THESE THREE HARD FACTS

prove that WOR is the favorite station buy
among the majority of advertisers and agencies in the United States

1. WOR regularly carries more accounts with a greater total dollar volume, than any station anywhere.

2. WOR frequently carries more accounts than the combined total carried by New York's three other major stations.

3. For years, WOR has regularly carried more exclusive accounts than the combined total carried by New York's three other major stations.

Any station would be proud to attain even one of these three achievements. WOR has consistently, year after year, been a leader in all.

There's a reason for WOR's unique standing: More than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else.

Let's show you how we do it.

our address is: WOR—that power-full station at 1440 Broadway, in New York

mutual
When Mr. and Mrs. Leroy Collings celebrated their fifty-fifth wedding anniversary, it was only natural for them to visit WLS Dinner Bell Time, their favorite program for nearly half their married life.

Born on a 200-acre farm in La Porte County, Indiana, Leroy Collings farmed it till 1940 when Uncle Sam moved in with the Kingsbury Ordnance plant. Crops were corn, soybeans, wheat and oats; he marketed an average of 25 hogs a year and sold the milk from eight cows. News and Markets have been his chief listening, aside from Dinner Bell.

Mrs. Collings, with a collection of WLS Family Albums, knows most of the entertainers by name. The five Collings children are listeners in their own homes; there are now fourteen grandchildren and two great-grandchildren. The family has subscribed to Prairie Farmer 52 years.

It is on this family, and the thousands of families like it, that WLS has focussed its microphones for twenty-three years, giving them the service and entertainment they want. Our friendship with them is personal and real through their visits to our studios, our visits to their fairs and community events, and their million letters a year... powerful evidence of listener-loyalty and consequent advertising results.
Balanced diet

From robin's chirp to witching hour, Philadelphia's leading independent gives Philadelphians what they like to hear. News and weather (every hour on the hour) . . . swing and superb symphony . . . seasonal sports and drama and special events at home and across the seas.

Call this programming a balanced diet. Call it a recipe for making friends. By any name, it's winning a steadily growing audience. And it is the reason a steadily growing army of advertisers find WPEN a prime selling force in the nation's third largest city.

WPEN gets results.
Upcoming


May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.


June 1-2-3: NAB District 1, Somerset Hotel, Boston.

(Other Upcomings Page 83)

Bulletins

NEGOTIATIONS for sale of WPEN Philadelphia by Philadelphia Bulletin to group headed by Albert Syll, executive of Sun-Ray Drug Co., chain operators in Pennsylvania, reported under way Friday. Sale understood to be near $900,000 figure. Upon consummation, Bulletin will apply for license of WCAU, 50,000 watts, to its own ownership, and sale of 5,000 independent WPEN to proposed purchasers. WCAU, CBS affiliate, acquired by Bulletin from J. David Stern, publisher of defunct Philadelphia Record and Camden newspapers, last February for about $10,000,000. Mr. Stern had acquired WCAU company from Levy brothers last fall for gross of $5,000,000, about half of which represented struck station price.

PURCHASE of rights to NBC Today's Children and Woman in White by General Mills, effective June 2, announced by Johnstone, Rubber, and Associates, agency, confirming report of partnership split between Carl Wester and Irna Phillips [BROADCASTING, May 5]. Compton Adv. disclosed purchase of Guiding Light from Irna Phillips by Procter & Gamble Co. starting on CBS June 2. Following General Mills purchase, Carl Wester Co. will produce two previously named NBC daytime programs with NBC Masquerade being handled by Radio Scripts Inc., with which Miss Phillips is associated.

FCC May Trim Low-Band Space for Video

POSSIBILITY television may lose space in lower band foreseen Friday as FCC called engineering conference June 10-11 on problems involved in use of frequencies between 42-88 mc, which includes first six video channels. Any channel loss would reduce total U. S. channel availabilities, but FCC sources said careful selection could keep actual loss of available frequencies low.

FCC authorities said interference has resulted from plan of assigning fixed and mobile services to share television frequencies, and from FM on adjacent channels, and that...
There's no doubt about it—Mid-America is growing.
You see it in the expanding industrial areas—and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc (now under construction), your sales messages will reach every corner of this rich and expanding market.

Represented by John E. Pearson Co.
Copyright 1946, KCMO Broadcasting Co., K. C., Mo.
Service-Performance-Results

CHARLES T. STUART
President & Exec. Director
Ex. Offices—Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

Left to Right... Sam M. Greenberg, Advertising Manager, Philips Department Store; Margaret Crogan, KOIL Account Executive; W. J. Newens, KOIL Station Manager.

Nine consecutive years on KOIL... starting the tenth... and results "beyond expectations!" Here's proof that KOIL effectively delivers responsive listeners in the mighty Omaha-Council Bluffs market! KOIL can make every penny of your time dollar profitable, too. Call Petry today!
WHAT GOOD IS AN Award?

You can't eat an award. And you can't pay bills with it. And yet, when you think of it, an award is very much worthwhile, because it confirms the fact that a good job is being done. And it makes everyone concerned want to do an even better job in the future.

"Name Your Music", an NBC Western Network division program, which originated in Portland and featured KGW staff talent, has received the City College of New York national award "for the creation of the most effective direct selling, sponsored radio program", regional and intrastate classification. The KGW staff is not unaccustomed to award winning.

Phil Irwin, announcer on "Name Your Music", won the 1945 national H. P. Davis Memorial Announcers' Award. We believe that a radio station which maintains live talent of this caliber provides better service, both to the public and to the advertisers.

KGW
AFFILIATED WITH

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
BROADCASTING • Te lecasting

May 26, 1947 • Page 7
STORY OF MR. MALAPROP * “No, no, no! You guys don’t get it. You just ain’t Archie!” Ed Gardner, then a producer of big time radio shows, was speaking to a group of actors, each of whom had just auditioned unsuccessfully for the role of Archie, manager of Duffy’s Tavern. One of the actors suggested that Gardner himself try out for the role of his own creation. Gardner stepped to the microphone and began talking.

The actors nodded in unison. Gardner was right—he was Archie. Thus Archie was born with a silver foot in Gardner’s mouth. Gardner proved to be a master at putting a round adjective in a square phrase. The things Archie says, Noah Webster never said.

Other members of this Wednesday night cast include Clifton “Brains” Finnegan, a simple minded youth with an IQ that barely registers; Miss Duffy, “daughter of the
establishment”; and Eddie, the waiter, whose most difficult task is listening to Archie boast of his romantic coops with females of the opposite sex. Patrons include famous guest stars of radio and screen, who are invariably the objects of—(1) Archie’s romantic attentions—or (2) Archie’s mal mors. Canny Duffy, of course, has never been seen in the tavern since it opened in 1941.

How to operate a tavern? Locate it on the East Side of a gifted comedian’s imagination. Swing wide its doors in millions of American homes via the powerful facilities of the NBC Network. Reserve its tables for the vast NBC audience. Give it a sponsor who is a pioneer radio advertiser—Bristol-Myers Company—and make it possible for listeners to step from Duffy’s Tavern to the office of Mr. District Attorney. The result: a half hour when the elite meet to eat and a nation listens to laugh.

... the National Broadcasting Company
Feature of the Week

EXPLAINING features of the RCA 16mm television motion picture projector to the engineers assembled for the clinic is Frank M. Folsom (left of projector). Included in the group are (1 to r): George S. Johnson, KOB Albuquerque; J. Duncan, WLW Cincinnati; G. O. Milne, ABC New York; Mr. Folsom; Merrill A. Trainer, manager of RCA Television Equipment Sales Section; Dan Hunter, WMAL Washington; E. J. Meehan Jr., RCA; Paul Wittig, CBS New York; John M. Sherman, WTCN Minneapolis.

FROM ALL PARTS of the U. S. the nation's top-ranking broadcasting engineers were in Camden, N. J., last week to attend for five days a television engineering training clinic conducted by RCA Engineering Products Dept.

The visiting engineers represented the major radio networks and leading independent stations which are operating or planning to operate television service. They were welcomed by Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor Division, and T. A. Smith, general sales manager of the Engineering Products Dept.

Those attending the course for the full five days were:

 Sellers of Sales

MAIL PULL is sometimes the objective of a radio advertiser. Insuring mail pull can help keep a client happy, this young salesman thought.

So he advised friends to write letters in response to the first program. And even when that program was cancelled by a special events broadcast, it was not possible to halt all of the responses. It was only necessary to learn his lesson once, Wayne Steffner, CBS western division sales director, aver's.

As sales director for CBS western division, he is reputedly operating a $2,000,000 annual business in time alone, plus several hundred thousand dollars in program sales. All told this involves more than 150 accounts.

Son of a mining engineer, Wayne was born in Manhattan, Nev., on March 20, 1912. At four, his family moved to San Francisco where he was reared, finishing Alameda High School in 1928.

With the depression at hand, a job was his only consideration and he was lucky enough to tie up with the research department of McCann-Erickson Inc. In June 1933 he was named manager of the media department. This was his post until October 1938, when he resigned to join Newspaper Groups Inc., San Francisco, as account executive.

Radio has been his ambition but he had to wait until December 1939 for an opening with KSFO San Francisco (then a CBS affiliate) as an account executive. In January 1942 he joined CBS radio sales division as manager, becoming manager of network's San Francisco office 18 months later. In June 1946 he was in addition named sales manager of Columbia Pacific network. On February 1, 1947, he assumed his present duties, shifting his headquarters to Hollywood.

Married since May 22, 1938, to Dorothy Meherin, he is father of Wayne Jr., 7.
FOLLOWING the recent destructive tornado in Woodward, Oklahoma, and the disastrous explosions in Texas City, Texas, many Southwestern radio stations and their courageous personnel performed great service in bringing prompt and accurate news to listeners, in mobilizing relief activities and, oftentimes, assisted in the actual alleviation of suffering among the victims. In conformance with the best traditions of American reporting, the humanitarian rather than the sensational view was broadcast.

Thus, unselfishly working together, the broadcasting industry once again demonstrated that, in a free America, private business is always eagerly and instantly converted to the public service when the need arises.

We salute all those stations in the Southwest who served so well during these recent tragic emergencies.

RADIO STATION KVOO
50,000 WATTS NBC AFFILIATE 1170 KC
Oklahoma's Greatest Station Tulsa, Oklahoma
Edward Petry & Co., Inc., National Representatives
No. 10—Intimate Glimpses into the Lives of the Great Spot Radio Sales Organization on Earth!

PERSONAL CONTACT!
Above you behold an air-shipment of F&P Service—Vice President Lloyd Griffin of the Chicago Office, off for a tour of personal contacts with advertisers, their agencies, and the stations we represent. Nor is Griff the only F&P Colonel who is forever forsaking his fireside to foray far afield. All of us travel thousands of miles every year in order to make the personal contacts that enable us to fully interpret your problems to “our” stations, and vice versa—to do it better, we think, than any other representatives in the industry.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
White Bill Alters Program-Fiscal Control

Splits Commission; Permits Same AM-FM-TV Owners

By SOL TAISHOFF

LEGISLATION TO CREATE a new national policy for American radio, said by its author to preclude the "Blue Book" type of regulation of programs or business aspects of broadcasting and entailing reorganization of the FCC itself, was introduced in the Senate last Friday by Majority Leader Wallace H. White Jr. of Maine, chairman of the Senate Interstate and Foreign Commerce Committee.

The identical bill was introduced in the House simultaneously by Rep. Charles A. Wolverton (R-N.J.), chairman of the House Interstate and Foreign Commerce Committee.

Action at this session, particularly in the Senate, will be sought, with prospects of public hearings before Sen. White's committee within the next month.

In sweeping revision the anti-

Salient sections from White Bill

...on page 90

S.1333 Section-By-Section Analysis

Chairman White Gives Digest of New Radio Law Sections 1, 2 and 3 (Definitions)

SECTION 1 cites the title of the act as the "Communications Act Amendments, 1947." Sections 2 and 3 amend section 3 of the present law to add a number of definitions and clarify the meaning of some existing definitions. These include the definitions of "broadcasting," "network broadcasting;" "license;" "station license;" "radio station license;" "broadcast station;" "broadcasting station;" "radio broadcast station;" "network organization;" "hours;" "broadcast hours;" "construction permit;" "single broadcast band.

Clarification of some of these terms, particularly the term "license," is made necessary because of a tendency upon the part of the Commission to treat what are in fact licenses, as instruments of a different character and lesser import, thereby making possible avoidance of compliance with procedural and appellate provisions of the act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had.

These definitions tend to insure that result.

Sections 4 and 5 (Setup and Functions)

Sections 4 and 5 amend sections 4 and 5 of the present law and modify the administrative setup and functions of the Commission. Section 4 eliminates the provision giving the President authority to name the Chairman, thus conforming to the general practice in several other quasi-judicial agencies which annually elect their own Chairmen. Section 5 would require separation of the Commission of seven members into two statutory divisions of three members each and clarifies the functions of the Chairman and the Commission.

