guide formulated by the War Advertising Council, this task force would collect and disseminate the simple arithmetic of business for the worker, farmer, dealer and stockholder. The plan would develop a well-rounded program, and would prepare sample advertisements suitable for sponsorship by the various businesses interested.

Armed with such information

Orlando Unlimited

CENTRAL FLORIDA Broadcasting Co. received a CP for a new station in Orlando, Fla., on the 740 kc Clear Channel assignment with power of 1000 w, using a directional antenna unlimited hours of operation, instead of daytime only as listed in Broadcasting, June 24.

SOUTHERN BELLES that strike a responsive chord are the five, attractive girls, all on the staff of W DNC Durham. They are (1 to r): diminutive Connie Keller, receptionist, who goes in for the 1915 model; Helen Barbee, traffic director; Margaret O' Leary, continuity chief; Sue Taylor, office manager; and Donna Jean Smith, bookkeeper.

Staffers of WKNB Named by Windsor

APPOINTMENT of a staff of 14 persons for the new WKNB, New Britain, Conn., has been announced by Station Manager Walter M. Windsor. Outlet, licensed to the New Britain Broadcasting Co. for 1 kw operation on 840 kc, is scheduled to go on the air Aug. 1.

Entire male segment of the staff served during the war in either the Army, Navy or State Dept. Mr. Windsor, himself, managed the expeditionary station at Ahwaz.

WKNB's chief engineer is Maxmillian A. Swoboda, former chief maintenance engineer for the OICA, State Dept. and prior to that with WDAN Danville, Ill. and WINS New York.

Transmitter operators are Richard Mack, formerly with Thomas J. Valentino Inc., producers of transcriptions and sound effects, and Gabriel Langfelder, previously with WL BZ Bangor, Me.

Program director David Scott comes from WJLS Beckley, W. Va., and W COL Columbus, Ohio, as well as wartime service with the Armed Forces Radio Service throughout North Africa.

William Ray, Navy veteran and secretary of New Britain Broadcasting Co., has been named WKNB comptroller.

Phil Cross, GI announcer in the Pacific Theatre and formerly with KUTA Salt Lake City and KFDA Amarillo, Tex., has been appointed sports and news editor. Announcing staff of WKNB includes Hal Graves, formerly program director of the AFN at Bremen, Germany and Douglas Way, with Army stations in North Africa.

Virginia Murphy, until recently manager of a station in a Richmond, Va., veterans' hospital, will be in charge of the new station's continuity and traffic department.

Jac A. Cushman, former assistant financial editor of the Hartford Courant, is publicity and promotion director.

WKNB's local sales will be handled by Tom Orpwood, formerly of Baltimore.

New Production Book

HANDBOOK on Radio Drama Production has been published by Walter Krulevitch, program supervisor, and Rome C. Krulevitch, script editor of WHA Madison and radio instructors at the U. of Wisconsin (Rinehart & Co., New York, $2.75). Chapters cover the director, studio and assistants; analyzing and casting the script; sound, music and levels; rehearsals and broadcast; audition material; acting, sound effects and music exercises. Episodes for advanced direction are given and four radio plays are presented. Additional material is provided in an appendix.
The following stations were erroneously listed for FCC in Re- lease No. 2907, dated June 13, with the group of stations granted for operation on December 12, 1945.

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Service Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDXG</td>
<td>89.5</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>WDKY</td>
<td>90.5</td>
<td>Columbus</td>
</tr>
<tr>
<td>WDLB</td>
<td>91.5</td>
<td>Louisville</td>
</tr>
</tbody>
</table>

These stations are not to be listed for FCC in any future release until corrections are made.

BROADCASTING  Telecasting

ALL GAME THE SAME

Cleveland's biggest station

Big or small, WJW consistently brings in the game that counts in the Cleveland billion dollar market. Local programming that hits home gets more daytime diaries per dollar than any other regional station.
FCC Actions
(Continued from page 72)

Department and Cutter St., Greenville, respectively.

WGCW Selma, Ala.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter location at Selma, Ala.

WTWS Clearfield, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at Corner of Polk and Cumberland Sts., Clearfield, and change studio location from Dimingo Hotel to Corner of Polk and Cumberland Sts., Clearfield, Pa. Permittee is granted waiver of Sec. 3(b) and 3(d) of the Commission's rules, conditionally.

WRMY Billings, Mont.—Granted modification of CP which authorized a new station to be operated on frequency to be determined by FCC. Coverage to be assigned by FCC.

Resumption of Clear Channel Hearings.

MONDAY, JULY 1, Washington, D. C.

Assignment of License


THURSDAY, JULY 5, Peoria, III.

Hearings on Peoria FM applications. Party Respondent—WQXR.

Applications . . .

JUNE 21

Assignment of License

WPIX Area of Central New York, N. E. Maryland, S. E. Pennsylvania and District of Columbia—Voluntary assignment of license to Philco Television Bestg. Corp.

Assignment of License

WPIX—WPIX/WXPX/WPIXH/WXPI/WXPI-AM/WPIX/AM/WXPX—Same as above.

AM—1430 kc Liberty Bestg. Corp., Rochester, N. Y.—CP new station 250 kc 5 kw, directional antenna for day and night use and unlimited hours of operation—AMENDED: to show additional parts.

AM—1580 kc North Jersey Radio Inc., Newark, N. J.—CP new FM station to be operated on 1450 kw, directional antenna for night use and limited hours of operation—AMENDED: to show additional parts.

FM—Unassigned

Brooklyn Am. Soc., Inc., Brooklyn, N. Y.—CP new FM station to be operated on 105.9 m, AMENDED: to show additional parts.

FM—Unassigned

Pawtucket Bestg. Corp., Pawtucket, R. I.—CP new high frequency FM metropolitan station to be operated on frequency to be assigned by FCC, coverage to be determined by FCC—AMENDED: to make minor corrections in engineer report (height of tower).

AM—640 kc Liberty Bestg. Corp., Rochester, N. Y.—CP new station 250 kc 5 kw, directional antenna for day and night use and unlimited hours of operation—AMENDED: to change frequency from 90 to 640 kc and change hours of operation from unlimited to limited time.

Assignment of License


Assignment of License

WXIXB—WXIXC/WXIP—WIXP—Same as above.

AM—1590 kc WAKR Akron, Ohio—CP new station 620 kc 25 kw, change type of transmitter and change transmitter power from 250 w to 5 kw, install new antenna system.

AM—1040 kc L.C. B Inc., Lorain, Ohio—CP new station 1040 kc 1 kw and daytime only hours of operation—AMENDED: to show additional parts.

AM—1490 kc Big Bend Broadcasters, Alpine, Tex.—CP new station 1490 kc 250 w and unlimited hours of operation.

AM—1340 kc Ingham S. Roberts, Joe N. Weatherly, John S. Davis and Others—CP new station 1490 kc 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1590 kc, change hours of operation from unlimited to daytime and make changes for a new antenna system.

AM—1240 kc Citizens Bestg. Co., Abilene, Tex.—CP new station 1240 kc 250 w and unlimited hours of operation—AMENDED: to show additional parts.

AM—1490 kc WPAB Ponce, P. R.—CP new station 1240 kc 250 w and unlimited hours of operation.

AM—620 kc Stanley E. Morehouse & W. Keith Topping d/b a as Hanford Publishing Co., Hanford, Calif.—CP new station 620 kc 1 kw, directional antenna for night use and unlimited hours of operation. Application TENDED.

AM—790 kc KXVO Mountain Home, Ark.—CP to change frequency from 1340 to 790 kc to increase power from 250 w to 5 kw, install new transmitter, change transmitter location, install directional antenna for night use.

AMENDED: to change frequency from 1340 to 790 kc to increase power from 250 w to 5 kw, install new transmitter, change transmitter location, install directional antenna for night use.

JUNE 24

Video 174-150 mc

WLBY, Inc., New York—CP new commercial television station to be operated on 640 kc and unlimited hours of operation.

FM—To Be Assigned

WIXX Bestg. Co., New York—CP new FM (Metropolitan) station to be operated on 1450 mc, coverage to be determined by FCC—AMENDED: to change frequency from 48.3 mc to "to be determined by FCC" coverage to be increased from 8,739 to 9,760 mc, population from 11,328,743 to 12,528,390, type of transmitter, changes in officers and directors—AMENDED: to make changes in antenna system.

FMB—174-150 mc

Bremer Bestg. Co., Newark, N. J.—CP new commercial television station to be operated on 640 kc and unlimited hours of operation—AMENDED: to change frequency from channel 5, 48.3 mc to "to be determined by FCC"—AMENDED: to show additional parts.

FM—Unassigned

Wm. Penn Bestg. Co., Philadelphia—CP new television station to be operated on channel 10, 192-192 mc, coverage to be determined by FCC—AMENDED: to change frequency from 640 to 660 mc.

FM—Unassigned

Lone Star Bestg. Co., A cp—unassigned frequency in the continental United States, exclusive of Colorado—AMENDED: to change frequency to be determined by FCC—AMENDED: to change ESR to 50,999 mc with coverage to be determined.

Applications Dismissed

FM—98.5 mc

Midwest F. M. Network, Inc., Grand Rapids—CP for new high frequency FM station in the continental United States, exclusive of the State of Michigan—AMENDED: to change frequency from 642 to 725 mc.

FM—Unassigned

Southern Virginia Bestg. Corp., Crewe, Va.—CP new station 640 kc, 1 kw and daytime hours of operation.

AM—860 kc Robert R. Thomas, Jr., Oak Hill, W. Va.—CP for a new commercial station to be operated on 660 kc, 5 kw power and unlimited hours of operation.

AM—1340 kc Monahans Broadcasters, Monahans, Tex.—CP new station 1340 kc 250 w and unlimited hours of operation.

AM—1280 kc WBIZ Houston, Texas—CP to change frequency from 1280 to 1350 kc and change ESR from 89.999 to 94.999 mc with coverage to be determined by FCC.

AM—710 kc KGNC Amarillo, Tex.—Modification of CP to change transmitter location and make changes in directional antenna system.

AM—1570 kc Ralph E. Oliver, Thomas E. Davis, Simon S. Shippy, Leslie W. Oliver, J. E. Massey & L. C. McCullough d/b a as Palatka Bestg. Co., Palatka, Fla.—CP new station 1570 kc 500 w and daytime hours of operation.

AM—1450 kc WPAB Ponce, P. R.—CP to increase power from 1 to 5 kw and install new transmitter.

AM—1450 kc WNNZ Kansas City, Mo.—CP to change frequency from 1220 to 1450 kc and increase power from 10 kw to 25 kw and night, change hours of operation from day to unlimited time, install new transmitter and verify antenna and transmitter location and make changes in antenna system.

AM—1110 kc Tri-City Bestg. Corp., Newport, Ky.—CP new station 1110 kc, 1 kw and daytime hours of operation.