Under the legislation proposed the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the Act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, maritime services, aircraft services, general safety services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services, as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed divisions insofar as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations relating to broadcast, television, facsimile and kindred communications intended for public reception is vested in the Broadcast Division. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Common Carrier Division. This plan not only recognizes the basic and fundamental difference between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of
White Bill Test—Let's Face It . . . . . . . . . . An Editorial

AFTER MANY months of incubation, the White Bill (S. 1335) to amend the Communications Act of 1934 has emerged from the drafting pads. It is pending before both houses of Congress. It is almost all the work of Sen. Wallace H. White, Jr., majority leader, chairman of the Senate Interstate & Foreign Commerce Committee, and the principal architect of every piece of radio legislation since radio's aborning days.

It is a comprehensive measure. It took months in the making; it will require days or weeks to ferret out its strong points and its weaknesses. At first blush, it appears to be a mixture of the bitter and the sweet. In its present form it admittedly er, of A

The White Bill (Continued from page 12) into two autonomous divisions, with a rotating chairmanship and with the chairman to serve as executive officer. Each division would elect its own chairman.

Permit no person to own or control in the same area more than one broadcast station in any single band (i.e., an AM station, a FM station, a television, etc.).

Allow no person to own stations in any single band which in the aggregate give a primary service to more than 25% of the total population—a provision that would affect the major networks through ownership of their own stations in the aggregate.

Prohibit the FCC from discriminating against station ownership, such as newspaper licensees, which would outlaw also the so-called Arco procedure of open bidding in station transfers.

Incorporate in the law the so-called network monopoly regulations of the FCC with the important exception that affiliate contracts would run for 3 years rather than 2. 

Institute provisions which would "discourage a policy which grants licenses wholesale simply on demand." 

Spell out procedure on processing of applications and instruments of authorization with the right of full hearing, notice, and appeal clearly established.

Revise the revocation of license procedures to permit "middle ground" authority whereby the FCC could cease and desist orders which, if subsequently violated, could result in revocation.

Vastly broaden the political section to assure qualified candidates for public office and their spokesmen equal time and facilities.

Broaden the law whereby discussion of public or political questions would be guaranteed the same equality of opportunity provided under the political section.

Require identification of source of news items and "honest labeling" of editorial comment, interpretation or analysis.

Provide for issuance of "declaratory orders" by the FCC in cases of controversy arising under any provision of the Act and that the license would not incur the risk of ultimate loss of license.

Broaden provisions for judicial review of Commission orders both before the U. S. District Court for the District of Columbia and three-judge courts in the jurisdiction in which the litigant is domiciled.

Provide for direct appeal to the Supreme Court in certain cases.

Require submission of a uniform type of report by the FCC in all hearing cases with mandatory oral argument.

It was evident after introduction of the bill Friday that independent broadcasters and networks alike would look with grave concern upon certain critical provisions and upon the general theme relating to broadening of the so-called political and related sections of the Act. These provisions are contained in sections 2, 3, 10, and 11 of the White-Wheeler Bill, included largely upon insistence of

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Sen. White's Introduction Statement

MR. PRESIDENT. I have today introduced for appropriate reference a bill to amend the Communications Act of 1934. Because of the wide interest expressed in radio legislation, it seems appropriate to make a brief explanatory statement of the measure.

Mr. President. The bill is the result of more than seven years of congressional investigations, studies, and hearings by committeemen in both houses of Congress, conferences and discussions with representatives of large and small broadcasters and members of the FCC as well as with experts and students of the problem. It has its immediate source in S. 1885, a bill introduced by Sen. Wheeler in the 76th Congress; in S. 1520, introduced by me in the 76th Congress; in S. 814, introduced by me for myself and Mr. Wheeler in the 78th Congress; in recommendations of the Federal Communications Bar Association; in recommendations in the Report of the Attorney General's Committee on Administrative Procedure and in court decisions.

The purpose of the bill is largely to clarify the meaning and intent of the existing act and to rectify some of the defects which have become obvious during the past twelve years of administration of the law. Broadly, it deals with:

1. Changes in the organization of the Commission designed to make it function more expeditiously and expertly;
2. Modifications in functioning and procedure by the FCC to insure equal treatment of applicants and licensees;
3. Modifications in ex parte procedure and provision for declaratory judgments;
4. Equality of right and opportunity to use radio facilities in political campaigns and in discussion of public questions and separation of fact from editorial opinion;
5. Further protection against censorship over programs or station operation by Government;
6. Protection against monopoly by limitations on ownership. It should be emphasized that the bill should not be regarded as the answer to every question that has been raised. There may be much to be said for them. We shall have hearings and all who have suggestions to offer will be heard.

This much, however, I believe can be said. We are in great need of new radio legislation; the art is more than a quarter of a century old and has made gigantic strides technically but is operating under a law which for nearly 20 years old. Back in 1939, the late President Roosevelt commented publicly on the need for a reorganization of the Commission and new substantive law on the subject of communications. The nation's broadcasters have made clear that they want new legislation; but even more important, the public, the radio listeners are entitled to what I believe to be the benefits of this legislation. Mr. President, I now ask unanimous consent to have printed in the Record, as a part of my remarks, a statement I have prepared which explains in a section by section analysis the provisions of the bill I have introduced.

in recovation.

(Continued on page 98)
Blue Book Blasted by NAB President

Freedom of Speech Is Threatened
Says Miller

A POINT-BY-POINT REPLY to FCC's Blue Book was released by NAB last week, comparing the 14-month-old report to the Star Chamber procedures of England in the days before the separation of the U.S.

The attack, one of the most carefully documented yet made, was contained in a 34-page letter to Rep. Harris Ellsworth (R-Ore.) from NAB President Justin Miller, who charged that the Blue Book is illegal, punitive and improper, and cited legal precedent to support his claims.

Representative Ellsworth, one of the owners of KRNR Roseburg, Ore., and a member of the House Investigating the Foreign Commerce Committee which passes on radio legislation, had asked Judge Miller for a statement of NAB opinion of the Blue Book. Mr. Miller replied in his own observations. The exchange of letters is being released in booklet form by NAB with the Congressmen's consent.

Judge Miller said the Blue Book seeks to evaluate radio's programing and public interest aspects by "reducing them to a statistic," and that "the efforts of the Commission...to indifferent broadcasting licensees on the theory that they are making too much money is an unwarranted indirect attack upon freedom of speech."

He warned that if FCC is permitted to make "economic determinations of needs for broadcasting stations in particular communities" the control of FCC over free speech will be immmeasurably extended.

Quoting Blue Book references to program needs of U.S. radio, the NAB executive declared:

In this respect the Blue Book is not a plan but a prayer, but an attempt to propagate the sociological ideas of particular Commissioners. While it is entirely proper and desirable for informed critics to analyze and challenge practices and performances of radio broadcasting, it is a dangerous proposition for a government agency which is engaged in "regulation of inter-state commerce" to be stirring up such criticism. It is as if the Attorney General in administering the law concerning the use of the second-class mail privilege by magazines and newspapers, should issue a "report" condemning the contents of such publications and urging critics to attack them.

He charged that "the philosophy which underlies this Report and the manner of its issuance is the philosophy of 'government by men' instead of 'government by law.' He compared it with 18th-century England's "government by intimidation" or "by the lifted eyebrow," and so that effect is inculcates a bill of attainder-a legislative act which inflicts punishment without a judicial trial."

He quoted the Supreme Court's declaration in the "Lovett Case" that legislative acts may come within the Constitutional prohibition against bills of attainder "...no matter what their form [if they] apply either to named individuals or to easily ascertainable members of a group in such a way as to inflict punishment on them without a judicial trial."

Cites Tactics Involved

He insisted that the Blue Book did inflict punishment and that "nothing that resembled a judicial trial" preceded it. He said it inflicted punishment on specific licensees by naming their stations and condemning them for alleged improper performance, although no hearings were held and no opportunity given to challenge the evidence beforehand or the findings and new rules of procedure afterward. He added:

The Blue Book was set upon avidly by crooks, Communists and rival advertising media, who proceeded to heap ridicule upon broadcasters and broadcasting, generally. In fact...the FCC in its Blue Book provided the curious, not to say amazing, spectacle of a government agency inviting criticism of a large number of American citizens, presumably with the idea that such conduct constitutes proper regulation of interstate commerce. Thus it not only inflicted punishment itself, but urged Tom, Dick and Harry to join in inflicting punishment. He said that by using the device of a "Report," FCC "attempted to evade the prohibition against interference with freedom of speech contained in the First Amendment and in Sec. 326 of the Communication Act." The method of a "Report," he said, was in keeping with FCC's "familiar es-

Wakefield Reappointment Watched

Name Goes to Senate Six Weeks Before His Term Expires

REAPPOINTMENT of Ray C. Wakefield as a member of the FCC for another seven-year term beginning July 1 may evoke opposition in Republican Congressional quarters, it was indicated last week following transmission of the nomination on Wednesday to the Senate.

Some surprise was occasioned by the manner in which the nomination was transmitted-six weeks ahead of the June 30 expiration of Commissioner Wakefield's term and while the President himself was out of town at the bedside of his ailing mother in Missouri. A California Republican, Commissioner Wakefield's "Republicanism" has been questioned in national committee quarters despite the fact that he had the endorsement of Sen. John R. Knowland, California Republican, as well as the rest of the California delegation.

The nomination, following customary procedure, was referred to the Senate Interstate and Foreign Commerce Committee, of which Sen. Wallace H. White Jr. (R-Me.), the majority leader, is chairman. There was no indication from Senator White last week as to when the nomination might be considered. It was pointed out, however, that since Mr. Wakefield's term has until June 30 to run, the committee probably would not be disposed to act before June 12, when its next executive session is scheduled.

If usual procedures are followed, Mr. Wakefield will be called before the committee, in closed session, for questioning, after which the nomination would be considered by the committee. Customarily, little difficulty arises and such nominations are promptly reported to the Senate for confirmation.

It is too early to determine whether the opposition is organized or sporadic. Several party leaders, including the Republican Committee chairman, Carroll Reece, in the past have commented on the absence of "stalwart Republicans" on the FCC. The Commission now comprises two Republicans (Wakefield and Hyde of Idaho); three Democrats (Denny, Walker and Durr); and two Independents (Jett and Webster). Geographically, neither the New England-New York area nor the Middle West has representation on the Commission.

Succeeded Thad Brown

Mr. Wakefield came to the Commission in March 1941, succeeding the late Thad H. Brown. He has a public utilities background, having previously served as president of the California Railroad Commission, on which he sat from...
Block Net Show

ALTHOUGH Martin Block is already contractually tied to KFWB Hollywood and WNEW New York, Music Corp. of America has made $6,000 weekly offer to him for transcontinental record program, possibly on MBS. Deal is similar to Paul Whiteman Club on ABC stations starting June 30. Mr. Block would be starred on a five-weekly, one-hour recorded show. Meanwhile he is scheduled to start June 2 on KFWB, taking over 10 a.m.-1 p.m. shift. His WNEW recorded series continues.

PATT APPOINTED WDDO COMMERCIAL MANAGER

RALPH H. PATT, presently with the Chicago office of Paul H. Raymer Co., radio station representatives, becomes commercial manager of WDDO Chattanooga, effective June 15, it was announced last week by Earl Winger and Norman Thomas, the station's owners.

Mr. Patt will succeed Carter M. Parham, who announced his resignation last week after 18 years with WDDO, to become associated with the Radio Sales Co., Philco distributors in Chattanooga.

The new commercial manager's radio career began in 1925 with the Kansas City Nighthawks. From there, he spent 10 years at WJR Detroit in the program department and then became manager of WABC Portsmouth, Ohio, manager until he entered the Navy. After the war he joined Paul H. Raymer Co.

WABD NEW YORK SIGNS FOUR NEW SPOT SALES

WABD NEW YORK, Du Mont video station, announced four new spot sales last week.

The Pepsi Cola Co., Long Island City, N. Y., will sponsor one-minute spots before the Yankee afternoon baseball games and six-minute spots before each Yankee evening game. These were placed through Newell - Emmett, New York.

The Austin Nichols Co., Brooklyn, N. Y. (Mouquin Wines), will sponsor four-minute spots before the Yankee afternoon games and eight-minute spots preceding evening games. Short quiz programs called Sport Names to Remember will be used. Agency is Alfred Lilly Co., New York.

One-minute weather forecasts, Mon.-Fri., will be sponsored by Sanka Coffee through Young & Rubicam, New York.

The Keystone Hatting Co. now sponsors five minutes of sports news each day immediately preceding the Small Fry Club program.

More Research, Fewer High-Priced Packages Urged at AAAA Convention

"RADIO must prove it can do the job more economically than any other medium," said Martin Work, production supervisor of Young and Rubicam, Hollywood, in an address before the sixth annual Southern California Chapter AAAA convention at Ambassador Hotel in Los Angeles, May 22.

Pointing out that radio must rid itself of the excess fat acquired during period of excess profits, Mr. Work stressed importance of research in achieving economy. More research must go into program development and buying, he asserted.

Another symptom of the past to be overcome is "reclaiming the creative function" by agencies as well as networks instead of continuing with high-priced packages, according to Mr. Work. Low cost programs ranging between $2,500 and $6,000 must be built to accomplish the marketing needs of advertisers, he contended.

Terry Mann, account executive of David Lee Broadcasting System, and formerly media director of Foote, Cone and Belding, Los Angeles, outlined the aptitudes desirable in a media director today. Speaking as a member of the Western group, a post in today's advertising agency, he felt the responsibility called for a combination of librarian, accountant, salesman and public relations specialist.

Other key speakers included Jack Smock, vice president of Foote, Cone and Belding, Los Angeles, and chairman of the creative group of ANA-AAAA, who detailed a "program for better understanding of our economic system"; John Sayers, west coast director of Audience Research Institute, described role of research.

DAR Radio Action

DAUGHTERS of the American Revolution at their 56th Continental Congress in Washington, D. C., last week called on Congress to pass legislation ensuring radio's freedom from government censorship or control. "It is essential to the free and intelligent exercise of citizenship in a republic that radio broadcasting shall remain free from government censorship or control and be conducted in accordance with traditional American institutions of free speech and free enterprise."
NAB Asks BMB to Defer '48 Study to '49

Nets to Lose Active Status; Opinion Study Voted

By J. FRANK BEATTY

MACHINERY for continuing operation of BMB's audience reports was set in motion by NAB Board of Directors at its Wednesday-Thursday meeting at the association's Washington headquarters.

The board said it "enthusiastically endorses and commends BMB for its outstanding work" in the first study but asked BMB's board to defer the second study from 1948 to 1949, sending numerous suggestions from stations, with a long-range financing formula to be developed.

Other board actions included: Change of networks from active to associate status, subject to industry referendum or by-law revisions. ABC will join.

Grant of more authority to the president in directing association operations, subject to referendum.

Approval of $10,000 transfer of financial aid from autumn to spring, starting next year, with area and district meetings in the autumn.

Approval of second public opinion survey, with estimated $5,000 appropriated for field work.

Reversal of previous position on AFRA-network contract act, with four members to be named on Joint AFRA committee.

Approval of extensive rewriting of by-laws, with new dues classifications, subject to referendum.

The BMB action came after more than a day of heated argument. Opposition from directors except was based on the fact that 1948 is viewed as a bad coverage year because of the large number of stations being authorized by the FCC. Further, it was felt that more time should be allowed to perfect BMB's operating methods and provisions of the study itself.

Though a resolution adopted by the board did not expressly state that the next study should embrace practically all stations and not give coverage figures of nonsubscribers, it was understood these angles played an important part in the final decision.

Since BMB's board already has assigned Study No. 2 in 1948, the NAB board asks that its resolution be presented to the BMB board meeting scheduled next July.

BMB board consists of seven NAB members with a like number from the American Assn. of Advertising Agencies as well as the Assn. of National Advertisers.

Several suggestions for financing of BMB after July 1 were offered, including one that subscribing stations make a 15% down payment toward the second study. Already BMB has over 120 station subscribers.

Ample opportunity to prepare for the second study is provided by the board's action in sending BMB back to the laboratory. The first survey was based on two years of preparation, with 710 stations, four national networks and 10 regional networks subscribing. It cost an estimated $1,400,000.

Mr. Foltz will confer with BMB committees prior to the BMB board meeting to lay out preliminary plans for the No. 2 study and present the NAB board's position.

In order that the NAB board meeting on BMB's action in soliciting stations for information on their contract renewal plans [BROADCASTING, May 19]. BMB is understood to have taken the position that it merely sought information whereas some stations complained that renewals were being demanded prematurely.

Text of the NAB board resolution on BMB follows:

The Board of Directors of the NAB enthusiastically endorses and commends BMB for its outstanding work in the first nationwide study of station and network audience measurement. In order, added, which would exempt current station owners from having to divest themselves of radio properties after being elected to office.

It was doubtful, however, that the bill (S. 1309) would ever get beyond the discussion stage. There are already veteran legislators on both sides of the Congress who neither hold or are applying for licenses.

One of the most dominating personalities in the Senate GOP hierarchy, Sen. Robert A. Taft (R-Ohio), has radio interests through his family which owns the Cincinnat Times-Star and its affiliate station WKRC. Sen. Arthur Capper (R-Kan.) holds part ownership in WIBW Topeka and KKCN Kansas City, Kan.

Sen. William F. Knowland (R-Calif.), whose family owns the Oakland (Calif.) Tribune and KLX Oakland, is also expected to oppose S. 1309.

Sen. John W. Brienker (R-Ohio), applicant for a station at Colum (Continued on page 78)

McCarthy Bill Limiting Radio Ownership Stirs Opposition

PROPOSED BAN against the holding of radio station licenses by members of Congress and their wives raised such a storm of immediate opposition last week that the Board of Directors acknowledged that the measure was predicted.

In spite of emphatic denial by the bill's author, Sen. Joseph R. McCarthy (R-Wis.), that it was in any way "political" it was recalled that Senator McCarthy had only recently defeated former Progressive Senator Robert LaFollette by a narrow margin. The former Senator has an interest in two Wisconsin stations, WEMP Milwaukee and WIBA Madison.

Senior McCarthy told Broadcasting that his proposal was not "a shot out of the blue," but to the contrary he had promised such legislation during his campaign against Mr. LaFollette. He maintained stoutly that possession of licenses by members of Congress might possibly influence such members in decisions they might have to make regarding the FCC. In addition, he said, "when a member of Congress applies for a license, no matter how pure his motives or honest his procedures, it might appear to the electorate that his office was paying off."

He conceded that his bill as now written may discriminate too heavily against the citizen radio station owner who might want for Congress, in an amendment to the measure. In order, he added, which would exempt current station owners from having to divest themselves of radio properties after being elected to office.

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FM, TV Directors

REVISED NAB by-laws to be submitted to referendum vote provide 10 directors-at-large—two for large stations, two medium, two small, one FM (Class A), one FM (Class B), one television, one facsimile [CLOSED CIRCUIT, May 12]. Any group must have at least five members before it is entitled to a director-at-large. Each will elect its own directors-at-large. By-laws changes eliminate network directors except through M & M ownership.

In case of group ownership, the group will not be able to be represented in NAB through any station except station having the highest income.
8 FCC Forms to Replace Present 18
Condensed Applications Are Due for Use B Sept. 1

EIGHTEEN FCC broadcast application forms will be reduced to eight and their bulk trimmed from 379 pages to less than 95 in the large-scale revision which is now nearing completion [BROADCASTING, May 17].

The reorganization plan is expected by informed sources to effect savings for the industry running into the hundreds of thousands of dollars annually by its simplification and elimination of questions regarded as nonessential.

FCC authorities said the new forms should be ready for announcement within a few weeks. They are due to go into use Sept. 1.

Several other broadcast forms, including those for annual reports, are slated for revision later.

The revisions have been made by FCC, Budget Bureau officials, and a special industry committee. The task they set for themselves was to take the various forms that have evolved over the years, organize them logically and cut out nonessentials and duplications while phrasing the remaining questions so to secure a maximum amount of pertinent information with a minimum of effort for the applicants.

The project, viewed as the first major and by all odds the largest revision of broadcast forms, dates back at least to 1944, when initial studies were started, and was activated more than a year ago.

The major part of the task has been completed, although several questions, some of a high policy nature, remain to be settled. These, however, are regarded as relatively simple when compared to the overall reorganization and recodification job that already has been done.

Drastic Reduction

In addition to eliminating many questions considered unnecessary, particularly in reference to the financial and legal qualifications of applicants, officials said the Commission itself “consultants” from the Budget Bureau and industry committee have standardized several sections so they may be used identically in all forms. Not counting parts thus duplicated from one form to another, the revision cuts the present 379 pages to about 50.

Therefore, it was noted, the various forms frequently made different approaches to the same information. Under the new plan, the approach to any given subject will be the same in all applications.

Sections thus standardized include those dealing with an applicant’s general and legal qualifications, financial qualifications, program service, and engineering data. In addition, each form will have a cover sheet containing instructions and providing space to identify the applicant and show the nature of the application.

The new forms also are slated to revive the existing forms for AM program renewal application and the FM weekly program analysis for the first year of operation.

In lieu of these forms as they now stand, the new analysis questionnaires, like all of the program-service section, will follow generally the pattern laid down in FCC’s Blue Book. But, it was reported, there will be some simplification, including provision for the licensee to add program classifications of his own choice if he thinks the application form’s (and the Blue Book)

Court Fightooms From WGAR Grant

WADC Denial Is Based Solely on Grounds Of Programs

The LONG-DRAWN FIGHT between WGAR, Cleveland and WADC Akron for 12,200 kc with 50 kw (directionalized) moved through another round last Thursday when FCC issued its decision granting WGAR’s application and denying WADC’s.

It was another step, observers felt, toward a sure court test of FCC’s right to decide applications on the basis of program plans. And FCC cooperated by departing from its usual procedure and denying WADC’s application—solely on program grounds—“independently of any consideration of the existence of the WGAR application.”

The result was the same as it was in the proposed decision [BROADCASTING, Oct. 14]. But the conclusions were rephrased—more carefully, observers thought, as in anticipation of a court test—and this time Comr. Clifford J. Durr, while concurring in the denial to WGAR, objected to the grant to WADC because of the service overlap that would exist between the Cleveland station and its sister outlet, WJW-FM.

Chairman Charles R. Denney and Comr. E.K. Jett and Ray C. Wakefield, the only other participants, over-ruled Commissioner Durr’s objections. They intended, as the full Commission did in the proposed decision, that a waiver of the duopoly rule is justified in this case. Comr. Paul A. Walker, Webber and Rosel H. Hyde did not participate.

Principal reason behind FCC’s procedure of deciding the two applications separately, rather than comparatively, was a desire to circumvent WADC’s argument that the Cleveland station should be disqualified on duopoly grounds and that its own application therefore should be preferred on a comparative basis. But, the Commission used the procedure knowing that a more clear-cut test of Blue Book would be provided.

WADC, which has been devoting about 60% of its broadcast time to network programs (CBS), proposed to carry all programs offered by the network, in event the Commission granted its application to move from 1350 to 1220 kc and trimmed frequency from 5 to 60 kw. It proposed to sell all the non-network time it could—from 5 to 8 a.m.—but doubted it would be able to sell more than 65%.

“We feel that we will be serving a definite need, and the overall picture of CBS is such that we will take care of our territory with educational, religious and all other types of programs,” the station declared.

FCC re-phrased and elaborated upon the proposed decision’s rejection of this policy. It said it did not mean to infer that CBS and the other networks do not have “high-quality programs. But it insisted that WADC’s plan would be ‘an abdication’ of licensee’s program duties ‘to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind.”

Labor Reform Bill Expected This Year

Confidence of Passage Mounts Despite Anticipated Veto

CONFIDENCE MOUNTED last week that a labor reform bill will be added to the statute books this year, despite an expected Presidential veto.

Senate and House conferees completed the week of discussion aimed at bringing about a compromise between tough House legislation and comparatively ‘mild’ Senate proposals [BROADCASTING, May 19]. Although the first series of conferences did not produce a perfect “meeting of minds,” leaders from both Houses predicted eventual agreement, not later than the end of next week.

Taft’s Disclosure

Section-by-section voting is expected to begin early next week. This will determine the precise areas of disagreement. To date, according to Senate Labor Committee Chairman Robert A. Taft (R-Ohio), there has been “no definite agreement” on any particular phase of the proposed legislation.

Senate conferees objected particularly to a House proposal for a ban against industry and nationwide bargaining. No such ban is included in the Senate version. Liberal GOP Senators, such as Sen. Irving M. Ives of New York (R-N.Y.), have said they will adhere to this type of legislation and predicated that if it were included in the final bill there would be less chance of mustering sufficient strength in the upper chamber to override a veto.

Page 18 • May 26, 1947
Look, Richard . . .

Maybe we ought to be ashamed of ourselves for riding that gag, too . . .

But it's such a natural we couldn't pass it up. Our point, as you know if you read these W-I-T-H ads, is: the way to open the door in Baltimore radio is W-I-T-H, the successful independent.

That's the way to get yourself sales at the lowest cost in this 6th largest city . . . because W-I-T-H delivers more-listeners-per-dollar-spent than any other station in this big 5-station town.

Smart advertising lists carry 4 important radio call letters in the Baltimore market, and remember there are four other stations in town.

The advertisers who make sales down here use the call letters of W-I-T-H.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  ·  Represented Nationally by Headley-Reed
May 26, 1947  ·  Page 19
University on a broader base. Worldwide's WRUL Boston is the only American shortwave transmitter to return to private sponsorship since international stations were taken over at the start of the war.

Mr. Lemmon said plans for raising the $2,000,000 are only in outline form. Committees have been set up, he said, in New York, Boston and "other communities" to solicit public contributions. The fund is projected as a reservoir on the Foundation's work over a period of two or three years. Mr. Lemmon said stations interested in preserving free enterprise in radio are expected to contribute to the Foundation, as well as individuals and other organizations.