AM—1230 kc Hill City Bestg. Corp., Lynchburg, Va.—CP new station 1120 kc 250 w and unlimited hours.

AM—800 kc J. E. Massey & L. C. McCullough d/b a as Palatka Bestg. Co., Palatka, Fla.—CP new station 800 kc 250 w and daytime hours.

Hearings This Week
(Subject to change by FCC)

MONDAY, JULY 1, Washington, D. C.

James A. Noe, Shreveport, La.—CP new station 1250 kc, 250 w; Frank H. Ford, Shreveport, La.—CP new station 1250 kc, 250 w.

MONDAY, JULY 1, Washington, D. C.

Assignment of License

WCMJ Ashland, Ky.—CP 1340 kc.

MONDAY, JULY 1, Washington, D. C.


Assignment of License


THURSDAY, JULY 5, Peoria, III.

Hearings on Peoria FM applications. Party Respondent—WQXR.

Hooper's five-month rating of the "Screen Guild Players" gives Wichita the top spot with a score of 28.9 compared to the Nation's 23.3.

Wichita did well by Ma Perkins, too, with a rating of 12.0 compared to the average 7.4.

Wichitans like to stay at home—and buy at home, too.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPED CITY

Page 74 • July 1, 1946
UN Invites U. S. Stations to Pick Up Up State Dept.'s Shortwave of Sessions

The United Nations last week invited U. S. radio stations to pick up shortwave broadcasts of UN sessions by the State Department's international radio and thus save themselves the expense of buying lines.

In a letter directed to U. S. station managers, Christopher Cross, UN radio liaison officer, reported that the Federal Communications Commission had approved the rebroadcast by medium wave stations of shortwave State Dept. transmission.

"It is our hope," wrote Mr. Cross, "that as many U. S. stations as possible take advantage of this service." Mr. Cross listed the frequencies of State Dept. stations and explained that experience had shown that although the shortwave broadcasts were beamed to Europe, the signals were clear enough for retransmission by medium waves.

Meanwhile, Mr. Cross revealed that WQXR New York, which has carried a heavy program of UN broadcasts, had received an impressive listener response to queries as to whether the broadcasts should be continued.

In four broadcasts on June 17, 18, 19 and 24, WQXR asked listeners to write their reactions to the UN programs. The station reported it received 323 replies of which 95.7 percent requested continuation.

Clark to Grant


First in Birmingham Since 1925

With The Programs Listenied To Most!

- Jack Benny
- Eddie Cantor
- Fred Waring
- Bob Hope
- Filler McGee and Molly
- Bing Crosby
- Red Skelton
- Mr. District Attorney

Paul H. Raymer, Co., Representative
July 1, 1946 • Page 75
Sellers

(Continued from page 10)

though he brands as false the rumor that the chief engineer is a retired octopus. KQW's studios are located both in San Jose and San Francisco and the problems of scheduling, producing and coordinating split-second programs with a network from studios 50 miles apart are not easily solved.

He managed it though and at the same time he was working with the management in selling the radio audience on the new affiliate—was assisting the commercial department in selling shows to prospective sponsors. His ideas worked and it may have been this ability to get things done that helped contribute to the ultimate reverse English on Mr. Greeley's famous remark, through the offer made by McCann-Erickson to become the agency's radio director in Chicago in 1945.

Among the prominent Chicago office clients extensively using radio are Standard Oil Co. (Indiana), International Harvester Co. and Swift & Co.

Standard Oil currently places some 130 news and sports broadcasts weekly over 19 stations located in 14 states. International Harvester's Harvest of Stars (NBC, 2:00-2:30 p.m. EDT) not only boasts Abraham Lincoln impersonating Edward Raymond the radio enjoys an excellent rating and is sponsored by one of the nation's largest manufacturer's of farm implements. Ken also services Swift & Co. (Brookfield division) on its sponsorship of ABC's Breakfast Club and works closely with the new business department in arranging new radio accounts for the agency.

When McCann-Erickson moves out of its present location at 910 S. Michigan to new and larger quarters at 318 S. Michigan some time this summer, Ken feels highly confident that several new accounts will justify the streamlined studio and offices he's planned for the McCann-Erickson radio department with the help of the agency's architects.

From a personal standpoint his first interests are his wife, the former Ethel B. Giannetti, and his 10-month-old daughter Claire Ken-nie Craig. Since a back condition cut short active participation in sports several years ago, Ken's other interest is photography.

Although he takes typical pride in San Francisco, he admits that in the short time he has been in Chicago, the nation's second largest and most windy city, is undoubtedly there to stay. In fact he isn't sure that when Horace Greeley said "Go west, young man" he wasn't referring to Chicago itself.

Foster Elected

GEORGE W. FOSTER, assistant controller of the International Telephone and Telegraph Corp., New York, has been elected a member of the membership of Controllers Institute of America, technical and professional organization of controllers devoted to the improvement of controllership procedure.

Why?

Just why is WLAB such a good buy?

BECAUSE it serves nearly two million people in a two billion dollar market.

BECAUSE it offers you listeners in not one, but three New England states.

BECAUSE Hooper Survey reveals listeners in WLAB-Land prefer the morning programs of WLAB to all other New England stations.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!
Basic Station
American Broadcasting Co.

WLAB
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES: WEED & CO.

BELLE 'AT THE BELL'
KLAC Woman Sportscaster Is Only Female
To Hold Fight Referee License

MOST WOMEN would normally reach for kid gloves but Belle Martell, Oil Sellers, Los Angeles, the country's most aggressive and most gregarious commentator, is more at home with leather jousting mittens. At least that's been the case for the past 17 years during which she has been active in the squared ring. So active, in fact, she is the only licensed woman referee in the U. S.

Thrice weekly she airs chatter about the sport and co-mingles her material with interviews of boxing and wrestling champions past and present. What's more, she's sponsored by the Los Angeles Athletic Club. Odd for a woman to be so occupied but easier to understand when the story of Mrs. Martell is at hand.

Starting out in vaudeville with song and patter, she married an ex-boxer, similarly occupied. When vaudeville passed beyond the great divide they decided to settle in California and open a boxing club.

At first she merely observed. Then she began to time workouts. Soon she had absorbed enough technique to teach. Meanwhile her proficiency was receiving official recognition from California State Boxing Commission, acquiring a promoter's license in 1934, and moving forward to obtain similar authority to announce, keep time and finally referee, the latter in 1940.

Her grant of a license caused considerable furor at the time. In obtaining same she scored 97½ %, two and a half percent higher than any male applicant that year. As she recalls it, the male sports writers ganged up and succeeded in getting the state commission to amend the regulations making it impossible for her to call fights even though her license couldn't be revoked.

Despite this, she has had to refer to membership in the Management in selling the radio audience to the new sponsor—was assisting the commercial department in selling shows to prospective sponsors. His ideas worked and it may have been this ability to get things done that helped contribute to the ultimate reverse English on Mr. Greeley's famous remark, through the offer made by McCann-Erickson to become the agency's radio director in Chicago in 1945.

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5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!
Basic Station
American Broadcasting Co.

WLAB
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES: WEED & CO.

BELLE 'AT THE BELL'
KLAC Woman Sportscaster Is Only Female
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MOST WOMEN would normally reach for kid gloves but Belle Martell, Oil Sellers, Los Angeles, the country's most aggressive and most gregarious commentator, is more at home with leather jousting mittens. At least that's been the case for the past 17 years during which she has been active in the squared ring. So active, in fact, she is the only licensed woman referee in the U. S.

Thrice weekly she airs chatter about the sport and co-mingles her material with interviews of boxing and wrestling champions past and present. What's more, she's sponsored by the Los Angeles Athletic Club. Odd for a woman to be so occupied but easier to understand when the story of Mrs. Martell is at hand.

Starting out in vaudeville with song and patter, she married an ex-boxer, similarly occupied. When vaudeville passed beyond the great divide they decided to settle in California and open a boxing club.

At first she merely observed. Then she began to time workouts. Soon she had absorbed enough technique to teach. Meanwhile her proficiency was receiving official recognition from California State Boxing Commission, acquiring a promoter's license in 1934, and moving forward to obtain similar authority to announce, keep time and finally referee, the latter in 1940.

Her grant of a license caused considerable furor at the time. In obtaining same she scored 97½ %, two and a half percent higher than any male applicant that year. As she recalls it, the male sports writers ganged up and succeeded in getting the state commission to amend the regulations making it impossible for her to call fights even though her license couldn't be revoked.

Despite this, she has had to refer to membership in the Management in selling the radio audience to the new sponsor—was assisting the commercial department in selling shows to prospective sponsors. His ideas worked and it may have been this ability to get things done that helped contribute to the ultimate reverse English on Mr. Greeley's famous remark, through the offer made by McCann-Erickson to become the agency's radio director in Chicago in 1945.

Among the prominent Chicago office clients extensively using radio are Standard Oil Co. (Indiana), International Harvester Co. and Swift & Co.

Standard Oil currently places some 130 news and sports broadcasts weekly over 19 stations located in 14 states. International Harvester's Harvest of Stars (NBC, 2:00-2:30 p.m. EDT) not only boasts Abraham Lincoln impersonating Edward Raymond the radio enjoys an excellent rating and is sponsored by one of the nation's largest manufacturer's of farm implements. Ken also services Swift & Co. (Brookfield division) on its sponsorship of ABC's Breakfast Club and works closely with the new business department in arranging new radio accounts for the agency.

When McCann-Erickson moves out of its present location at 910 S. Michigan to new and larger quarters at 318 S. Michigan some time this summer, Ken feels highly confident that several new accounts will justify the streamlined studio and offices he's planned for the McCann-Erickson radio department with the help of the agency's architects.

From a personal standpoint his first interests are his wife, the former Ethel B. Giannetti, and his 10-month-old daughter Claire Ken-nie Craig. Since a back condition cut short active participation in sports several years ago, Ken's other interest is photography.

Although he takes typical pride in San Francisco, he admits that in the short time he has been in Chicago, the nation's second largest and most windy city, is undoubtedly there to stay. In fact he isn't sure that when Horace Greeley said "Go west, young man" he wasn't referring to Chicago itself.
Financial and Advertising Caption

Miller (Continued from page 20)

sell more and more products to a larger volume of consumers so that mass distribution will absorb the tremendously increased productive output."

Future of Radio

The Radio Tomorrow departmental was held Thursday afternoon with Robert J. McAndrews, NBC Western Division advertising and promotion manager, presiding as chairman. Subjects covered all phases of the media, with questions asked by agency executives, advertisers and broadcasters.

C. Burt Oliver, general manager of KJRC, Coeur d'Alene, Idaho, and western director of BMB, told how advertisers and agencies can use BMB to advantage.