Meanwhile, the OIC enabling legislation left the Foreign Affairs Appropriations Committee with a number of important changes. Chief among them was a section providing "insofar as practicable (the Secretary of State) shall avail himself of the services of the commission and programming of broadcasting on OIC unilaterally." Committee action on OIC climaxed almost two weeks of hearings during which top civilian and military personnel from a number of departments testified as to the essentiality of the "Voice" [BROADCASTING, May 19]. Shift in House sentiment also was reflected in nation-wide editorial support, and even brought the program's bitterest opponents Appropriations Committee Chairman John Taber (R-N.Y.), to the point of expressing partial approval.

Testifying before a Foreign Affairs subcommittee on May 17, Mr. Taber said he would not object to OIC broadcasting activities if they were strictly limited by law and on a temporary basis.

Drive for $2,000,000

As if in answer to Mr. Taber, Mr. Lemmon announced a drive by Worldwide Broadcasting Foundation for $2,000,000 to put its non-profit, non-commercial World Radio to use.

Television Caravan Has Successful Test in Pa.

The first important direct merchandising tieup with television was launched in Reading, Pa. last week when the Television Caravan sponsored by the National Association of Television Manufacturers and RCA Victor [BROADCASTING, April 21] appeared at Pomeroy's Department Store.

Telecasts were shown on 11 video receivers dispersed throughout the store. According to Samuel Cuff, former WABD New York general manager, who is supervising the Caravan, accent was on sales and an attempt at entertainment. The results have been gratifying, Mr. Cuff said. He added that the Reading show was merely a tryout. The Caravan officially begins its nationwide tour at Jamaica, N. Y., June 3.
PUTTING IN DEPARTMENT PRO

John Q. Public's urge-to-buy is a mite less overwhelming, these days. Retailers report growing inventories in more and more classes of consumer goods.

But smart merchandisers, who want to keep stocks moving, know of one sales-tool that does the job.

That tool is radio!

Here's just one example. In Portland, Oregon, Lipman Wolfe & Co., a leading department store, has aired programs on Westinghouse Station KEX for five years... currently at the rate of 371 hours per year. For the most part, these programs are institutional in concept, symphonic in content. But through adroit and timely sales-messages, when needed, the Lipman Wolfe promotion people have proved, time and again, that radio really moves merchandise off the shelves.

This trick, of course, requires a large and loyal station audience... standard equipment, we might add, with Westinghouse stations in six great market areas: Boston and Springfield, Philadelphia and Pittsburgh, Portland and Fort Wayne. Each Westinghouse station, moreover, keeps increasing its following... through skillful promotion of both local programs and network shows, and through consistent service in the public interest.

If it's response you want, Westinghouse stations can deliver it!
Ozzie Nelson, Harriet Hilliard and their irrepressible youngsters are favorites in Eastern Iowa, too . . . which, of course, is another reason why WMT is the favorite station among the 1,131,782 persons covered within its 2.5 MV line. WMT is the only station that offers those good, good CBS programs in this whole, great area. That makes it a real advantage for you to tie up your sales message with assured popularity. Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear.

Contact Your Katz Agency Man at Once.

Page 22 • May 26, 1947
NBC SYMPHONY 'ROMEO AND JULIET' RATES TOP

THE performance by Arturo Toscanini and the NBC Symphony of Berlioz's 'Romeo and Juliet' on Feb. 9 and 16, 1947, was honored as the outstanding musical event of the radio year by music editors of the day's newspapers and of the U. S. and Canada in the Fourth Annual Poll of Music on the Air conducted by Musical America, international music news magazine.

Balloting among 600 men and women of the press in principal cities in the U. S. and Canada also brought forth winners in 20 other classifications as follows:

Outstanding Metropolitan Opera broadcast—'Tristan and Isolde'; symphony orchestra—Boston Symphony; symphony conductor (regular)—Arturo Toscanini; symphony conductor (guest)—Bruno Walter; concert and program conductor—Donald Voynovich; orchestra with featured soloist—'Telephone Hour' (NBC); concert orchestra—Longines Symphonette (WOR); musical variety program—'Album of Familiar Music' (NBC); soloist (regular) —Eleanor Steber; soloist (occasionally featured)—James Melton; man singer (occasionally featured)—Edo Pini; instrumental ensemble—NBC String Quartet; vocal ensemble—Chorus, 'InstrumentalFantasia'; pianist, Arthur Rubinstein; violinist, Lily Pons; organist, E. Power Biggs; program of educational character—'Children of Today's Music' (CBS); announcer-commentator—Milton Cross (ABC).

A special award went to NBC, which "consistently through the year served most faithfully the cause of serious music."

RADIO HELPS CHILDREN, NEW YORK REC IS TOLD

RADIO programs help children by providing an outlet for their natural instincts for suspense and fantasy, the New York Radio Executives Club was told at its meeting May 15 [Broadcasting, May 19].

Guest speaker at the meeting, Dr. S. Harcourt Peppard, acting director of the Bureau of Child Guidance of the New York Board of Education, said that influence of radio on children, said that he had never seen a case of neurosis in a child caused by listening to the radio. "Defining 'fear' as the conscious fear of pain, danger and 'anxiety' as the largely unconscious reaction to fear when there is no real danger, he said that he had been sufficiently realistic to produce fear, but I have never seen a case of one causing anxiety. If it can't cause anxiety," he added, "it can't cause neuroses, which are based on anxiety."

He said that the critics of children's radio programs may be divided roughly into three groups: those who claim they are in protest; those who want society to bring up their children for them so they won't have to bother to see what books they read, what movies they see, what radio programs they hear, and a group of people who honestly want to improve children's programs.

WRUN Awards

WRUN (FM) Vice-Romeo, N.Y., has instituted awards to the "Citizen of the Month" and "Organization of the Month" as a public service. Presentations are made by Bradley C. Barnard, president of Rome Sentinal Co., owner of WRUN, and Emlyn Griffith, WRUN assistant director. Nominations for the monthly awards may be made by anyone in WRUN's signal area. Citation for April went to J. Lyle Stillman, Rome city engineer.

AL RICHARDS (center) of Richards Radio Co., Kansas City, Kan., legalizes contract with his name for the Sports High Light show six times weekly over KOZY (FM) Kansas City, Mo. Firm also holds an option for all sports events covered by KOZY. Standing by are Jack Pearson, (1) KOZY news director, and O. E. Wright, KOZY sales manager.

Cleveland Area Group Refuses Popular Charges That Serials Harm Children

CLEVELAND PARENTS and educators set up and took notice last week after a survey of 1,000 school children showed that the average pupil spends about 14 hours a week, or half the time he spends in classes, listening to the radio. It was not the amount of time, however, which worried most educators. Rather, it was the type of programs, which the children ranked as follows:

The Lone Ranger, Gang Busters, Capt. Midnight, Tom Mix, Terry and the Pirates and Superman.

After discussing the pros and cons of the situation, the educators asserted: (1) Modern serials like Buck Rogers are just as "no-nail" as Sherlock Holmes was for Dad; (2) schools play a secondary role in developing children's radio tastes; (3) radio listening is robbing children of outdoor play and is harmful in this respect.

Individual comments were varied, however. Paul Rehmus, Lakewood school superintendent, said, "It may be deplorable, but it is a problem for each home to settle." He urged that parents take more interest so as to guide their youngsters' selections and gradually give them good taste.

Dr. W. B. Levenson, president of the nationwide Assn. for Education by Radio explained it thus: "Old and young through the ages have hungered for tales of adventure and escape. The stories might harm the borderline child, but not the normal boy and girl." Mr. C. Schinnerer, assistant superintendent of Cleveland schools, also blamed the parents. "Our school radio station," he said, "demonstrates to pupils what is worth listening to is also good listening. After the radio the child who has gone home, parents must step in."

Admitting that even Treasure Island is pale stuff after a siege of radio crime stories and adventures, as a Cleveland Press editorial on May 15 cautioned parents that the proper solution, nevertheless, is not to smash the radio.

Ratings and Sets-in-Use Down; Daylight Saving Time Blamed


The average of evening sets-in-use of 19.1 was down 0.7 from last report, up 1.6 from a year ago. The average daytime rating was 4.3, down 0.5 from last report, up 0.3 from a year ago.

Home Figure Down

Average available homes were 71.6, down 1.8 from last report, down 0.6 from a year ago. The current total sponsored hour index was 84, as compared with 61 last report. January's Girls Married led the list of top 10 daytime programs with Romance of Helen Trent in second place and Portia Faces Life third.

The top 10 evening programs listed in the report were: When a Girl Marries 7.6, Romance of Helen Trent 6.5, Portia Faces Life and Young Widder Brown each 6.4, Stella Dallas 6.3, Miss Perkins (CBS) 6.3, Lorenzo Jones 6.2, Breakfast Club 6.1, Young Dr. Malone 6.0, Just Plain Bill and Kate Smith Speaks, each 5.9.

Dunlap's New Video Book Charts Industry's Future

ORRIN E. DUNLAP Jr.'s revised edition of The Future of Television was published last Wednesday by Harper & Bros., New York ($3.00). The look forward toward television includes industry attempts to chart the future of video, and its effect upon the home, theatre, sports, business, etc. There are also sections on television techniques, some technical aspects, and a brief history of the medium.

Mr. Dunlap is the author of The Outlook for Television, (published in 1932), Radio's 100 Men of Science, Radar, and others. He was radio editor of The New York Times from 1922 to 1940, and since that time has been on the executive staff of RCA.
In the Nick

A DISASTER was averted May 18 when WAAB Worcester, Mass., broadcast a warning about a mistake that had been made in the sale of highly-explosive naphtha in place of range oil. A gasoline station proprietor phoned Police Chief Charles Maloche to explain that he had sold the naphtha thinking it was range oil. The buyer was unidentified. WAAB flashed the warning, and the broadcast was heard by Samuel Laflin who immediately identified and warned his next-door-neighbor, Eugene Stebbins. The man was getting ready to pour the explosive liquid into his kitchen range.

Mrs. Jean Rindlaub, vice president, BBDO New York.

District Court Dismisses
Suit Against WIP's Ads

SUIT brought against Pennsylvania Broadcasting Co. (WIP Philadelphia) by Joseph N. Kane has been dismissed by Justice William Kirkpatrick in the District Court of the United States for the Eastern District of Pennsylvania. Mr. Kane charged that WIP, through its agency, Klein Advertising, had infringed on his copyright of his book, *First Facts*, in the WIP series of trade ads illustrating historical "firsts." According to Judge Kirkpatrick, "Even under the expanded doctrine of 'unfair use' relied on by the plaintiff, the defendant does not infringe. . . . The defendant is in no sense competing with the plaintiff and the appropriated materials by it cannot injure the plaintiff either by prejudicing the sale, diminishing the profits or superseding the objects of the original work. . . ."

KENYON IS RESEARCH FOUNDATION'S HEAD

OTIS A. KENYON, chairman of board of Kenyon & Eckhardt, New York, has been elected chairman of board of directors of Advertising Research Foundation in New York. Named as new members of board were: John F. Aspey Jr., advertising manager, Decker Mfg. Co.; Gordon E. Hyde, president, Federal Ad v., Mr. Kenyon John F. Kurie, vice president, M & M Ltd., Walter P. Laughlin assistant to president, Lambert Co.

Paul B. West, president of AHA, and Frederic R. Gamble, president of AAAA, were reelected secretary and treasurer, respectively. Mr. Kenyon, foundation director since 1943, succeeds Stuart Peabody, assistant vice president of Borden Co.


Dignitaries Help Launch Station at Roswell, N. M.

NEW MEXICO'S Newest station, KSWS Roswell, opened May 18 amidst a flood of good wishes and congratulations from national, state and local dignitaries. On hand for the occasion were New Mexico's Governor, Thomas J. Mabry, Mayor Thomas J. Hall Sr. of Roswell and Louise Massey, singer of American folk-songs and ballads. Secretary of Agriculture Clinton P. Anderson and the state's congressional delegation sent transcribed messages.

The advertisers, too, participated in the opening with a 24-page congratulatory newspaper spread about the program schedule. Another eight-page section presented pictures and articles about the station and its plans.

Landon Asks Third

ALF. M. LANDON, ex-Governor of Kansas and Republican 1936 Presidential candidate, last week filed an application with FCC for new local standard station on 1240 kc, 250 w unlimited, at Englewood, Colo. Mr. Landon now has interest in three such requests, previously having filed for AM facilities at Leavenworth, Kan., and holding 65% interest in Seward County Broadcasting Co., Liberal, Kan., AM applicant. The present request is filed under name of Englewood Broadcasting Co.
Our grant has been made! We're
moving to the great capital of the
"Heart of the Nation" where listeners al-
ready rate WREN "Best all day—Best every day"

For complete details and
availabilities, call the
nearest Geo. P.
Hollingbery
office

VERL BRATTON, General Manager
Coast Guard Recruiting Transcriptions Released

A SERIES of quarter-hour Coast Guard recruiting records entitled Jive Patrol featuring the Coast Guard Academy Band and swing units under direction of Bud Jenks, were released May 15 and offered to stations throughout the country as a public service program. Shows are produced by Newell-Emmett, New York, for the service and are aimed at high school seniors. They will be distributed weekly to stations until mid-June.