Improved and expanded listener research service provided the theme of a talk by Ruth Arnold, West Coast manager of C. E. Hooper Inc. The expanded service, she explained, stemmed directly from subscriber request for larger bulk of sample with increased representativeness.

The Pacific Coast sample will be increased approximately 98,630 calls per month at an average cost of 4 cents per call. The four networks have already approved and assuming acceptance by agencies and other subscribers, she said the new service could begin Oct. 1. C. E. Hooper Inc has plans to enlarge its interviewing staff with a 22% sample increase resulting.

In addition, interviewing schedules are to be spread over four weeks of each month instead of the present two, she said.

The new service would provide even coverage over four weeks of Los Angeles and San Francisco-Oakland areas, according to Mrs. Arnold. Pacific Northwest coverage will likewise be extended, with Spokane covered in the second and fourth weeks, Portland and Seattle during the first and third weeks. Insofar as station coverage is concerned, she said the list would be standardized by using BMB-defined service areas instead of station claims as in the past.

Must Learn About Video

Ted Smith, West Coast television and motion picture manager of L. Walter Thompson Co., Hollywood, said agencies and advertisers should learn more about video. Without entering into the technical side, he showed impact of telecasting as an advertising medium; the development of video in the West today and what can be expected during the coming years in increased broadcasting facilities and reception. Mr. Smith said production experimentation has lagged, and agencies and advertisers must insist without thought of immediate returns.

"To those who believe that television is going to prosper at expense of radio or any other advertising medium, may I remind you that the same thing was said about standard broadcasting at its inception," Mr. Smith said. "There has never been a new advertising medium successfully introduced but that it stimulates business in general by increased sales, thereby increasing use of all advertising media. I don't believe that the time will ever come when a good radio program won't be tuned in preference to a bad television show."

Vernon Churchill, assistant to publisher of the Oregon Journal, Portland, operating KALE, was elected president of the Pacific Northwest Broadcasting Association, succeeding Charles A. Storke.

Fawcett Elevated

Mr. Churchill has been senior vice-president. Harwood H. Fawcett, executive of Transit Adv. Co., San Diego, was elevated to senior vice-president, with Mr. McAndrews elected vice-president for District 5 and Emma Reitmeier, vice-president of First National Bank, Spokane, vice-president-at-large. Gilbert L. Stanton, vice-president, was elected to secretary-treasurer. He is director of advertising and public relations for Idaho Power Co., Boise.

Harvey A. Brassard, partner of Syverston-Kelley, Spokane agency, Wilmot P. Rogers, advertising director, California Packing Corp., San Francisco, and Mr. Cox continue as vice-presidents of Districts 1, 3 and 4 respectively. With creation of District 6, which includes four western provinces of Canada, G. Russ Davidson, chairman of Vancouver Advertising & Sales Bureau, was elected a vice-president. He is chairman of Canadian Street Railway Adv. Co.

Earl Trumble, sales manager of KGA was general chairman of the Spokane convention committee with Wallace Brazeal, program director of KHQ, in charge of entertainment. Serving on the advisory committee were Arthur L. Bright, KHQ; Ed Craney, KFPY; Arthur L. Smith, KFIO, and Louis Warm, KGA.

James Holme, Mountain States Telephone & Telegraph Co., Denver, was elected vice-president for District 2.

Fritz R. Kerman, vice-president of Pacific Mutual Life Insurance Co. and president of the Los Angeles Advertising Club, said media take a "somewhat unrealistic attitude" toward advertisers. He contended advertisers "have a right to expect that media shall accept a degree of responsibility for preserving an atmosphere in which business and industry can survive and commerce and trade can be pursued at a profit. I believe the advertiser has a right to expect that media shall possess character, and develop and express a philosophy consistent with that which they know to be true."

Next year's convention will be held in June at Sun Valley, Idaho.

Boler (Continued from page 18)

would close, with the sales organization operating out of St. Paul. Also included in the reorganization is an expected revamping of the majority of North Central's and Mississippi Valley's present staff.

While negotiations continued throughout the week between Mr. Boler and Mr. Dyer without confirmation from either parties of the success or failure of the Boler objectives, Mr. Dyer said he would make no statement concerning his plans for WAIT until after his scheduled appearance before the FCC's FM engineering hearings in Washington.

Informed of Mr. Boler's intention to confer with his "eastern backers" in Washington over last week-end, Mr. Dyer said he would talk to Mr. Boler "or anybody else" if approached.

If Mr. Boler is unsuccessful in his attempts to obtain a Chicago outlet, it was understood he would then look elsewhere, possibly Minneapolis, or Milwaukee, as a possible center for MVN's operations.

PRESENTATION of Magazine Digest Merit Award to WKMO Komoko, Ind., originated in CBS New York studios. Present were (1 to r): John Carl Jeffrey, WKMO manager; Donald Thornburgh, CBS Western Division v-p; Mayor Charles V. Orr, of Komoko; Murray Simmons, magazine publisher.

Hom. Floyd Smith
Campbell-Ewald, Inc.
Chicago, Il.

Dear Floyd:

I've been doin' some more poopin'...just got another gander at some figures which show Charleston ranking as the 100th city in the whole United States in estimated total retail sales. Just think, with all the cities in the U. S. larger than our little Charleston, the $107 million in retail sales that we're getting isn't too bad. With the oil and gas fields here we should have a lot more money than that.

Floyd

p. s. Almost forgot to add—More people listen to WCHS in this market than any other radio station!

WCHS
Charleston, W. Va.

WWL
New Orleans

Shouts Its Shows in Newspaper Advertisements throughout the year

Folks turn first to WWL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel

CBS Affiliate

Represented Nationally by

The Katz Agency, Inc.

July 1, 1946  Page 77
THREE-DAY conference of managers and program directors of Taylor-Howe-Snowden stations was held in San Antonio, with KTSA and General Manager George W. Johnson as hosts. Seated (1 to r): Archie Taylor, KRGV; Jack Todd, KANS; Mr. Johnson; Tom Peterson, manager of T-H-S Chicago office; O. L. Taylor, T-H-S executive director, and Alex Keese, general manager; Robert Enoch, KTKO; Dick Watkins, KRGV. Standing, Bud Thompson, KFYO; Merrill Myers, KTSA; Rex Preis, KTSA; Jim Turner, KTBC; Barney Ogile, KRGV; DeWitt Landis, KFYO; Fred Teed, KTSA; Raymond Hollingsworth, KGNC; Dilip Brezinski, T-H-S Dallas; J. C. Reliam, KTBC; Bob Watson, KGNC.

WHN WINS VERDICT IN PROGRAM CASE

WHN New York received judgment in favor on all counts last week from New York Supreme Court after trial of a suit in which Martin Stone, owner-producer of Author Meets the Critics, had attempted to obtain an injunction restraining WHN from broadcasting its show Books on Trial.

Justice Bernard Botein, in an informal decision, said that Books on Trial was not an appropriation of the Author Meets the Critics, which recently was moved from WHN to WQXR and MBS, and was not attempting to confuse the public by putting its new literary program in the period formerly occupied by Mr. Stone's show.

At the close of the case last week, the court ordered a recess and thereafter rendered an opinion wherein he dismissed the complaint of the plaintiff and rendered judgment for the defendant. Both programs, Justice Botein said, were meritorious.

The court held that WHN's show advertised its premier in many newspapers and by means of spot announcements and through special cards which went to the listening audience, the attention of the public to the fact that this was a new program and was put on the air by WHN in good faith.

Atomic

Blandy, commander of the Task Force; Clete Roberts, of ABC, aboard the U. S. S. Panamint, on which atomic scientists were to be stationed; W. W. Chaplin, of NBC, at Kwajalein; George Thorpe, editor of NBC, aboard the Appalachian. As the bombing plane began its run on the target, the voice of the bombardier was heard as he instructed the pilot. Mr. Downs was to be the only radio correspondent in position to watch the explosion.

Many New York independent stations planned to broadcast the atom test with the cooperation of participating networks.
**CBS Labor Issue is Still Deadlocked**

**Vote Outcome Hangs on Questioned Ballots**

The outcome of an election conducted among 13 CBS television directors and assistant directors to determine union representation [Broadcasting, June 17] last week remained in doubt after two votes, which could decide the election, were challenged.

The National Labor Relations Board ordered the ballots cast by the American Federation of Labor withdrawn its request to impound the 13 ballots.

Of the 13 ballots, five voted for affiliation with the International Alliance of Theatrical & Stage Employees (AFL) and six voted for the Alliance of Theatrical & Stage Employees (IATSE) (AFL) or nonunion affiliation. The RDG thus went on record approving the AFL order to do so, and then sent to Washington for a final directive.

The Radio Directors Guild during its meeting last Monday had passed a resolution approving the reversed position of the regional office of the AFL on the impounded ballots of the 13 votes cast by CBS television directors and assistant directors. The elections were to determine the representation of directors between RDG (AFL) and IATSE (AFL) or nonunion affiliation. The RDG thus went on record approving the AFL order to open and count the 13 ballots.

**Change in XELO Ownership After Death Of Branch May End ‘Border’ Sore Spots**

Elimination of the remaining “border station” sore spot may result from change in ownership of XELO Juarez, Mexico, just across the border from El Paso, according to official quarters in Washington.

W. E. Branch, engineer and consultant of the station, who was electrocuted March 15 while working on his own transmitter, had been an important factor in border station operations, having built most of the high power transmitting facilities including those of the late Dr. John R. Brinkley, of goat gland fame, and of Norman T. Baker, former Muscatine, Iowa, operator, who migrated to the Mexican badlands. All these stations sought U.S., rather than Mexican, coverage and were a source of controversy not only because of interference with stations in this country but also because of allegedly questionable programming service.

XELO claimed directionality of power of 100,000 watts, and nearly 500,000 watts, was reported killed March 15 while working on the high-power transformer of XELO. He was buried in Juarez.

A native of Fort Worth, he was identified with radio operations both in this country and in Mexico and was said to have installed, all told, 16 of the highest-powered installations in North America. He started XELO in 1934 at Piedras Negras, Mexico, and operated there until 1958 when he moved to Tijuana where he operated until 1941. At that time he moved to Juarez.

Mr. Branch is survived by two daughters and a son now in the Navy. Mrs. Billie McVey, a daughter, is now managing director of XELO.

**FCC Lists Grants in FM Since War**

The Commission will hold hearings Monday, Tuesday and Wednesday and then recess until the following Monday for probably three more days after which it is expected to adjourn until September when it will sit until all testimony is taken.

Testimony at this week’s hearings will be devoted primarily to a final report on the development of the FCC’s three FCC-industry engineering committees, a revision of Exhibit 109 comprising proposed new standards, and introduction of maps showing coverage areas of all stations in the United States-clear channel, Class II, regional and local.