In addition, Coast Guard recruiting drive is emphasized on the Coast Guard Parade, sustaining half-hour, Mondays on MBS and also produced by Newell-Emmett. Agency is planning to produce a special fifteen minute documentary platter for the Coast Guard as a tribute to its anniversary Aug. 4.

Private Ownership Trend

In Canada Moves Upward

A DEFINITE SWING in favor of private enterprise in Canadian broadcasting station ownership is seen in public attitude surveys in recent months. N. C. Elliott, of Elliott-Haynes Research Institute, Toronto, told the Toronto Radio Executives Club May 15.

Surveys made during the war, at VE-Day, and three post-survey shows that more Canadians have favored private ownership of stations all along, that there was a drop during the VE-Day period, coinciding with a period of doubt on all industrial problems, and that since that time there has been a definite rise towards private ownership, Mr. Elliott said.

The ratio in summer 1946 was 5-3 in favor of private ownership, today is about 2% to 1.

Overall national rating this spring showed 88% in favor of private operation of broadcasting stations as against 74% in favor of government operation.

WEAM Plans Pre-Sunrise Tests On Interference

TESTS looking toward pre-sunrise operation will be conducted May 25-31 by WEAM, Atlanta, Va., new 1-kw daytime outlet on 1390 kc, station officials announced last week. If the tests show no substantial interference to other stations in the early morning hours, spokesmen said, WEAM will maintain a year-around sign-on time of 6 a.m. FCC rules provide for operations starting as early as 4 a.m. If no interference results, it was pointed out, but Commission spokesmen said in most cases heretofore there has been sufficient interference to prevent such pre-sunrise operations. Station officials asked that reports of interference, if any, be sent to WEAM.

SUMMERTIME

"Summertime, an' the Livin' is Easy" ... "Fish are Jumpin'" ... but not radio billings!

An hiatus in the summertime by the big mogul advertisers of radio presents us with some thought. It does not go to speculate, but from time to time I have pondered the question, and I always wind up asking myself: "What goes on around here?" "Don't men still shave?" "Won't women continue to use Sweetheart soap in the summer?" Isn't Miami's 1890 Recipe just as good, or better, on salads in the cool of a summer evening as in the winter?" Surely people smoke every now and then even though it's hot. Some drink cokes, buy insurance, and make use of aperitifs. So what's wrong with the good old summertime?

It has always come to pass that some of our frenetic artists desire a lay-off every now and then, usually in the summer. As a matter of fact, some people with cool, calculated judgment think that some of them could do with a permanent rest from their arduous duties in radio.

But that isn't the point. The point is: Is the hiatus based right? Has someone with clever thinking dug up a survey that shows by its charts that people hole up at home more in the winter than in the summer? That may be. Perhaps the "if" survey shows that in the hot months most of the people in the United States enjoy other indoor sports better than radio listening. I don't know about that.

Why, in truth, do so many firms go off the air during the summertime, destroying the continuity of their advertising programmes; or, if they do continue to broadcast, why do they send in their second teams called "replacements" and thereby for those months weaken their position?

How can we in radio lick this situation? I think our salesmen should solicit people who specialize in commodities that sell better in hot months. People drink more iced tea in the summertime; surely ice cream is consumed in larger quantities, and I believe that Mr. Jantzen does better; and there isn't a survey needed to prove that our emphasis could well be placed on selling Skol or some kind of remedy that helps prevent the weekend burn of the beaches.

Why don't we concentrate on this type of sponsor? What's wrong with their money? As to shows and actors, perhaps our top coaches, Carlin, Mencer, et al., should emulate old Knute Rockne who had them three deep, all equally good. Perhaps we need to develop summer comedians, actors, who are just as good as our so-called "first teams". I have often wondered about all this. I wonder why no one has ever tried out Joe E. Lewis. He is one of the best comedians in the business, knows how to time gags, and with proper material ought to be a top flight man in the world of radio. What's wrong with a lot of the other comedians around the country? Why don't they get a try-out?

There isn't any real point to this column. It's simply a lot of speculation about the good old summertime. Over at WKAT we haven't the answer. As a matter of fact, we don't claim to be know-alls, but we have one tried and true remedy for Heatwave Radio. We try mightily every month in the year to produce the best programs possible. We likewise continue to sell, shifting our attack to those guys who need us most in the summertime.

Ah yes, indeed, "Summertime, and the Livin' is Easy." True, in the cotton patches of the Deep South, but in the world of radio, a cinch bet is, "It ain't necessarily so."

FRANK KATZENTINE
WKAT.
Mr. RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic Show Ever Offered for Local and Regional Sponsorship

Favorite Story

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE • ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. PENNAGAN • CECEL B. DASHIELLE • FORD ALLEN • IRVING BERLIN • ARTHUR GARFINK • ALFRED HITCHCOCK AND MANY MORE!

In the spirit of perfection that distinguishes this matchless series we have chosen as star ... the one and only Ronald Colman. Now ... his incomparable artistry, his magnetic voice and faultless diction, are yours to sponsor, in a dramatic program of unprecedented lavishness.

Here are the greatest stories of all time, masterfully adapted by writers preeminent in their field, Robt. E. Lee and Jerome Lawrence, under the editorial guidance of Author-Publisher George Palmer Putnam; a superb company of radio's finest actors; a fifteen-piece orchestra interpreting the daring and original musical scores composed and arranged for Favorite Story by Claude Sweeney and Robert Mitchell of the Rob't Mitchell Boy's Choir.

52 half hours are now available ... every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

MASTERFULLY TRANSCRIBED
FOR YOUR SPONSORSHIP BY...

NEW YORK • CHICAGO • HOLLYWOOD

BROADCASTING • Telecasting

FREDERIC W. ZIV COMPANY

May 26, 1947 • Page 27
Collins Radio Co. Names Two to Sales Positions

Mr. Aleks & Mr. Dicus

APPOINTMENT of Edmund J. Aleks as Southeastern sales representative and Jerry P. Dieus as West Coast sales representative of the Broadcast Division of Collins Radio Co., Cedar Rapids, Iowa, has been announced by the firm.

Mr. Aleks will have an office in Orlando, Fla. Mr. Dieus, who formerly was with Raytheon, will be in the Los Angeles Division of the Collins Sales Dept.

KFNF Sales Boom

MANAGEMENT of KFNF Shenandoah, Iowa, believes the station has established a sales record among outlets on the air for five years or more. For the first quarter of 1947 KFNF's net broadcast income was 58% above the same period last year. KFNF, which serves a farm market, has had no power increase and considers the gain a testimonial to its program policy.

Baker Reported Out

PHIL BAKER appears to be out as m.c. of CBS Take It Or Leave It (Eversharp), with replacement auditions being held in New York and Hollywood. Mr. Baker's withdrawal is reportedly based upon his unwillingness to originate program from New York.

NAB Executive Clarifies Rate Card Numbering and Order of Popularity

EDITOR, BROADCASTING:

We have read with interest BROADCASTING TRENDS in the May 5th edition of BROADCASTING Magazine.

Some confusion may result in the nomenclature you have used to identify the five model rate cards prepared by the NAB Sales Managers Subcommittee on Standardization of Rate Cards.

The card which gives “discounts based on the number (i.e. frequency) of program periods or announcements used within a twelve-month period was printed and distributed to all NAB member stations as card #2. This is the card preferred by the most timebuyers.

The card that has least preference by timebuyers is actually card #1 under the Subcommittee's nomenclature.

The actual difference is this:

The NAB Subcommittee numbered the cards (No. 1 through No. 5) for identification purposes only, whereas BROADCASTING numbered the cards according to their popularity with timebuyers.

The final report on the NAB Sales Managers Subcommittee on Standardization of Rate Cards was submitted by Chairman Arthur Hull Hayes, WCBS New York, at the Convention in Chicago last October. The five model cards were approved, and following the convention were distributed to all NAB member stations with the report.

We have been sending the model cards to each new station joining NAB, informing them that timebuyers had specified in sequence the cards they preferred card No. 2. We are glad to see that BROADCASTING TRENDS bears out this information officially.

J. Allen Brown
Assistant Director,
Broadcast Advertising, NAB

[Editor's Note: The different forms of rate cards described in the Trends survey which was published May 5th are numbered in sequence of their popularity and were not intended to duplicate the numbers designated for the various forms by the NAB.]

WARK Hagerstown, Md.
250 w, ABC, Starts Soon

WARK, new 250-w fulltime ABC affiliate on 1490 kc at Hagerstown, Md., will begin operations within the next few weeks, according to Stewart W. Phillips, general manager of Antietam Broadcasting Corp., the licensee. Mr. Phillips, formerly with AFN-Munich, was with WTBQ Cumberland, Md., before the war.

WARK studios, executive offices and living quarters for some of the staff will be in a large home at 128 S. Prospect St. News facilities of AP and transcription service of NBC-Thesaurus will be used.

Among the staff members, in addition to Mr. Phillips, will be C. Harold Brewer, chief engineer, and Jane Smith, continuity and traffic director. Mr. Brewer formerly was technical director of the Rahall stations, and Miss Smith was with WCIA Pensacola, Fla., and WJPA Washington, Pa. Other staff members are to be announced soon, Mr. Phillips said.

KATL Starts

HOUSTON, TEX., has its fifth AM station with the opening of KATL on May 12. The station, owned by the Texas Broadcasting Co., operates with 1 kw fulltime on 1580 kc. King Robinson, as general manager, heads an all-veteran staff topped by Program Director Bill Newkirk.

184.6% MORE

Now Nashville has natural gas—and industries are using 184.6% more than last year. Such tremendous gain has created almost a new industry. More workers were needed to lay extra lines and expand maintenance services. Such new or increased business activity means more dollars added to the $800,477,000 buying income of the Nashville retail market. And it means more dollars to buy your products.

So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC
AMERICAN
MUTUAL

Represented Nationally By
THE KATZ AGENCY, INC.
Dr. Weglein, former Superintendent of Baltimore City Schools; and Associate Professor of Education, Johns Hopkins University, will direct all WBAL Public Service Activities, including:

- Junior Town Meeting
- WBAL Radio Forum
- Baltimore Church of the Air
- Md. Veterans Round Table
- Morning on the Farm
- Report to the People
- This Business of Farming
- Mount Vernon Place
- The Dinner Bell
- It's Their Opinion
- Harbor House
- Clean City Program
- Voices of Tomorrow
- Program for Tomorrow
- Listen Motorists
SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

Beaumont, Tex., Daytime Station, KPBX, Launched

KPBX, new 1-kw daytime station in Beaumont, Tex., took the air May 9 on 1380 kc. Beaumont's Mayor Otto Plummer participated in the opening ceremony. Paul Beville, KPBX president and general manager, offered a $500 U. S. Savings Bond to the person sending in the best slogan for the new station.

Station's newspaper and magazine advertising will be handled by Howell-Sparks-Cable Advertising Inc., Houston and Beaumont, Mr. Beville announced.

Martin to WRUN

APPOINTMENT of Thomas E. Martin as station manager of WRUN and WRUN-FM Utica, N. Y., has been announced by Fritz S. Updike, general manager of Rome Sentinel Co., publisher of The Rome Sentinel and CP holder for both stations. Mr. Martin will assume his new post in July, coming from Watertown, N.Y., where he has been station manager of WWNY since it started in 1941. WRUN-FM has been on the air since Dec. 22, 1946, under special temporary authorization and will be in permanent operation with 4.3 kw effective radiated power by late summer, Mr. Updike said, while the starting date for WRUN, which will operate with 5 kw days and 1 kw nights, has not been announced.

Gleeson Protests

ANOTHER LETTER protesting the way in which the Army uses radio as a free medium has been written to the War Dept. by W. J. Gleeson, president of KPRO Riverside, Calif. (Broadcasting, April 28). The letter, addressed to General Eisenhower, says, in part: "... while asking radio to perform the service free, ask all other media to, in a like manner, perform their services free. If they won't do it, then pay radio for a portion of its services in proportion to the amount of money spent in other media."

Bergen Contract

EDGAR BERGEN has obtained reported $25,000 for his weekly package show in addition to transcribed West Coast repeat as result of new contract from Standard Brands Inc. NBC Charlie McCarthy Show resumes under new set up Sept. 7 with each western station taking program off line during eastern broadcast for repeat period as yet unseteled. Agency is J. Walter Thompson Co., New York.

TELEVISION PROJECT

Licensees of Indiana Station

Also to Sell Receivers

SARKES AND MARY TARZIAN, who were granted a construction permit May 8 for a 1-kw television station in Bloomington, Ind., home of Indiana U., have announced plans to manufacture several thousand television sets to be sold "at the lowest possible figure" to residents of the Bloomington area. Purpose is to insure a large potential audience early in the station's operation, according to Mr. Tarzian, who heads a group of consulting engineers active in the field of television equipment development.

Mr. Tarzian cites two main reasons why he believes the new station will receive considerable notice. Extremely hilly terrain around Bloomington will make it a technical proving ground for video operation, he says. He points out also that the 121,000 people to be served will present a problem in whether or not such a market will support a television station. (Population of Bloomington itself is 43,000, including 10,000 university students.)

Present plans call for launching of the new station by next October. Dale Phares is manager. Most of the audio equipment is on hand and is being used for the Tarzian experimental station, W9XHZ.

Heads WIBC

RICHARD M. FAIRBANKS has been elected president of Indiana Broadcasting Corp., which operates WIBC Indianapolis, it was announced following a meeting of the corporation's board of directors. Mr. Fairbanks has been a member of the board since acquisition of WIBC by the Indianapolis News Publishing Co. in 1944. He was employed for ten years in various departments of Indianapolis News before entering Navy service in May 1942. Since leaving the Navy he has been in the advertising department of the Miami Daily News.

To Manage KSON

C. F. RABELL, former vice president and general manager of WNCU Asheville, N. C., has been appointed general manager of KSON, new 250 kw San Diego, Calif. station on 1240 kc now under construction. Licensed to Studebaker Broadcasting Co., station goes on air about July 1. Homer Griffin Co., Hollywood, has been appointed national sales representative for KSON.
Don't let all those call letters confuse you. We're advertising for station KOH at Reno, Nevada. And this recent ad for WLS has given us a nice boost. Here's the lowdown on what happened to Nevada.

WE AGREE that WLS has something to crow about. When you can pull requests from 47 states with a one-time, single-station offer, you're really good! Quite naturally, the WLS ad asks: “What happened to Nevada?” We're delighted they brought that up. It's just like having a straight man set up your punch line for you.

You simply can't cover Nevada without KOH. Since 1928, KOH has been the station that most Nevadans listen to most. And in wealthy western Nevada, where population and buying power are concentrated, KOH practically monopolizes the audience day and night. Note these BMB audience figures on Reno's county, Washoe: daytime, KOH rates 96%, nighttime, 94%! Storey county averages 94.5%!

So anytime you have a radio job to do in Nevada—or eastern California—don't hesitate. Give the job to KOH, the first station in Nevada.

KOH
RENO, NEVADA
1000 WATTS 630 KC.

ONE OF THE BEELINE STATIONS
McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. National Representative

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Lovejoy Again Is Elected By New York Sales Club

FRANK W. LOVEJOY, sales executive of Socony-Vacuum Oil Co., was re-elected to the presidency of the Sales Executives Club of New York at the annual election meeting at the Hotel Roosevelt on May 20.

The following were also elected: Vice presidents—Arthur K. Motley, president, Parade Publications; Frank M. Head, vice president and general merchandise manager, United Cigar Wholesale Stores Corp.; Secretary—Philip J. Kelly, vice president, Leinen & Mitchell; Treasurer—Thornndike Deland, president, Thornndike Deland & Assoc.; Two directors elected for two-year terms were Arthur J. Jarrow, executive vice president, Kingsport Press Inc., and Eugene H. Thomas, sales manager, Farnham Broadcasting Service. Continuing as directors of the club are Dr. Paul H. Nyteron, president, Limited Price Variety Stores Ass'n, and George P. Johansen, Secretary-Treasurer, Advertising Distributors of America Inc. Harry R. White continues as executive secretary of the organization for the 14th year.

WERC May Court-Test Grant Under 'Expediting Procedure'

WHAT MAY BE the first step toward a court test of FCC's recent "temporary expediting procedure" was taken last week by WERC Erie, Pa., a 250-w outlet on 1230 kc.

WERC asked the Commission to (1) set aside its grant to Community Service Broadcasting Co. for a new Erie station on 1330 kc, and (2) designate the application for hearing with its own 1330-ke application. Community Service is owned equally by Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KPSA Pt. Smith, Ark.

Community Service's application was filed Feb. 7, the last day for tendering AM applications for consideration during the expediting period, which continued to May 1. WERC's was filed April 10 and, under the expediting plan, was put into the pending files until May 1. Community Service's application was granted April 30 [Broadcasting, May 8].

WERC's petition cited FCC rules providing for hearings on mutually exclusive applications; contended the expediting plan would not prevent FCC's deferring action "on a particular matter having due regard for the public interest," and argued that "the particular facts" justify a waiver in WERC's case.

It was pointed out that WLEU Erie petitioned FCC in December 1945 for a show-cause order looking toward a shift of WERC from 1230 to 1450 kc. This petition was granted Feb. 5, 1947. WERC insisted that it therefore had insuffi- cient time to file its application under the expediting plan, and for a frequency of its own choice before Feb. 7, when the expediting plan went into effect.

The station noted that it first applied for 1330 kc in June 1942, when it was operating on 1490 kc and "experiencing cross modulation from WLEU on 1450 kc." The 1330-ke application was withdrawn during the wartime construction freeze. WERC said it then shifted from 1490 to 1230 kc, its present frequency, under an April 1945 authorization, which did not require new construction.

Asserting it would not have applied anew for 1330 kc except for the Feb. 5 show-cause order, the station argued that it "should not be penalized by the Commission's delay of more than a year in acting upon the WLEU petition for an order to show cause, issued Feb. 5, 1947, and particularly where the issuance of such order at said time in conjunction with the temporary expediting procedure effected two days later ... would foreclose [WERC] from taking proper procedural steps otherwise normally available to it."

The petition said WERC's owners are local residents who participate actively in station operation, while Community Service is controlled by non-residents who have interests outside of Erie and do not plan direct participation in daily operation of their station. These facts, WERC insisted, should be considered in a hearing on both applications.

Community Service's grant and WERC's application are for 1330 kc with 5 kw, directionalized full-time. WERC's petition was filed by Arthur W. Scharfeld of Washing- ton law firm of Loucks & Scharfeld.

N. C. Assn. to Meet

FOUR CONVENTION sessions but no luncheon or dinner meetings are planned for the North Carolina Assn. of Broadcasters' convention June 23 and 24 at the Ocean King Hotel, Morehead City, N. C. The agenda is not set and will be prepared, ac- cording to J. Frank Jarman, president of the association and vice president and manager of WDNC Durham, N. C. Several panels are planned and rules and bylaws are to be adopted. Registrations are to be mailed to Harold Essex, WSJS Winston-Salem, association secretary.

7 out of 10 Northern California Radio Families

One Columbia Station Serves Them All!

Of the 837,000 families living in KGW's primary listening area, 96.8% are radio families—that's 6% above the national average. And these same families total 72% of all Northern California's radio families.

KGW serves these prosperous, radio-minded families exclusively for Columbia—and delivers them at less cost.

KQW Exclusively Deliver the Columbia 14 County San Francisco-Oakland Bay Market!

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Broadcasting • Telcasting

Political Magic

KTSN San Antonio accomplished a feat of political magic by airing five mayoralty candidates on the same program without a mishap. KTSN had the candidates come to the station individually and transcribe their respective platforms. Then the station aired them on one show May 12, the night before the primary elections.
IN ATLANTA, TOO

Today's theme is vast home-building, rapid industrial development.

Timebuyers know about the Southeast's No. 1 market, but the important thing to remember is that, for example, of all new homes building in Georgia, Metropolitan Atlanta accounts for approximately 57%. And Metropolitan Atlanta is but a portion of the rich market WAGA's fine facilities, popular programs and powerful promotion delivers to advertisers.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.
NEW TYPE MAGNETIC RECORDER
Manufacturers Claim Wider Frequency Response, Greater Dynamic Range for Device

RANGERTONE Inc., Newark, soon will place on the market a new magnetic tape recorder, which, the firm claims, will have a wider frequency response, greater dynamic range, and a lower noise to signal ratio than any present method of sound recording.

The new tape recorder, essentially an American adaptation of the German Magnetophon, is said to overcome some previous recording limitations. For broadcasters, probably one of the most important is the ability to cut and splice tape, thus allowing editing of recorded material, Rangertone, Inc. says. Those editing can be made on 14-inch diameter reels accommodating enough tape for a half-hour of recording at a tape speed of 30 inches per second. There is also an extra unit for programs which require more than one tape.

The controls of the new recorder are simple, yet flexible, according to Rangertone. The erase, record, and playback heads are contained in a plug-in assembly, thus facilitating replacement and maintenance. The erase head is always in operation in the recording stage, but may be used separately.

An unusual feature is the machine's ability to erase a signal already recorded on the tape and record another in the same operation. As a safeguard against accidental erasing of recorded material, two push-button controls must be depressed before a new recording can be made. Push-button controls take care of record, rewind, playback and stop functions. A five-position speed control lever permits running tape in either direction at slow and fast speeds when the machine is in wind position. This lever also permits location of a particular point on the tape for editing or dubbing. A timing time indicator or foot counter helps in "cueing" recordings.

The new recorder boasts the following performance figures:

- At a tape speed of 30 inches per second there is a minimum response of 40-10,000 for 30 minutes running time. At 36 inches per second it's 40-12,500, 25 minutes, and at 18 inches per second 50-7,000 for 50 minutes.
- The noise to signal ratio is approximately 70db ear weighted.
- One of the unit has not yet been decided, but company estimates it will not go above $3,000 and the tape initially will be $10 for a 30-minute roll.

New RCA Victor Console, Table FM Radios Shipped

RCA VICTOR, Camden, is starting initial shipments of four new AM-FM table model receivers and a new FM console receiver. The table models are of the 68R3 series and sell for $79.95 to $95. The console is the 610V2 and will sell for $325 to $340.

The table models, which have AM and a jack for phonograph attachment as well as FM, are advertised as giving "virtually static-free reception."

The console model has FM, AM and record player. It is advertised as "frequency modulation at its finest" and as having "finest tone system in RCA history."

Film Pickup Described

STEREOPHONIC system of recording sound on film; developed in Germany during the war, is described in a report made available by Office of Technical Services, Dept. of Commerce. Operation of the system, which was described in detail in the Nov. 26, 1945 BROADCASTING, is based on use of three communication channels. SPOT announcements giving City Colleges of New York information on business training course during the summer and announcing availability of living quarters for veterans from out of town are being carried as a public service on WEPT Boston, WMFU and WVLH PhiladelphiA, WOWR Chicago, WRLW Cincinnati, WGAR Cleveland, KSDK and KSBD St. Louis, WSPR and WMAS Springfield, Mass., WNDC and WNYK New York.

AM-FM Set Output Up 47% for April

Production Rate is 18 Million Yearly for All Categories

PRODUCTION of receiving sets with FM circuits rose sharply in April, the total March-April output exceeding that for all of 1946, according to the monthly survey by Radio Manufacturers Assn., representing about 90% of the industry.

AM-FM output for the calendar month of April rose 47% from the March figure of 67,264 to 98,625 sets, or 112,256 for the five week April working period (March 31-May 2 inclusive).

The April upswing in FM represents a rise from an average monthly increase of 23% in the rate of production. It indicates that FM output has passed the 25,000 weekly mark, with further sharp increases foreseen as large manufacturers get their FM departments into production.

Sets Production High

Production of all types of receiving sets for the calendar month was 1,548,540 compared to 1,377,269 in March. The five-week April total of 1,769,753 represents the highest monthly production in history, though the actual weekly rate is slightly below that attained in January.

Output of television sets for the five-week April period was 7,886 compared to 6,639 for the four-week period of March.

Total set production this year, up to May 3, is 6,081,129 units of which 284,452 sets are AM-FM and 26,205 are television models. The 6,081,129 figure represents an annual rate of about 18,000,000.

Of the television sets produced in April, 3,971 were table models, 2,242 direct-viewing consoles, 87 projection consoles, 686 direct-viewing radio-phonograph combinations, 60 projection radio-phonograph combinations and 860 converters.

TV Demonstration

RICHARD H. HOOPER, promotion manager of RCA Victor Division, Camden, is demonstrating $100,000 worth of television equipment at the Mid-America Exposition in the Cleveland Public Auditorium, May 22-May 31. Demonstration is being sponsored by the Cleveland Electric Illuminating Co. It consists of a number of 1947 receivers set on the apron of the stage and on the edges of the balconies carrying programs made in the auditorium and transmitted by coaxial cable.

Engineers to Meet

THE 62nd annual summer general meeting of The American Institute of Electrical Engineers will be held in Montreal, Canada, June 9-13, with meeting headquarters at the Mount Royal Hotel.
NO MORE WILD-CATTING . . .

There's more to finding oil than putting up a derrick and drilling a hole. The glamorous "wildcatter" of the past has been replaced by scientific, practical oil men, who sink their money into the ground only after every source of information has been checked and double-checked, only after experts have given their appraisal of the well's location.

We run our radio station much the same way: we plan our programs to suit Texas' tastes, we use research and planning to find out what listeners want—before we dish it up.

And our policy of planning has paid off in a veritable "gusher" of public acceptance, throughout the width and breadth of Texas—throughout cities, towns and villages in those 105 "king sized" counties that make up our daytime service area (and embrace 594,011 radio families).

There's no use to "wild cat" your time buying in Texas. The guess work has been taken out of the business on Kabc. And if you doubt us, ask the local and regional advertisers who gave Kabc more state and city business than any other San Antonio station!