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Mr. Branch is survived by two daughters and a son now in the Navy. Mrs. Billie McVey, a daughter, is now managing director of XELO.
Aid Given

LAST week as bananas became exceptionally scarce in Huntington, W. Va., a derelict mother called WSAZ that city to help secure the fruit so necessary for the sustenance of her 18-month old child, ill of a peculiar intestinal disease. The WSAZ appeal brought a flood of bananas to the home of Mr. and Mrs. Eberhard Rauschenplat, plus an order by a grocery store to freely supply the needed fruit as long as necessary.

Bristol-Myers Releases Its Fall Radio Schedule

BRISTOL-MYERS Co., New York, last week announced its new fall radio plans, following the termination of its contract by mutual consent with Eddie Cantor, through its agency, Young & Rubicam.

The contract which ran for the past five years had one more year to go. Mr. Cantor recently signed a contract with Pabst Blue Ribbon Beer effective in 1947.

Bristol-Myers will place Duffy's Tavern formerly heard at 8:30-9 p. m. on NBC, in the Eddie Cantor period, Wednesdays, 9-9:30 p. m. on NBC. The company also plans, according to J. M. Allen, its vice president and advertising manager, to switch the Alan Young Show from 9-9:30 p. m. Fridays on ABC to NBC in the vacated Duffy's Tavern period. The company also will place a new show in the ABC period. Another show, Mr. District Attorney sponsored by the company will remain in the same slot, Wednesday, 9:30-10 p. m. on NBC.

Agency for Duffy's Tavern is Young & Rubicam, New York. Agency for the Alan Young Show Mr. District Attorney is Arthur, Clifford & Schenfeld, New York.

UN, Atomic Coverage

MOVED to Hudson Hotel
TEMPORARY broadcasting facilities for coverage of the United Nations Security Council and Atomic Energy Committee, both dismissed from Hunter College in the Bronx, were installed last week in New York's Henry Hudson Hotel where the UN elements will meet for the next six weeks.

On Aug. 15 the Security Council and Atomic Energy Committee will convene at League Success, Long Island. Until then sessions will be held in the ballroom of the Henry Hudson Hotel. At the hotel headquarters, individual broadcasting booths were erected by CBS, NBC, State Dept., and WNYC New York.

The following networks and stations will share booths: ABC and NBC, WMCA and WLIB, WINS and WQXR.

Ownership Change Applications Filed

KCMC, Yankee Network Are Among Those Involved

REALIGNMENT of corporate structure of KCMC Texarkana, Tex., and the Yankee Network owned WONS Hartford, Conn., was emphasized in applications filed with the FCC last week. The Commission also reported a request by WNCA Asheville, N. C. to incorporate under state charter and the proposed sale of WDBD Escanaba, Mich.

Texarkana Newspapers Inc., parent corporation of KCMC Inc., licensee of KCMC Texarkana, Tex., in its application filed with the Commission last week would transfer control of the station to the stockholders of KCMC Inc.

Texarkana Newspapers Inc., a holding company, holds 46 shares of the authorized 50 shares of common stock of KCMC Inc. The remaining five shares are held by members of the board and officers of the corporation, controlled by Texarkana Newspapers Inc. Under the proposed transaction, charter of KCMC Inc. would be revised to show a total stock authorization of 1,000 shares of common stock—500 shares Class "A," non-voting and 500 shares Class "B," with one vote each. Texarkana Newspapers Inc., its original holdings dissolved, would own all outstanding Class "A" and the stockholders of KCMC Inc. would control all of the voting "B" stock.

Texarkana Firm

Officers, directors and stockholders of KCMC Inc. are the same as those of Texarkana Newspapers Inc. and control equivalent amounts in both corporations, with the exception of C. E. Palmer, president, who has 57% ownership of Texarkana Newspapers and will own 21.38% of KCMC Inc. and W. E. Hussman, treasurer, who controls 8.5% of Texarkana Newspapers Inc. and under proposed transfer would own 45% of KCMC. Other officers and stockholders are: Henry Humphrey, treasurer, 7%; J. Q. Mahaffey, secretary, 3.125%; Betty P. Hussman, 5.5%; Bettie M. Palmer, 5%; Stuart Wilson, 8.5; Ruth Mahaffey, 1%; Alden P. Mooney, 3.5% and Bettie M. Palmer, as trustee for step-grandchildren, Wellington D. and Edna L. Palmer of Inglewood, Calif., 5%.

Applicant states, in proposed transfer, that acquisition of control by stockholders would ease corporate structure and tend to improve operation policies of station. $50,000 acquired by KCMC Inc. from the transaction, would be loaned to Texarkana Newspapers Inc. to retire its original stock "B" purchased from Texarkana Newspapers of Waco, Tex., January 4, 1946. Money will be repaid to KCMC over 10-year period at 3% interest. KCMC operates on 1320 kc with 250 w unlimited time. AVCO procedure is not involved.

In the WONS application, licensee corporation, State Broadcasting Corp., requests Commission consent to dissolve as an act of corporate structure and assign license of station to parent organization, the Yankee Network.

Yankee Network, which owns all capital stock issued and outstanding of the State Broadcasting Corp., is in turn wholly-owned by the General Tire & Rubber Co., of Akron, Ohio. Applicant states that dissolution of its subsidiary corporation, State Broadcasting Co., will "simplify the corporate structure of the Yankee Network," and, since control of the station is not involved, the Avco procedure will not be necessary. WONS, previously assigned call letters WHTD [BROADCASTING, April 15], operates on 1410 kc with 5 kw unlimited time.

WNCA Asheville, N. C. in another application, requests FCC approval to assign license of station from an equal partnership composed of Richard M. Arnold, Jack O. K. Barfield, James M. Earnest, Albin F. Knight and J. Alfred Miller, doing business as the Community Broadcasting Co., to a corporation under the same name which would be owned and controlled by the original partners.

Under corporate structure, Mr. Barfield would be president; C. Frederic Rabell, station manager, vice president; Richard M. Arnold, secretary and J. Alfred Miller, treasurer. Messrs. Earnest and Knight would be members of the board of directors. Proposed incorporation would give each stockholder 40 shares of common stock or 16.66%. WNCA, an ABC affiliate, operates on 1340 kc, 250 w unlimited time. Station was authorized last January and started operation in May.

Sale of WDBD Escanaba, Mich for $39,990 is proposed in an application by the Delta Broadcasting Co., licensee of the station. Present stockholders, Gordon H. Brozek (55%), Frank G. Russell Jr. (30%) and Leo G. Brott (15%), would transfer control of the 250 w outlet to Frank J. Lindenthal, president. Applicant's name is emphasized in the application, would own 52% plus; Mr. Norton, 47% plus and Mr. Duchaine, less than 1%.

In addition to actual sale price, transferees have Mr. Duchaine stipulated they will pay original owners all cash on hand plus accounts receivable on the date of FCC approval. WDBD is authorized on 1490 kc, unlimited time. Station is owned by the city of Escanaba Daily Press, John P. Norton, editor and publisher of the paper, and to paper's managing editor, William J. Duchaine, and Mr. Lindenthal, according to the application, will own 52% plus; Mr. Norton, 47% plus and Mr. Duchaine, less than 1%.

Mr. Sullivan
Mr. Stauffer
Mr. Bayles

FOUR executives of Ruthrauff & Ryan, New York, last week resigned to form a new advertising agency, Sullivan, Stauffer & Bayles Inc. It was further reported, neither confirmed nor denied, that Robert Colwell, chairman of the planning board of J. Walter Thompson Co., will join the new agency.

Ruthrauff & Ryan executives forming the new agency were: Raymond P. Sullivan, vice president; Donald D. Stauffer, co-director of radio; S. Heagen Bayles, co-director of radio and John P. Cohane, vice president.

The agency plans to open office effective July 15 at 270 Park Ave. New York.

Merritt W. Barnum and Wilsie Tuttle were appointed co-director of the Ruthrauff & Ryan radio department succeeding Mr. Stauffer and Mr. Bayles. Mr. Barnum is a vice president and was formerly in charge of all programs. Mr. Tuttle has been in charge of talent. Replacements for Mr. Sullivan and co-director of radio have not been named. Ruth Schlitz, secretary to Mr Stauffer at Ruthrauff & Ryan, will also join the new agency.

Korn Named by WQXR

BENNET H. KORN, former WQXR New York account executive, has been appointed sales promotion manager of the station. WQXR with WQXR since 1936, Mr. Korn returned to the station last November after three years service with the Army.

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Agency Uses Small Regional Groups

Henri, Hurst & McDonald Reports Success to NAB

GRUOPs of small stations sold on a regional basis are used successfully by Henri, Hurst & McDonald, Chicago, the NAB Small Market Stations Division has been informed by William E. Jones, radio director of the agency, which places a large amount of spot business.

Mr. Jones wrote J. Allen Brown, division director, that the agency uses small regional groups because he felt that their penetration of the market was greater, and that individually each station was doing an excellent job in its own community.

To solicit national business on a regional basis, according to Mr. Jones, stations should have predominant position in the community, based on community leadership rather than national power or frequency; intelligent plan of local programming; sound merchandising plan coordinated by the group and followed through by the stations.

He described group selling as “one of the greatest opportunities that a small station has to be of real service to a national advertiser and to demonstrate the value in the advertising picture. Its close contact with local merchants can be of invaluable assistance to the advertiser, and the station develops a merchandising program that can capitalize on the opportunity. Also, in many cases, local stations have rendered great service in aiding a national advertiser in establishing adequate distribution for his product.”

WQXR Schedules Five New Shows for July 1

THREE NEW musical programs, a special weather report service and a five-minute resume of New York events start today (July 1) on WQXR New York.

Just Music, program of light classical music on WQXR eight years ago, returns to the air tonight and will be heard seven times weekly, 10:30-11 p.m. Series of recorded melodies Cocktail Time, will be aired daily except Fridays and Sundays, 5:30-6 p.m., and Continental Nights will be broadcast each Monday, Wednesday and Friday, 9:45-10 p.m. Although daily weather forecasts will be included at the end of each broadcast, WQXR New York news period every hour on the hour, a special weather report with complete details will be broadcast each morning, Monday through Saturday at 7:28 a.m., and Sundays at 8:28 a.m.

New York This Week includes happenings on the New York scene covering the opening of plays, lectures, recitals, concerts and exhibits, road and flying conditions.

Discussions Prove Necessity Of Worldwide Reallocations

INFORMAL PRELIMINARY discussions, preparatory to the next Telecommunications Convention, held in Washington Thursday and Friday developed the urgent necessity for revising frequency allocations and setting up a Central Frequency Registration Board to replace the Berne Bureau [BROADCASTING, June 24].

Attended by representatives of industry and the Government, the sessions were opened by Panama Colt deWolf, chief, Telecommunications Division, State Dept., who pointed to the need for immediate preparation on the part of the U. S. for the World Telecommunications Conference.

Need for Conference

The U. S. through its foreign missions has suggested the need for a World Telecommunications Convention in the spring of 1947. At the same time the suggestion was made that the Conference be held in the U. S. “near Washington.” As soon as 20 of the 70 nations notified register assents with the Berne Bureau, the Conference can be called.

Continued use of certain frequencies by the military forces of all nations has brought about an allocation problem that must be solved in the near future, according to J. H. Scott, chief, Radio Division, U. S. Bureau of Standards, told the meeting Thursday. Frequencies for air navigation stations are in demand. Many high frequency stations are being operated outside the allotted band, creating a still greater problem, he explained.

Although no definite action was taken at the two-day session, proposed revision of the International Telecommunications Convention Madrid, was discussed section by section. Stress was laid on the necessity of cleaning up the old Berne List of registered stations and creating a new Central Frequency Registration Board.

Need for an international engineering committee to study existing frequencies and facilities and prepare a new international frequency list was emphasized. The proposal that the Berne List be made obsolete by advancements during the war, Attending last week’s meetings were:


FOR SALE

$10,000.
Minimum Acceptable Bid

WORLD’S LARGEST COLLECTION
OF RECORDINGS FEATURING THE
VOICE OF BING CROSBY

Over 3,000 items, including pressings from all parts of the world, non-commercial, radio broadcasts, government discs and many personal and exclusive transcriptions. Every commercial record ever made, featuring the CROSBY voice.

Ninety percent MINT condition, in specially constructed cabinets with instant selection feature. Includes complete card index history of CROSBY records and most complete statistical record ever compiled.

May be seen by appointment in New York City. All offers subject to acceptance of seller. Principals only will be granted interview. Cash terms. Strict confidence will be maintained.

WRITE

Box 26—Church Street Station

New York, N. Y.
DAILY PROGRAMS IN NEW WESTMINSTER, B.C., ON THE COAST GIVES THE MOST

German

PORTLAND, OREGON
CBS Affiliate

You Can't COVER THE WEST without
KSL
SALT LAKE CITY • CBS

PW Experiments Reported Success
Tabulations Indicate 88% Acceptance on UN Test

FINAL TABULATION of reports on the 11-day Press Wireless tests of shortwave as a carrier of broadcasts for domestic consumption revealed that approximately nine out of ten of the A3 direct transmissions were acceptable for rebroadcast, it was announced Thursday.

The statistics, based on more than 500 reports submitted to Press Wireless by monitoring stations, are the first definite results received. Tests were conducted from May 19-29 and consisted of 58 shortwave programs, beamed to 20 separate sections of the country (Broadcasting, May 20, 27, June 3).

Five types of emission were used during the test period and each was broken down in the report released Thursday into 10 individual statistical charts, with the various technical phases of each transmission listed separately.

A3 direct transmission, the type normally used, resulted in an 88% acceptance by receiving stations. Only 12% of the reports covering programs transmitted in that category indicated unsatisfactory reception.

Of that 12% figure, however, the majority of reports indicated that improved receiving equipment would make such transmissions entirely suitable for rebroadcast.

The four other types of emission employed, all experimentally, involved relays and simultaneous transmission of code with program material. They were considered successful by Press Wireless officials, but they did not reach the acceptance figure of the A3 direct transmissions, Press Wireless said.

Much valuable information was obtained during the 11-day period on the proper selection of frequencies to use for specific regions of the nation and other technical data. FCC engineers are studying the Press Wireless tabulations.

To Make Sets
SEVENTEEN Canadian companies will manufacture radio receivers under licenses of the patent pool, Canadian Radio Patents Ltd., Toronto. This phase five new companies, two in Ontario, one in Quebec, one in Alberta and one in British Columbia, on the list of companies now making sets in Canada, most of which are concentrated in the Toronto and Montreal areas. Under new licensing arrangements of the patent pool, a flat rate royalty will be paid, ranging from 60 cents per receiver retailing under $20 to $2.75 per receiver retailing over $250. Canadian prices for receivers are generally about 60% higher than for similar sets in the U. S.

HOUSLEY ELECTED AIEE PRESIDENT

J. ELMER HOUSLEY, district power manager of the Aluminum Co., of America (ALCOA), Tenn., was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1946, at the annual meeting of the institute held in Detroit, June 26.


GOTHAM'S PROPOSED TELECITY
Project Plans Complete Film Production
For Radio and Television Tenants

Plans for a $60,000,000 television motion picture production center in New York were announced last Friday by Lawrence B. Elliman, 660 Madison Ave.

Designed by John and Drew Eberson, New York architects, the new "Telicity" will be located in the metropolitan area and will be available to networks, radio and telecasting stations, national advertisers, and advertising agencies.

Mr. Elliman stated that expert business and technical management had been secured and that adequate financing had been assured. Corporate structure, officers and directors will be announced shortly, he said.

"Telicity will be built on approximately 1,000 acres," Mr. Elliman announced. "Provision has been made for the construction of 24 large motion picture studios, 150 x 250 x 75 feet, plus every type of maintenance building, services and facilities required in motion picture production, including a complete film laboratory capable of processing and printing all film used in Telicity." Mr. Elliman also revealed that plans are to include a staff of producers, directors, writers and highly-trained technicians to aid lessees.

Paige Heads Washington Special Events for MBS

JACK PAIGE, publicity head of WOL Washington, last week was named Washington head of Mutual's special events and publicity, according to an announcement from A. A. Schechter, vice president in charge of Mutual's news, special events and publicity. Mr. Schechter said the appointment puts Washington on a par with New York, Chicago and Hollywood as a network originating center. Mutual expansion in Washington also calls for added space at WOL with Charter Halsey, MBS Washington manager, moving to WOL July 15.

Before joining WOL, Mr. Paige was with WHOM New York, WNAV Yankton, S. D., and several Chicago stations. He has won three radio awards for promotion and special events work: Du Pont, Peabody and Variety.

Cunningham to Agency

W. D. CUNNINGHAM, formerly in the advertising department of the Washington Electric Corp. Pittsburgh, in a creative and public relations capacity, has joined the creative staff of Puller & Smith & Ross, New York.

Paige Heads Washington Special Events for MBS
DONALD WINNER

A CHARGE of conspiracy against the Texas Quality Network alleging misuse of their stations in restricting political debate during the gubernatorial campaign in Texas will be filed this week with the FCC, Broadcasting learned last Friday. An immediate hearing will be sought.

The action, in the form of a petition, will be taken in behalf of Dr. Homer Rainey, gubernatorial candidate and former president of the University of Texas who was discharged by the Board of Regents in 1944 when he protested the dismissal of several professors from the University.

Stations named in the petition are WOAI San Antonio, WBAP Fort Worth (Fort Worth Star Telegram), WFJA Dallas (Dallas News), and KPRC Houston, 5-kilowatt station owned by the Houston Post.

The petition will charge that the four stations, located in the four principal cities of Texas, have adopted a policy of giving only 30 minutes time to a candidate for the period June 13 to July 13 while maintaining a continuous opposition to Dr. Rainey in their newspapers which, the petitioner avers, he cannot answer on the air. The smaller stations in Texas which he asserts, do not reach into the vast areas of the state.

Famed Case

The petition contends that the stations, by limiting debate on vital issues of the campaign and the qualifications of the various candidates, are not performing their functions as clear channel stations.

By Rainey, whose fight in behalf of the dismissed professors was a cause celebre and was supported by the Assn. of American Colleges and Universities which blacklisted the University, is a candidate on the Democratic ticket in position to Sen. W. Lee O'Daniel, Gov. Coke Stevenson, and eight other entries. His defense of the dismissed professors is an issue in the campaign. The primary election will be held July 27.

Dr. Rainey Complained

Recently Dr. Rainey telegraphed a complaint to the FCC and the Dept. of Justice in which he asserted that the agreement by the Texas Quality Network not to sell time to political candidates before June 11 and to sell each candidate only one broadcast during the ensuing month constituted "arbitrary limitation." [Broadcasting, June 17].

Pointing out that three of the stations are owned by large newspapers, he contended that the radio newspaper tieup enables a few owners to curb discussion of public issues. He said he had been advised that the agreement violates the Federal anti-trust act and is contrary to the spirit of the Federal Communications Act.

Claghorn, Congressmen Celebrate Anniversary

With Senator Claghorn, comedian on NBC's Fred Allen program, as sole judge, contestants included: Sen. Claude Pepper (D-Fla.) playing his harmonica; Sen. Glen Taylor (D-Iowa) singing his own composition, "Cowboy Joe From Idaho"; Rep. J. Percy Priest (D-Tenn.) singing "Swannee River" and a "barbershop quartette" composed of Congressman Leslie C. Arends (R-III.), Harve Tibbott (R-Pa.), Harry L. Towe (R-N.J.), and Frank Fellows (R-Me.). Winner was Senator Taylor, who was awarded "$100 in cash, Confederate cash, that is." Ken French of WRC served as master of ceremonies.

Local News Series

TO EFLECT the expanding coverage of Los Angeles, KNX Hollywood has developed "City Beat" for 15-minute airings conceived by Chet Huntley, director of public affairs and executive producer. Northwest stations will feature Bob Garre in news report presented by Don O'Brien, but local reporters will personally cover important local events and in case of important events reporters will come to microphones to air their eye-witness accounts.

The Nunn Stations

Serve and Sell in Growing Markets

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCOM—CBS Ashland, Ky.
- WTQ—CBS Huntington, W. Va.

4,955,144 Spindles Spinning Victory

...daily producing cotton cloth to wrap around the world. Produced from "pickers to bolt" in the 16-county WSPA Primary Area.

The WSPA Stations

Spartanburg, South Carolina

Home of Camp Croft

5000 watts Day, 1000 watts Night

950 kilocycles, Box. by Hollywood

July 1, 1946 • Page 83
War Assets Requests $646,324 For Year’s Radio Advertising

RADIO advertising budget for War Assets Administration in sale of war surplus property during the fiscal year starting July 1 is $646,324, under terms of the Third Deficiency Appropriation Bill reported by the House Appropriations Committee. The sum is allocated to spot announcements and 5 or 10-minute programs. (Broadcasting, June 24).

Breakdown of the $646,324 fund, as submitted by Don S. Burrows, WAA budget officer, brought from Rep. Wigglesworth (R-Mass.) a series of questions on the cost of the radio items, according to the Committee’s report of closed hearings held a fortnight ago and just made public.

The radio item provides 3,300 spot announcements at a cost of $379,000. Rep. Wigglesworth pointed out that this amounted to $14 per announcement, far above the average shown on station rate cards.

Also provided are 361 5- or 10-minute broadcasts costing $180,500. Rep. Wigglesworth called Dr. Burrow’s attention to the fact that it amounted to almost $500 for each program.

The two items total $559,500, leaving $86,824 unaccounted for in the testimony as made public.