THE HEART OF TEXAS BELONGS TO—
Kabc
SAN ANTONIO

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED AND COMPANY
Representatives

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

CHARLES W. BALTHROPE
Station Manager

30,000 WATTS, DAY
10,000 WATTS, NIGHT

BROADCASTING • Telecasting

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Read it twice .... you won't

TOMMY

It's the Cowan kind of showmanship!
believing it the first time!

DORSEY

DISC JOCKEY SHOW

on transcription available now everywhere!

TOMMY DORSEY, most popular bandsman of them all, can be your disc jockey. Name the station . . . name the product — the TOMMY DORSEY disc jockey show is yours every week for five solid hours of solid selling!

TOMMY DORSEY on transcribed bands emcees the show, personally selects and introduces hit phonograph records. Not only that — top names appear as guest stars. We said top names, and that’s just what we mean.

HERE’S THE SHOW that’ll capture and hold the major share of the available audience for any station five full hours every week, regardless of broadcast time.

NATIONAL, REGIONAL, LOCAL ADVERTISERS:

Make Tommy Dorsey your star salesman and watch him sell and sell and sell! Here’s your chance to dominate any market at an extremely low talent cost. Buy the whole five-hour strip, or any part of it on as many stations as you want.

Sells as full-, half-, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Better wire or phone today to be sure of getting this outstanding show for your station or product. First come, first served.

(ASIDE TO STATION MANAGERS: Only one station in any market can own this valuable franchise. If you don’t book it, you’ll have to buck it . . . five full hours every week.)

NOW AND FROM NOW ON THE BEST IN TRANSCRIPTION SHOWS

LOUIS G. COWAN, INC.

NEW YORK: 250 West 57th Street, N. Y. 19
(After June 1st: 485 Madison Ave., N. Y. 22)
Circle 6-4863

CHICAGO: 8 S. Michigan Avenue
Chicago 3
RANdolph 2022
The more than 700 delegates attending the International Radio Conference, first of the three sections of the International Telecommunications Conference which will meet throughout the summer at Atlantic City [Broadcasting, May 12], last week settled down to their task of reallocating the full spectrum of usable radio frequencies in line with postwar needs.

The 10 committees of the conference held their initial sessions during the week. The meetings were devoted largely to matters of organization and procedure so that confusion could be avoided during future sessions. In accordance with the proposal of the United States delegation, adopted at the first IRC plenary session on May 16, all meetings are open to the press and public, except at such times as the chairman of any committee may feel it expedient to call for an executive session.

Committee chairmen and vice chairmen were chosen by nations, with each national delegation selecting the individual, in accordance with another U. S. proposal also approved by the May 16 plenary session. Lineup is as follows:

- Committee No. 1, Credentials—Chairman, T. C. Loo (China); vice chairman, Iñaki Carrasco (Chile) and H. W. Curtis (New Zealand).
- Committee No. 2, Steering—Chairman, Charles R. Denny (U. S.); vice chairman, Franco Coi de Wolf (U. S.). They are also chairman and vice chairman of the conference [Broadcasting, May 19].
- Committee No. 3, Organization (to consider provisions and proposals dealing with CFRB, COCH and other organizations, as well as service documents)—Chairman, Emilio Azcárraga (Mexico). (Arturo Menéndez is temporarily acting as chairman pending Mr. Azcárraga’s arrival); vice chairman, T. A. Stone, (Canada) and Gunnar Pedersen (Denmark).
- Committee No. 4, Technical Coordinating (to coordinate work of committees 5, 6 and 7)—Chairman, Alexander Portalis (USSR), vice chairman, Aníbal Imbert (Argentina) and M. Lecomte (Belgium).
- Committee No. 5, Allocations of Frequencies—Chairman, Sir Stanley Anson (United Kingdom); vice chairman, Janusz Grozowski (Poland) and one to be named from Peru.
- Committee No. 6, International Frequency List (to review existing frequency list and prepare a new one, removing obsolete elements and conforming to the allocation table)—Chairman, H. M. Van der Toorn (Netherlands); vice chairman, Arqued (Colombia) and S. A. Gejer (Sweden).
- Committee No. 7, General Technical (to consider provisions on tolerance, harmonics, interference and definitions)—Chairman, J. A. Krupka (Czechoslovakia); vice chairman to be named from Norway, Cuba, Brazil, and Peru.

Committee No. 8, Operations—to be divided into four subcommittees to consider (A) general indices, operating certificates, amateur stations, etc.; (B) procedures, telegrams, distress; (C) radio tele-grams (routing accounting, additional regulations, etc.); and (D) radio telecommunications—Chairman, Torben Toennesen (Norway); vice chairman, Roman of Balinese Shinto (Brazil), who relinquished the chairmanship of the committee when it was found he had no压制 frequenting the pressure of work of his delegation which has only two members, and one to be named from Ireland.

Committee No. 9, Drafting (to put regulations of other committees into final form, to revise language and or- ganization of the regulations and to consider proposals)—Chairman, Pierre Laflaye (France); vice chairman, Hubert E. Schrijver (Indonesia) and A. A. Kader (Egypt).

Committee No. 10, Management of Bureau of the International Telecommunications Union—Chairman, J. H. McLean (Australia); vice chairman, Carlos Horta (Portugal) and Renato Gutierrez Romero (Venezuela).

General goal of the complete ITS is to draft an entire revision of the radio regulations to replace the one drafted in Madrid in 1932 and originally approved in Berlin in 1934. Meeting scheduled for Italy for 1943 was cancelled because of wartime conditions. New regulations, to be called the Atlantic City Convention, would be applicable for the United States after Madrid, and would have treaty status and would be submitted to the Senate for approval.

The Madrid Convention covered telegraph and telephone regulations as well as radio, but under the provision that a participating country need accept only one of the three codes, the U. S. has not participated in the telegraph or telephone conventions. These will be re-drafted next year in Paris.

As preliminaries to the IRC job of revising the international frequency list and allocations table, a number of countries, including the U. S., have submitted proposed reallocation plans. In the standard broadcast region, the U. S. proposals that present assignments of 550-1600 kc be expanded to 535-1605 kc, permitting frequency assignments from 540 to 1600 kc with a 5-kw guard band at each end. Present proposals state that "care must be taken to avoid any proposals employed in the selection of transmitting antennas, antenna directivity patterns and powers of broadcasting stations on 540 kc so as not to interfere with the safety and distress functions of the maritime service" (500 kc).

Other standard broadcasting band proposals are: Canada 525-1605 kc; China, 535-1605 kc; France, 525-1600 kc, with 520 kc to be shared with the maritime services and available for broadcasting only at interior points; Rumania, 550-1600 kc; United Kingdom, 620-1605 kc; USSR, 525-1600 kc; and Czechoslovakia, provided that 1560-1670 kc be available for use by low-power interior stations.

Spain, only major nation not participating in the conferences, will consider the three conference frequency assignments, but will be bound to observe them. Whether it does or does not depends on matters...
One of a series. Facts on radio listening in the Intermountain West

SINCE BMB
Intermountain has really grown!

Three 5,000 Watt Stations
Eight 1,000 Watt Stations
Six 250 Watt Stations
One New FM Station

17 HOME TOWN MARKETS COMPRIS
THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KDAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KFMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell
KODI, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
KALL of Salt Lake City
Key Station of the
Intermountain Network
and its
MBS Affiliates

NOW AVAILABLE!
Intermountain Empire News
1:00 p.m. Edition
WINTER HOOPER 11.0

17 HOME TOWN
MARKETS COMPRIS
THE NEW
INTERMOUNTAIN
NETWORK

4 NEW STATIONS
KEYY Pocatello, Idaho - - - 250 watt 1240 KC
KVMV Twin Falls, Idaho - - - 250 watt 1450 KC
KBMY Billings, Montana - - - 250 watt 1240 KC
*XXXX Great Falls, Montana - - - 5,000 watt 560 KC

5 POWER INCREASES
*KVOO Provo, Utah - - - now 1,000 watt 960 KC
*KVNU Logan, Utah - - - now 1,000 watt 610 KC
*KFXD Boise-Nampa, Idaho - - - now 1,000 watt 580 KC
*KVRS Rock Springs, Wyoming - - - now 1,000 watt 1360 KC
*KPOW Powell, Wyoming - - - now 1,000 watt 1260 KC

NEW HOOPER
The largest Hooper study ever made in the Rocky Mountain West
covering 4 states and 14 markets has been completed and reflects
the increased value of the Intermountain Network. You no longer
need to guess — get the facts from Avery-Knodel.

THE New
INTERMOUNTAIN
NETWORK
Concentrated Coverage where the people live

BROADCASTING • Telecasting

AVERY-KNODEL — National Representatives
New York   Chicago   Los Angeles   San Francisco   Atlanta

May 26, 1947 • Page 39
WTMJ Finds Wisconsin Talent Pays Off

Series Using Local Stars Is Sponsored Public Service Program

By BRUCE WALLACE
WTMJ Assistant Manager

IF you've heard it once, you've heard it a dozen times: "Radio does not pay enough attention to local talent!" "Local stations have done little or nothing to encourage or develop or use the talent they have in their own communities!"

The chorus has risen to new heights in the past two years. "Radio stations think of nothing but filling their schedules with commercial big name programs and ignore public service opportunities in their own communities!"

We know that it just isn't so. But the general public is not so sure, and radio critics are extremely doubtful.

For four years, WTMJ, The Milwaukee Journal Station, has devoted effort, money, time and programs to a public service project, designed and created to encourage community talent. Starring Young Wisconsin Artists started on WTMJ in 1943, as a public service sustaining program. The idea behind the program was this:

WTMJ and The Milwaukee Journal were convinced that there were hundreds of young talented Wisconsin musicians who deserved the encouragement and help an appearance on radio auditions, recitals and broadcast programs could furnish.

Music Clubs Aid

To carry this idea through, WTMJ approached the Wisconsin Federation of Music Clubs, obtained the active cooperation of this organization; set aside a substantial fund to cover all expenses, and to provide a professional fee for all young musicians taking part.

The first two series of Starring Young Wisconsin Artists did not involve a contest. It was carried out as follows:

1. A publicity campaign to acquaint Wisconsin musicians and their friends with the opportunity offered by the project.
2. The choice of 200 musicians from the many thousand applicants to take part in state-wide auditions.
3. The three-day state-wide auditions, held at Radio City in Milwaukee to select 81 musicians to take part in the series of recitals and broadcast programs on WTMJ.
4. The appearance of the 81 young Wisconsin musicians in a total of 26 public recitals and 26 broadcast programs on WTMJ.

The third Starring Young Wisconsin Artists series was conducted along the same lines as the previous two. In that WTMJ offered a total of $1,000 in cash music scholarship awards.

The fourth Starring Young Wisconsin Artists series (1946-1947) was largest and most comprehensive.

Sponsored Public Service

The First Wisconsin National Bank (largest in Wisconsin) became interested in the project more than a year ago. Starting with the current series, the bank assumed full sponsorship of the project, and the series became an institutional, sponsored public service program. The Wisconsin Federation of Music Clubs continued to cooperate.

Ten music scholarship awards were offered for a total of $3,000, and the series, under the sponsorship of the bank, was enlarged and more successful than ever before.

We feel that this is a very good example of the great benefit added to an established public service program through sponsorship by a public-minded commercial institution.

Starring Young Wisconsin Artists on WTMJ, hundreds of young state musicians would still be "hiding their lights under a bushel." It has developed talent and provided the means for the continuity of study.

June Shielman is an outstanding example of this development of talent. She appeared on the series, gained recognition for her singing talent. Because of ability, The Milwaukee Journal gave her a two-year music scholarship, and June Shielman is now the featured soloist on the NBC morning music program, Words and Music.

The good things in radio are too often kept well hidden in radio stations. It is a good thing that one radio station has done that we sincerely think will serve a useful purpose if it is brought out in the open and shouted about.

Veterans Groups Picket Communist Vets on WTTM

PROTESTING the broadcast of a paid political program by war veterans of the Communist Party of New Jersey over WTTM Trenton, representatives of seven veterans' organizations picketed the station on Wednesday, May 26. According to the veterans on the picket line, the demonstration was "to show the public that the vast majority of war veterans are not communists," and was not an action against use of communication facilities by the communists.

Joining in the demonstration were members of the Catholic War Veterans American Veterans Committee, AMVETS, Italian-American Veterans, Jewish War Veterans, Veterans of Foreign Wars and the American Disabled Veterans.
Main Attraction

Every field of entertainment has its Main Attraction. In radio—in Detroit—it's WWJ, pioneer radio station of the nation. To what may this position of leadership be attributed? First, WWJ brings Detroiter's the world's greatest entertainers through its 20-year-old NBC affiliation. Then, it presents the best of the home-town talent with a widely-diversified, ever-interesting array of programs. Finally, through its continued presentation of public service features, WWJ has won its way permanently into the hearts and homes of the millions in its community. It is this combination of the three elements of good radio station management that attracts the largest radio audience in the Detroit market to WWJ... and results in most gratifying results for its advertisers, day in and day out.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate FM Station WWJ-FM... Television Station WWJ-TV

BROADCASTING • Telecasting
Hoover Receives WJR's Goodwill Award For San Francisco Americanism Speech

THE OUTSTANDING radio speech on Americanism last year was the one delivered by J. Edgar Hoover, Director of the FBI, at the American Legion convention in San Francisco last Sept. 30, according to G. A. Richards, president of WJR Detroit, WGAR Cleveland, and KMPC Los Angeles, who last week presented Mr. Hoover with the 1946 WJR Goodwill Award.