At WAA it was informally stated that a precise advertising program cannot be laid out in advance because of the fluctuating nature of the whole surplus property sales area. Advertising officials probably will allot the money as the day-to-day situation requires, should it be appropriated by Congress.

Total direct advertising item in the 1947 WAA budget is $8,000,000, with another $8,000,000 for catalogues, listings, brochures and direct mail notices. WAA advertising agency is Fuller & Smith & RCA.

Rep. Cannon (D-Mo.) asked Lt. Gen. Edmund B. Gregory, WAA Administrator, “Would your experience lead you to believe that (radio) is a paying form of advertising, that you get as much from radio advertising as from standard methods?”

General Gregory explained that WAA had done “very little radio advertising.” WAA has been selling most of its surplus to manufacturers, wholesalers and jobbers, aside from that sold to veterans who enjoy preference in acquiring items.

Most of the material has been producers goods rather than consumer items. WAA, however, has just embarked on a move-everything-quick program based on sales to veterans all over the nation. This program is to be widely advertised and may utilize network radio, as well as the spot and program schedules mentioned in the 1947 budget.

A statement was placed in the record that the Crosley station in Cincinnati had been declared surplus. He said he knew of none, Rep. Taber then asking him to submit a report for the record since he wondered if the Crosley station in Cincinnati had been declared surplus.

A statement was placed in the record that the Crosley station had not been declared surplus by Reconstruction Finance Corp., predecessor surplus disposal agency to WAA.

MEETING IS HELD BY NBC ENGINEERS

THE ANNUAL five-day meeting of NBC’s owned and operated station engineers ended June 28 with the six out-of-town engineers returning to their respective stations after a week’s study of the latest engineering developments in FM, AM and television.

Engineers at the meeting, which included visits to the RCA Laboratories in Princeton, N. J., and the Camden plant of RCA, were: Alfred H. Saxton, NBC western division; Howard C. Lutten, WMAQ Chicago; Robert H. Owens, KOB Denver; Ed Lardner, WTMN Cleveland; Alfred E. Johnson, WRIC Richmond; Curtis D. Peck, KPO San Francisco and Ferdinand A. Wankel, WEAF New York.

New York NBC engineering executives who attended the meeting included: O. B. Hanson, NBC vice president and chief engineer; George McElrath, manager of the engineering department; Raymond F. Guy, radio facilities engineer; and Chester A. Rackey, audio-visual facilities engineer.

AFN Jobs Filled

POSITIONS with American Forces Network (Broadcasting, June 10) open earlier in the month have been filled, according to Lieut. Howdee Meyers, AFN program director, and former special events director of WGN Chicago. However, Lt. Meyers expects a limited number of new openings by November, he told Broadcasting last week. These will be filled from applications on file.

Erwin Moves

ROBERT A. ERWIN, Washington correspondent who supplies a number of Southern newspapers with radio news service from the capital, moves today to new offices in The Evening Star building. He signed a contract last week with President George F. Rankin, Sr., of eastern Broadcasting Co., WMAM (WMAZ Macon) to furnish a daily central Georgia news report for the station.

AFN Returns

ERNEST UNDERWOOD, resident of the Navy Yard, has returned to KFRC San Francisco as chief engineer. James McCormick, who has been acting chief engineer, will be in charge of station’s technical operations and personnel, concentrating on FM and television.
LUCKMAN, O'NEIL IN 'FORTUNE'
Magazine Sketches Review Business Achievements

—Of Lever and General Tire Heads

THE THOROUGHLY planned and managed personality of Charles Luckman, Lever Bros. new president, is revealed in the July issue of *FORTUNE* magazine, along with the story of General Tire & Rubber Co.'s "Lusty Bill O'Neil." Mr. O'Neil is also president of the General Tire stations: WNBC WAAB WEAN WICC (The Yankee Network), and WHDT.

"Fortune follows the Luckman story from the day he left the U. of Illinois in 1981 with a college diploma, a marriage license, and an architect's certificate."

Story of His Career

"At 22 he began as a green salesman of Colgate-Palmolive-Peet soap; by 25 he was managing Colgate's largest U. S. sales district, comprising six populous midwestern states. At 26 he went to Pepson as sales manager; by 24 he was president at $100,000 a year (plus bonuses) and owned 15% of the stock. The next year was the start of his Lever career. In June 1944, Lever bought Pepson; Luckman remained president of Pepson and also became a vice president of Lever. Two years later he got the top job."

That is the cold story of his rise. It doesn't begin to tell the story of his sales and administrative genius. From the first, Fortune says, "he managed to pull into a store with him and sold soap it often was, because he could find ."

Annual Budget

When he became president the "leitmotiv of his system was ... cooperative planning," states *Fortune*. "At the top of each department he placed the strongest man he could find . . ."

Lever's annual radio budget is roughly $8 million, says *Fortune*. "The rest of Lever's $15 million-a-year budget for advertising . . . is divided between newspapers and magazines," according to *Fortune*.

The article on William Francis O'Neil tells how he has "plumped his conservative company (General Tire & Rubber Co.) into a hubbub of growth and diversification." Re-meting Bill O'Neil's "informal exuberance," says *Fortune*, the company "has even taken off into the airwaves with the acquisition of a large radiobroadcasting chain [Yankee Network]."

The company seems to find nothing particularly odd about a tire maker owning a string of radio stations," the article states. "O'Neil explains that he first became interested in radio when he bought an Akron station [WJW Cleveland] for the purpose of leading organized labor into 'thinking straight.' Courteously vague as to whether he succeeded in this quixotic purpose (General Tire is organized by the CIO), O'Neil does say positively that he soon found radio to be a gold mine . . ."

"General Tire, with the majority approval of the FCC," the story continues, "acquired the Yankee Network outright at the bargain price of $1,340,000. Two FCC members submitted dissenting opinions. The dissenters raised interesting questions of public policy that even now cause General officials to play down the success of their radio enterprise for fear of upsetting a lucrative appliance business. Actually it has been twice as profitable, percentage-wise, as the tire business. A dividend of $418,000 was paid by the Yankee Network in 1944."

Ratification by Pan American Nations Awaited on Uniform Copyright Proposal

UNIFORM system of copyrights is provided by an Inter-American convention on copyright protection now awaiting ratification by the Pan American countries. Convention was adopted after a three-week meeting in Washington under auspices of the Governing Board of the Pan American Union.

Protection is provided authors on such uses as television, broadcasting, telephotography or "by any other method now known or hereafter devised and which may serve for the reproduction of signs, sounds or images"; also for transpositions, orchestrations and dramatizations or other transformations or reproductions.

Works covered include dramatic and dramatico-musical works; musical compositions with or without words written or recorded versions of lectures, addresses, lessons, sermons and other works of a similar nature; any literary, scientific or technical work that can be published or reproduced.

Duration of protection by copyright is governed by the law of the country in which protection was originally obtained, but it may not exceed the duration fixed by the law of the country in which protection is claimed. Without formality, the convention provides that copyright protection obtained in one state automatically grants protection in the other states.

The new convention replaces the 1910 convention of Buenos Aires and the revision signed at Havana in 1928, and all earlier inter-American conventions on copyrights. However, it does not affect rights acquired under the earlier conventions. The recent meetings were held under a resolution adopted at the Eighth International Conference of American States at Lima, Peru.

In a series of resolutions, the conference decided that principles of the convention should be incorporated in legislation by the nations. Uniform term of copyright protection was advocated and periodic meetings of copyright officials of the countries were favored. The conference opposed pledging by authors of their entire future production. Creation of an Inter-American copyright office under the Governing Board of the Pan American Union was advocated.

Representing the broadcasting industry during the conference discussions was W. Bryce Rea Jr., of the NAB legal staff.
Help Wanted

Good combination operator and announces. Experience necessary to operate WMAJ, station, Intercontinental Westmount, Bassani, M. O. E., 245-2204. Apply to WMAJ, 1040 Elgin St., Evanston, Ill. Deadline 3 weeks.

Wanted—Three combination announces. Must have class license. All details. Address Box 442, BROADCASTING.

Radio times salesman wanted to do commission business in area. Experience necessary for own accounts. No high pressure selling. Send details. Box 446, BROADCASTING.

Wanted—Community service director—to plan, contact, supervise educational, cultural, and public service programs—full knowledge of programming, planning, and budgeting. Must be able to handle number of situations for right man. Box 372, BROADCASTING.

Help Wanted—Commercial manager—Will make substantial salary. Send all in complete. Box 446, BROADCASTING.

New England network affiliate now considering applications for first class engineer. Applicants must be able to do confidential and successful reports. Apply, WJRH, Springfield, Mass. Deadline, 3 weeks.

Wanted immediately—Single man with class A operator's license. Midwest station. Must be able to write all in complete. Box 484, BROADCASTING.

First class operator, 250 watt Mutual, must have background information, salary experience. Apply, Station, Blanket, Va., Virginia.

New York independent station has immediate opening for a sales manager or assistant. Send complete details to the New York radio agency picture. Salaries commission. Box 494, BROADCASTING.

Program director—Nine years' commercial experience as announcer, news editor and production supervisor. Thoroughly familiar with all phases of programming and management. Excellent public service production. Administrative experience, likewise evidenced by present position as manager. Send complete details. Box 645, BROADCASTING.

Engineer—Operator—First class license, can do announcing, recently discharged from Navy, 15 years experience in all types of transmitters. Box 471, BROADCASTING.


Young couple: affable, intelligent; man two years chief telephone operator, 2 years chief transmission man, excellent radio voice. Woman handles contact with executives. Commercial station experience as announcer. Send complete details. B. S. I. International. Box 491, BROADCASTING.

Commercial manager—12 years experience in television, excellent record of results and earnings. Proficient in ideas and soundmanship and a believer in aggressive selling. Desire change because of results and earnings. Woman. Box 477, BROADCASTING.

Young married veteran. First class phone, Telegraph and Announcer. Wartime experiences up to 40 kw FM, AM installations, well known with all types of parts. Excellent Announcing experience. Desire ability and permanence. Box 478, BROADCASTING.

Farm director-promotion manager 15 years experience in planning, handling local promotion, prefer mid-west. Best of references, family and business. Box 495, BROADCASTING.

Available as manager or program director. Eight years radio. Five years executive experience with some production experience. Box 478, BROADCASTING.

First class operator—6 years experience at station, permanent job, any location. Excellent production, copy writing and sales ability. Box 499, BROADCASTING.

Commercial man, 21 years in radio, 15 years as manager. Specialist in challenging new market with aggressive program. Excellent public service and merchandising. Send references, WJAU, 1033 San Jose St., San Leandro, Calif.

Broadcast engineer. Experienced in all phases of network and independent stations. Will handle any type of radio. Box 498, BROADCASTING.

Representative—With ample financial resources and twenty years experience in broadcasting, desires to enter into network affiliation or to purchase a station. Also to sell, operate, or service to other advertisers, radio stations, and newspapers. Box 500, BROADCASTING.

Situated Wanted

Army engineer, age 33, sales 43, particularly interested in all types of advertising and public relations business. Dominion, 36th St. N.W. Washington, D. C. Phone: 706.

For Sale

Collins 12H console, 4 microphone channels, 2 turntable channels, 6 remote control talk hooks and 2 output terminals. Make offer. Right now. Box 374, BROADCASTING.

New RCA M-543-A-8, portable recorder in airplane type case; amplifier has built-in pre-amp, playback, commercial cutter, 78 and 33 1/3 records; dynamic mike and stand, $275.00 and trade. Box 475, BROADCASTING.

Two local network stations located a few miles from Chicago, are cashing under $2000 and looking for new owners. Box 476, BROADCASTING.

Situations Wanted (Cont'd)

Veteran would like to tie up with progressive network station. Available July 50. Desires affiliation with ABC, first class station. Excellent sales record. Box 482, BROADCASTING.

General manager—Tons experience small, medium, metropolitan stations and independent stations. Let's talk business. Box 486, BROADCASTING.

Combination announcer—Six years experience in installation, maintenance, and production of FM. Extensive wire and disc announcing experience. Immediate Box 487, BROADCASTING.

Department Store Radio Specialist—14 years experience supervising the installation of leading department stores in two major cities. Prefer mid-west level in FM. Numerous stories appearing in national trade journals, etc. A real station or agency that is interested in doing business with department stores. Married. 37 years old. Box 489, BROADCASTING.

Engineer—First class license, 8 years experience. RCA, newspaper, and independent station. No experience necessary. Tell all in first letter. Box 491, BROADCASTING.

Veteran—Announcer—Program director. Five years experience editing, directing, producing and supervising news, program development, etc. Excellent all around announcer. Box 492, BROADCASTING.

Veteran—First class license, 9 months experience in Naval installation and maintenance. Excellent. Box 493, BROADCASTING.

Chief engineer, age 33, married, desire change. 16 years experience with NBC networks. Excellent all around engineer. Desires affiliation with network or independent station. Best reference. Box 492, BROADCASTING.

Announcer—Veteran, 5 years experience, can supervise construction and installation. Can assemble parts. Can furnish盲目 box number. One cent for address.

Advertisements

Situation Wanted 10c not to exceed 50 words.

Order your ad today in Broadcasting or Telecasting.
Fox Case Is Named Manager of KIST
Captain Butcher to Direct Policy of New Outlet

FOX Case, who recently resigned as assistant director of CBS Washington operations, last Friday was named general manager of the new KIST Santa Barbara, Calif., intelligent Capt. Harry C. Butcher, and scheduled to begin operation early this fall under the NBC affiliate.

Captain Butcher, former naval aide to General Eisenhower and author of the best seller "My Three Years with Eisenhower," will direct policy operations with day to day management reposing with Mr. Case.

"Fox is joining me in the building of KIST and its organization," Captain Butcher said. "However, I'm not going to let him have all the fun of starting and running the station, I hope to have a small but alert staff of which Case will be my executive officer."

Mr. Case headquartered in Los Angeles for 10 years before joining CBS-WTOP a year ago. He organized and directed CBS news, special events, talks, agriculture, public service and publicity at CBS Hollywood headquarters. He will assume his new duties in early August, following completion of personal business affairs.

Captain Butcher, prior to the war, was vice president of CBS Washington operations. Mr. Case served as assistant director in Washington under Earl H. Hines, present CBS Washington head.

KIST has offices in the Benjamin Franklin Bldg. Technical tests for the new station were conducted by Lloyd Sigmund, chief engineer of KMPC Hollywood, formerly a lieutenant colonel, who served as chief radio officer in the communications zone of the European theatre where he and Captain Butcher frequently collaborated on communications for radio and press.

Permission of SEC is Asked by ABC

ABC last week filed an application with the Securities Exchange Commission for permission to issue 950,000 shares of $1 par value stock in the network's capitalization plan announced two months ago [Broadcasting, April 29].

The offering was proposed through Dillon Read & Co. heading a syndicate of investment houses.

The network wishes to use 45,000,000 shares to the SEC in the offering. The CBS Washington.

KIST in facts has in the Benjamin Franklin Bldg. Technical tests for the new station were conducted by Lloyd Sigmund, chief engineer of KMPC Hollywood, formerly a lieutenant colonel, who served as chief radio officer in the communications zone of the European theatre where he and Captain Butcher frequently collaborated on communications for radio and press.

Bishop Alma White
BISHOP ALMA WHITE, 84, father of the Pillar of Fire church operating WAWX Zarephath, N. J., and KPOP Denver, died Wednesday at the denomination's headquarters at Zarephath. Bishop White founded in 1901 at Denver after breaking with the Methodist church.

The denomination's two broadcast stations operate on a parttime basis. Bishop White was born in Lewiston, Maine, in 1862. Her husband, Rev. Kent White, died in Denver in 1940. They had two children.
Summer Institutes Are in Full Swing

KYW Philadelphia, for the fourth successive year, last Thursday began its annual workshop, lending facilities to all of the area’s private and public schools. The cooperative project of the Westinghouse station and the local board of education will continue through July on a daily basis.

Courses stress four basic subjects: script writing, production, and acting, evaluation of programs, organization of radio workshops in schools.

Guest lecturers who have already accepted invitations to address the workshop are:

Dr. Franklin P. Dunham, chief of U. S. Board of Education; Mr. Doris Doran, assistant to the manager of NBC public service department; Mrs. Gertrude B. Broderick, assistant radio specialist, U. S. Office of Education; Mr. Frederick Gruber, school of education, U. of Pennsylvania; Kelsey B. Swartz, radio director, Massachusetts State Dept of Education; Robert F. White, KDKA, Pittsburgh, education director; John A. Holman, business manager of station, Westinghouse Electric Corp.; Gordon Swan, program director, WBS, Bronx- Springfield; George Slade, education director, WIBG, Philadelphia; Ben Hufeld, education director, WQW, Fort Wayne, Ind.; Robert Macdougal, education director, WWJ, Detroit, and Missouri regional vice president of the Assn. for Education in Radio; and J. E. Aulino, manager, KDRA Pittsburgh.

A four-week course, open to high school students chosen by the board of education, has enrolled 60 students and will stress acting and script writing. Instructors in this is given by William C. Galleher, KYW education director, assisted by Ruth Doerr Briery, representing the schools.

Teaching plan was conceived by Gordon Haskins, program and education director of Westinghouse Radio Stations, Inc., in collaboration with Miss Gertrude Golden, district superintendente of the Philadelphia public schools.

* * *

Oklahoma U. Course

TEN DAY institute and colloquium, entitled “The Radio Station in America,” is currently running at the University of Oklahoma, Norman. Under the direction of Dr. Sherman P. Lawton, coordinator of radio instruction at the university, the institute started June 20.

Agency, radio, university and network speakers have been listed for the course. The institute is also making visits to studios of WNAD Norman; KVOY and KTOC in Oklahoma City; KGFF Shawnee; and KSWO Lawton, Okla.

* * *

KPO—Stanford Institute

FOURTH summer radio institute of KPO and Stanford U., which opened June 20, is now running for eight weeks and offering courses in all branches of radio. Inex Richards, Stanford U., is head of the institute. The KPO-Stanford Institute was inaugurated as a wartime measure to meet manpower shortages in the industry. Enrollment for this year is said to be predominately veteran.

Radio Reporters Answer Charges Made On Their Coverage of Railroad Crisis

EDITOR, BROADCASTING:

In your most recent issue a letter from Lester Harlow of Arlington, Va., criticized Mutual’s Washington correspondent, who represented the first railroad strike—the one that was called off at the last minute.

Mr. Harlow says (1) we misrepresented our position as being on Union Station conference where, as actually we were at Track 16; (2) we overestimated the crowd and (3) the crowd did not cheer the strike’s end was announced.

As to Point One, of course we were on the concourse but within the high-open-work fence at the head of the train crews where we could be in touch with train crews, show actions and feelings we were reporting along with the general station scene.

Mr. Harlow has a point in his Number Two. Union Station was something less than jammed although there was a big crowd there.

The several thousand people of whom we spoke were rapidly dispersing in the 15 minutes before we went on the air. Remember that the people had just been informed a strike had been called. Our network had reported that.

As to Point Three, we still don’t think it was either a sigh or a horse laugh which those G. I.’s, bound for discharge, let out in the 15 minutes before we went on the air. Remember that the people had just been informed a strike had been called. Our network had reported that.

‘No Bias’

We thought we exercised a good bit of initiative in being the only network reporters to tell the story by direct line from the scene—where we could watch by a horse laugh which those G. I.’s, bound for discharge, let out in the 15 minutes before we went on the air.

We refer Mr. Harlow to a press photograph, page 14-M, Washington Post, May 19, showing a group of soldiers cheering and waving in the station. Maybe that was posed or synthetic, in which case we assume Mr. Harlow has impartially written off the trains were running.

‘No Bias’

We think we exercised a good bit of initiative in being the only network reporters to tell the story by direct line from the scene which we did with fair, if less than perfect accuracy, and with no bias toward either side.

We were under the gun on a

MBS Atlas

A SERIES of 106 maps covering all of the standard radio broadcast allocations in the U. S., Mexico, Canada and Cuba has been compiled and published by the engineering department of MBS. The atlas reports the stations’ power, hours of operation and antenna patterns. The MBS engineering staff compiled the atlas from FCC records and has devoted one page to each of the national channels, showing the relative geographical distribution of stations on a frequency. Books are available at $25 copy at MBS, 1440 Broadway, New York.

DISCUSSING the Fitch sponsorship of Veto & Sade, started June 27, 7:30-8 last GMT full Mutual [BROADCASTING, June 17] are (1 to r) Lucius Fitch, executive v. p. of F. W. Fitch Co.; L. R. Sandahl, v. p. in charge of sales; and Bernardine Flynn, known to millions since 1922 as “Sade.” Show w. originate in Chicago.

Luckman Maintains Lever Cut In Radio Not Lack of Faith

CHARLES LUCKMAN, recently elected president of the giant Lever Bros. last week scoffed at reports that since his elevation to the captaincy of one of the nation’s three biggest soap makers he had lost his faith in radio, the medium to which he gave most credit for the skyrocket rise of Pepsodent sales when he was head of that company.

Said the 37-year-old executive of U. S. soap selling: Lever’s cancellation of two network shows and its intended termination of a third “does not imply any lack of confidence in radio advertising as such.”

Mr. Luckman, who for many years used radio widely to advertise Pepsodent with such programs as Ames’ Andy and later Bob Hope announced that the Lever Bros. advertising budget would be changed from its former allocation system of 70% for radio and 30% for press to an equalizing 50-50 ratio. In a total advertising budget of $8,000,000 radio will now get half.

Lever Bros. has already cancelled Bob Burns and the daytime series Big Story and we probably cancel the Joan Davis Show, but the money it saved in those rejections has not been diverted to other media. The essence of the change is a reduction of total advertising budget.

Possibility Seen

The retermination was seen as possibly the outgrowth of Britain’s desperate need for U. S. dollars. By cutting its advertising expenditures, the U. S. Lever Bros. might well increase its profits to deliver more return to its parent company, Uniliver, in dollar-hungry Britain.

Mr. Luckman’s statement to BROADCASTING follows:

“The basic aim of Lever Bros. regards allocation of advertising expenditures between radio and publications, to achieve a proper balance. This is essential for any advertiser.

“By that I do not mean that every advertising budget should be divided exactly in half, with radio and press sharing 50-50. The proper ratio will always depend on the particular business involved, and the products it has to sell. There can be no yardstick that would apply to all at times.

“It is true that Lever Bros. is at present adjusting its ratio to approximately 50-50. This certainly does not imply any lack of confidence in radio advertising as such, nor 50% of our advertising budget is a very substantial expenditure. But it does represent what I consider the proper balance that Lever Bros. should maintain at the present time.”

VFW on 440

VETERANS of Foreign Wars of U. S. now has a coverage of 440 stations which are broadcasting their 13 quarter-hour transcribed series, Calling All Veterans. Series features interviews between Joseph M. Stack, commander-in-chief of V.F.W., and Washington authorities on veterans affairs. Stations in Alaska, Honolulu and all states are carrying the programs. National Publicity Director Barney Yanofsky and Radio Director Mark Kinsey arranged the series.

Gresham to NBC

HARRY FORD GRESHAM, after touring with the USO in the Central Pacific during the war, Mr. Gresham had a successful career on Broadway as an actor before the war.

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BROADCASTING • Telecasting
1 NEW STANDARD STATIONS GRANTED FRIDAY BY FCC

THREE NEW standard local stations for Ocatello, Idaho, city of 18,135 population (1940 census), are among 14 that were issued by FCC Friday. Other grants authorized AM stations in Great Falls, Mont., Conceverte, W. Va., Huntington, W. Va., Hendersonville, N. C., Mayfield, Ky., Fort Worth, Tex., Bangor, Me., and New Brunswick, N. J. Ocatello was constituted second consecutive week -which three stations were authorized at one time for one community. FCC June 21 granted triple grant to Gadsden, Ala. [Broadcasting, June 24].

Details and principals in grants:

Pocatello Broadcasting Co., Pocatello, granted 1490 kc, 250 w. F. M. Bistiasset, in public transportation, president, owning 51% of stock. James Brady, secretary, Brady Trust Co. of Pocatello, owns 49%. Other officers: David Smathers, treasurer; A. T. Smith, program director; George O. Bowman, manager. Secretary to station KGBSan Diego, KGB Santa Barbara, KG KLJ San Diego, KDFC San Diego. Applications to be heard on following issues:

1. To determine legal, technical, financial and other qualifications of applicant, its officers, directors, and its managers, to operate said stations or any one of them.

List of officers and directors:

- J. Paul Evans, realtor, secretary, 29%, and J. H. Hinkle, manager, 7%
- James Brady, secretary, Brady Trust Co. of Pocatello, 21. 1/3%
- J. H. Chumley, publisher, 1%, and Edwin McDermott, attorney, 1/3% of stock. Station to use 1450 kc, 250 w.

Station to use 910 kc, 250 w. Limited time to 24 hours per week.

Application to use 1260 kc, increase from 250 w. Limited time.

BROADCASTING Telecasting from drones to aerials was approved yesterday in Los Angeles July 24 before Conmr. Wakefield. Commission to hear testimony of Howard Hughes, Hughes Tool Co., and Thomas Lee Biskind, representatives of Salt Lake City. Commission to hear testimony of Robert Oldham, president of WBTM Danville, Va., and Wilda Gen Hatch.

L. A. VIDEO HEARINGS JULY 24

FCC announced Friday further hearings on Los Angeles television applications to be held in Los Angeles July 24 before Conmr. Wakefield. Commission to hear testimony of Howard Hughes, Hughes Tool Co., and Thomas Lee Biskind, representatives of Salt Lake City Broadcasting Co., Inc. Applications to be heard on following issues:

1. To determine legal, technical, financial and other qualifications of applicant, its officers, directors, and its managers, to operate said stations or any one of them.

Applications to be heard on following issues:

1. To determine legal, technical, financial and other qualifications of applicant, its officers, directors, and its managers, to operate said stations or any one of them.

List of officers and directors:

- W. C. Blake, sole owner in public transportation, secretary; W. A. Grant, former telegraph manager for WHIS Bluefield, W. Va., president.
- J. H. Hinkle, manager, 29%, and J. H. Chumley, publisher, 21. 1/3%
- J. H. Chumley, publisher, 1%, and Edwin McDermott, attorney, 1/3% of stock. Station to use 1450 kc, 250 w.

Application to use 1260 kc, increase from 250 w. Limited time.

Application to use 910 kc, 250 w. Limited time to 24 hours per week.

Application to use 1260 kc, increase from 250 w. Limited time.

FCC also granted switch from 1230 kc to 1260 kc, increase from 250 w to 1 kw unlimited with directional antenna for night use, to KPOW Powell, Wyo.

CALL letters WASH requested by Metropolitan Broadcasting Corp., holder of grant for WASH, D. C., Broadcasting Co., June 17 and proposed FM grant.

At Deadline...
MIDDLEBROOKS APPOINTED
NAB ENGINEERING DIRECTOR

JAMES L. MIDDLEBROOKS, engineering director of Field Enterprises Inc., Friday named NAB director of engineering, according to A. D. Willard Jr., NAB executive vice president. He assumes office July 1, succeeding Howard S. Frazier, acting director, who resigned last spring to enter station consulting practice.

Before joining Field he had been in Navy 35 years, holding rank of commander. Prior to service, was vice president of construction for CBS general engineering department, traveling in all 48 States and foreign countries. Was in charge of building WABC New York and WTOP Washington transmitters. He is graduate of Alabama Polytechnic Institute. First industry job was construction of WAPI Birmingham for U. of Alabama.

C OF C BOARD APPROVES
ADVERTISING CAMPAIGN

ADVERTISERS urged Friday by Board of Directors, U. S. Chamber of Commerce, to earmark a definite part of their respective advertising budgets for ads designed to assist the American people to think straight about the American economic system.” Plan had been proposed by Advertising & Sales Promotion Subcommittee of Domestic Distribution Dept. Committee.

During summer detailed plan of carrying out subcommittee program will be developed with final effort getting under way in fall. Campaign will be waged on national and local levels, involving all media. William C. president, envisions national council in advertising to guide plan much as Advertising Council correlates public service advertising. Subcommittee chairman is Leonard Trester, General Outdoor Adv. Co. Plan originally suggested by Don Belding, Poole, Cone & Belding, and P. W. Lennen, Lennen & Mitchell, at recent AAAA session, with ideas of many others included.

FRED DEVOE BROWN

FRED DEVOST BROWN, 37, production manager of World Broadcasting System, Chicago, died suddenly Thursday of coronary thrombosis. Survived by wife, three children. Funeral services held Saturday.

SNAFU

ROUND TABLE discussion of atomic bomb test heard through network pool broadcast last Saturday was "on the record"—but that was what caused commotion. Voices of War Sec. Patterson, General Eisenhower, and Admiral Nimitz recorded several days before, with Nimitz, originating set in San Francisco, understanding recording for precautionary measure, in case of transmission difficulties; Army-Navy officials involved understanding it to be "the show." Consequently, "brass" unavailable for live show, as they believed they had finished with program days before. After bickering and tearing of hair—NAB’s—network agreed to waive transcription ruling, and use recorded voices. As BROADCASTING went to press, arrangement was to use above transcription, Navy Secretary Forrestal and Admiral Blandy live from Bikini, General Spaatz from ETO. NBC and ABC carried at 6:30 p.m. (EST), Mutual at 10:30 p.m., re-recorded.

GOLF TOURNAMENT SPONSOR

In a vast area where 9.5% of all the people in the United States live, WLW has a serious and difficult responsibility... to program its clear channel facilities satisfactorily for all segments of that considerable population.

These people live in portions of six states. Three and a half million are concentrated into 14 cities of 50,000 or more. Another six and a half million live in 216 incorporated towns of less than 50,000 and in uncounted hundreds of villages and hamlets. Two and a half million live on farms.

185 cities and towns in the area have no local radio station. We must remember them in our programming. Four out of every five are not farmers. We must provide the farmers essential radio service, but we must not forget the small town merchant, professional man, housewife and worker. Many of them depend largely on WLW for radio's top-rated entertainment.

We must cull from the news all the local references that will not be of interest to a large part of our audience, and we must emphasize news of a regional nature. Our farm service must be tailored to the territory... we cannot just pass along the national farm news and information.

Yes, WLW must be a common denominator for many people of many ways of life. It is significant, we believe, that both the Nielsen Radio Index, and the NBC 1944 All-County Survey, show that 17 of every 20 radio families in this WLW area listen regularly to the Nation's Station... proof enough that WLW fulfills its difficult responsibility eminently well.
In spite of its being the SEVENTH largest city in the nation (SIXTH in sales), Washington still likes a touch of plain, friendly corn in its radio fare. And Easy Gwynn, Midas-like, grows corn that turns to gold at his touch!

Like many of the other name personalities at the new WOL, Easy Gwynn is new to Washington. But his rating-rearing record in other metropolitan centers is almost legendary. In only six months on WIBC, Indianapolis Mutual station, Easy Gwynn grew an 11.5 Hooper rating at 4:45-5:00 in the afternoon, Monday thru Friday—leading the second-highest station by a 186.7% margin. In Indianapolis, his mail pull—without giveaways or special offers—ran up to 2700 pieces of mail in a single day. In a small market, he pushed the mail count for one program from 30 up to 400 letters and cards daily.

At WOL Easy Gwynn makes noises like a disc jockey every morning from 6:00 to 8:00 and every afternoon from 4:00 to 5:00 (Monday through Saturday), with the usual proportions of time signals, weather bulletins, news, music and chatter in the unusual Gwynn manner. And the corn grows tall on Pennsylvania Avenue and all along the Potomac.

To find out what Easy Gwynn's brand of friendliness can do for you in the lush Washington market, ask Katz or WOL—Washington's fastest-growing station.

* Sales Management "Survey of Buying Power," May, 1946
* Continuing Measurement of Radio Listening, Fall - Winter, 1945-46

WE'RE PUTTING A PLOW TO PENNSYLVANIA AVENUE . . .

BASIC MUTUAL
A COWLES STATION
WOL
"THE VOICE OF WASHINGTON"

 Represented nationally by THE KATZ AGENCY, INC.