The award was originated by Mr. Richards to be given annually to the person making the best radio speech on Americanism and the preservation of our constitutional form of government, the principles to which his stations are dedicated.

Mr. Hoover, in his address, had urged "building the defenses of Americanism against the insidi-

CBS Seeking Free Lance Writers for New Program

FREE LANCE WRITERS are being sought by CBS for The Roof of the City, a new evening half-hour program which begins on the network at an as yet unset date in June. Werner Michel, assistant to Davidson Taylor, CBS vice president and director of programs, will be the program's supervisor.

The format is built around a narrator who takes the listener to an observation tower atop a skyscraper overlooking a city, where he speculates on the lives of the people under the rooftops.

McFadden Promotion

THOMAS B. McFADDEN, former WNBC New York news and special events director, has been appointed assistant manager of the station effective June 2 succeeding William Burke Miller who will assume the post of program editor in the NBC television department.

To Join ABC

WLXV La Crosse, Wis., now under construction, joins ABC effective July 1 as a member of the North Central Group, bringing the total number of ABC affiliates to 251. Owned by Bernac Radio Inc., the new station will operate full time with 250 w on 1490 kc and will be managed by E. W. Berg.

WTAM Saves a Life

THE LIFE of a French war bride, giving birth to her first baby, was saved on May 7, when a 14-second blood donor appeal broadcast on WTAM Cleveland, NBC affiliate, flooded a hospital switchboard with approximately 200 calls. When blood banks in the area were able to produce only one pint of the rare B, RH negative type, the hospital called WTAM for aid. Appeal was aired during the break between the Fibber McGee and Molly and the Bob Hope programs. Within a few minutes hospital officials requested no further announcements, since nearly 200 calls had produced donors with the proper type.

PLAN TO EXPAND BMB'S MEASUREMENTS STUDIED

THE POSSIBILITY of expanding proposed BMB 1948 station coverage measurements to reflect greater frequency [CLOSED CIRCUIT, May 19] was said last week to be under consideration by a BMB subcommittee.

The measuring and reporting not only of total weekly audiences but also such factors as the number of days per week that listeners tune to stations, the average daily audience and the average weekly audience are elements of the study being undertaken by the subcommittee, it was said.

The BMB board research committee instructed the technical subcommittee, the study being undertaken to be augmented and expanded to include the survey done sometime ago. The subcommittee was then appointed to conduct the study.
WGN has more listeners* in the Nielsen Radio Index Chicago station area between 12:00 noon and 6:00 p.m. than any other Chicago station.

*A families listening a minimum of six minutes per week.

A Clear Channel Station... Serving the Middle West

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
Cousin Katey says:

Dear Cousin:

Yes, we sure were full of weather and politics. And down here in San Antonio, you know, both of them are hot.

Gotta eat the old Sancerre, cause he is just plain murder when I'm on him, and clean like that creakin' door when I get off him. Know, Cousin, it's sure nice sittin' out in the patio in the evening listening to those good KTSA and CBS programs. Can't say we don't have fifty thousand watts, but that KTSA signal sure gets a long way with five thousand at five-sixty. Ummmm humpshi.

In the mornings farmers and ranchers for miles around are steady listeners to folks like Ernie Pratt, KTSA's Farm Editor, and Perry Kallison, The Old Trader. You know, cousin, those kind of programs never get out of mode, cause everybody likes them. Y'know, just call Tom Petersen at THS in Chicago, or Roy Cowan at THS in New York. They'll tell you I'm right. Well, gonna go now. Come down and eat some barbecue with me real soon. George Johnson and Rex Freis said they'd cook it if you'd come.

Love and kisses,
Your favorite cousin

Katy Essay

Page 44 • May 26, 1947

BIG DAY FOR 'TY' AT WWJ-TV

E. L. "TY" TYSON, (extreme r), celebrating his 25th year with WWJ, Detroit News station, this month, watches completion of negotiations which will bring him into a new phase of sports broadcasting, play-by-play television accounts of two Tiger baseball games each week over WWJ-TV starting in June. With him are (l to r): Willard Welbre, sales manager of WWJ-TV; Billy Evans, vice president of the Tigers, and Edwin J. Anderson, president of Goebel Brewing Co., who will sponsor telecasts.

CBC in Financial Straits, May Resort to More Commercializing, Dunton Says

By JAMES MONTAGNES

MORE COMMERCIALIZATION and deterioration of sustaining program standards were listed as alternatives to an increase in revenue from listener license fees by A. D. Dunton, chairman of Canadian Broadcasting Corp., at first day's session of Parliamentary Radio Committee at Ottawa May 19. Dr. A. Frigon, CBC general manager supported Mr. Dunton with announcement that CBC deficit for last fiscal year, ending March 31, was $70,000 before depreciation and obsolescence amounts were added.

Mr. Dunton said all independent broadcasting station licenses had been renewed on April 1, and that all but one station had sent in "promise of performance" reports to CBC before March 31, as recommended by last year's Parliamentary Committee. Reports of most of the stations were inadequate, he said, and stations whose data was not complete enough were warned.

Mr. Dunton further reported that CBC is discussing with the Canadian Assn. of Broadcasters form for "proof of performance" reports and whether reports should cover sample weeks at different periods of the year or the entire 1947 license year.

Finances are the main reason CBC has not yet fulfilled another committee recommendation made last year—to establish a second French network, Mr. Dunton said. He reported on the progress being made on the new 10-kw transmitter for CBJ Chicoutimi and the 50-kw transmitters for CJBC Toronto and new stations at Winnipeg and Lacombe, Alberta.

Dealing with FM and television, Mr. Dunton said agreement had been reached with CAB on allocation of FM frequencies and power, and that CBC was encouraging private stations to operate FM stations. Same program on both FM and AM stations would be used at first so as not to give private stations a special privilege of operating two separate stations with separate business on each.

After July 1 CBC will decide on policy of applicants for FM stations who do not now have AM stations.

Expense was given as main reason for no television station licenses having been issued in Canada, but CBC is still studying this, Mr. Dunton said.

Bulk of report was on CBC finances. Last year CBC had asked for full $250 annual listener license fee, and this year renewed its arguments for this, pointing to higher listener fees in both Britain and Australia. Currently Mr. Dunton pointed out, CBC receives $215 of the annual license fee, the remainder going to administration and collection of the Dept. of Transport.

Mr. Dunton explained that program costs have risen 60% since 1940. CBC revenues have leveled off during the last three years. No sizable salary increases have been given to CBC employees in recent years, he said, and many staff members, including key personnel, have left for jobs paying higher salaries. The efficiency of CBC was threatened, he said, if some adjustments were not made to meet higher living costs.

Commercials

On the subject of commercials, Mr. Dunton said: "We feel that at present need for revenue has pushed the CBC into accepting too many commercials in some parts of the schedule in the interests of good broadcasting. If we have the funds we should like to replace some commercials with good Canadian non-commercial programs."

CBC felt that it could not go into the remunerative spot announcement business as it would not be in the public interest and would seriously affect service CBC is now rendering, according to Mr. Dunton.

Closing his presentation, after giving cost figures in Canada, Australia and Great Britain, he stated that CBC "is in an economic squeeze. Rising costs are pressing it inexorably against a wall of limited revenues. The pressure of financial necessity toward increasing commercial revenue is great. We do not feel, however, that increase in commercialism in the interests of the national system or its listeners. . . . Unless further revenues come there is bound to be a serious deterioration and reduction of service."

Rock Island, Ill., Station Gives Augustana $5,000

WHBF has contributed $5,000 for a music or speech studio in the new $76,000 fine arts building being planned for Augustana College, Rock Island, Ill.

Commenting on the gift, Leslie C. Johnson, vice president and general manager of the station, said: "WHBF has long enjoyed a close and warm relationship with Augustana College. . . . We desire to continue to develop further this relationship in the years ahead."

WORLD'S BEST TOBACCO MARKET

WBTM - FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGER
National Representative

WORLD'S BIGGEST TEXTILE MILLS

BROADCASTING • Telecasting
IN AM, you will maintain higher modulation levels, protected against sharp peaks—an extra margin of power that means increased coverage for your station.

Based on developments by CBS engineers, the Limiting Amplifier BA-5-A has been designed by General Electric for efficiency plus.

**LEADER IN RADIO, TELEVISION AND ELECTRONICS**

**GENERAL ELECTRIC**

**BROADCASTING • Telecasting**

**May 26, 1947 • Page 45**
Here Is The Latest WCKY Story:

MAIL

17,079 in 12 Weeks for One ACCOUNT ON

THE WCKY JAMBOREE

Travis Products, maker of "Mr. Walker Toy" bought five 5-minute segments weekly of WCKY's morning and evening Jamboree, starting Feb. 17, 1947. In the twelve weeks thru May 7th this account pulled 17,079 pieces of mail, containing orders.

This mail was received from 33 states. 95% of the mail was from the 12 Southern States in WCKY's INTENSE LISTENING AREA.

Here Is A Combination Hard To Beat:

INVEST YOUR AD DOLLAR WCKY'S-LY
RATINGS

The latest 5 months' Hooper Study for Cincinnati (Oct.-Feb. 1947) shows WCKY is Cincinnati's SECOND STATION 8 AM to 8 PM. Here are the figures:

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Mail Plus Ratings

WCKY CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

As Boston Goes

NEW ENGLAND traditionally is conservative, reserved and proper. The hub of that thriving area is Boston, always a cultural, art and social center.

In our last issue we reported the results of an audience poll conducted by Rudolph Elle Jr., radio editor of the Boston Herald. It showed, among other things, that sophisticated Bostonians rate Fred Allen as their favorite national program and Bob Hope as the "worst," as well as most overrated." That certainly doesn't follow the national ratings.

But in one respect the poll did yield a result worth weighing, in our judgment, would be duplicated in every urban area and certainly in the rural and remote communities. The question was:

"Do newspapers give radio programs adequate coverage?"

A whopping 1,377 (the largest number of votes cast in any of the categories) responded "no." Only 149 were satisfied with the listings and news coverage in Boston's newspapers.

The balance—469 gave no answer—made up those papers which do not list programs. Others are so archaic (or competitive) that they label news programs as "studio," and network-sponsored shows with top talent as "music." Yet these same newspapers devote columns and sections to commercialized sports, to the theatre and to movies.

Newspapers, like radio, have a public service responsibility. They are under an unwritten mandate to give their readers what they want in news and features. Most of them do.

That's the reason radio columns have been on the upgrade while the word-cross-puzzle and lovelorn advice features are disappearing.

We would like to see more of the Boston Herald type made in other cities. If greater program coverage will sell more papers, meaning higher advertising rates because of more circulation, publishers soon will find the way. Our tip: if newspapers don't do it now, for we're sure that, as Boston went, so will go the nation.

Sponsored Service

THOSE in the FCC and elsewhere who believe that radio in the public interest must necessarily be on a sustaining basis should look to the experience of WTMJ with its annual Starring Wisconsin Artists series. (See story page 40.)

For two years the series was conducted by selection of artists by those who applied. The third year WTMJ offered $1,000 in cash music scholarship awards on the basis of a larger number of talented young people was attracted. All of this time the program was on a sustaining basis.

This year was different. The station obtained the sponsorship of a large Wisconsin bank for the contest. The music scholarship awards were multiplied and the total value of prizes provided by the bank was $3,000.

Is the public interest classification of this contest impaired by its commercial sponsorship? Quite the contrary. This year's series was the most successful ever held. Hundreds of gifted Wisconsin citizens were given an opportunity to develop their talents and the most able were provided the means to continue.

Commercial sponsorship made practical a greater service than would ever have been possible through the unassisted efforts of a station. That is the rule, not the exception.

BMB, NAB and Sense

A COMMON SENSE solution of the current plight of BMB is projected by the NAB Board of Directors. Instead of baring headlong into the uncertainties of a 1948 survey, which is having rough going, the board has recommended that 1948 be a tide-over year, devoted to planning and solicitation for the permanent, long-range development of the new radio measurement standards.

As things appear now, a 1948 survey, already authorized by the BMB board, representing broadcasters, advertisers and agencies, would be doomed. A bad year might well kill BMB. Many subscribing stations haven't yet learned how to use BMB. A successful 1948 survey isn't in the cards.

We think the suggested long-range plan is the only feasible one to give BMB the stability, the support and dignity it must command to be successful.

McCarthy's Whimsy

TOILERS on the Washington scene have seen many an ill-conceived bill drop into the Congressional hopper, but we doubt whether they have seen any bill more illogical or undemocratic than that proposed last week by Representative Senator Joseph R. McCarthy (R-Wis.) which would bar members of Congress or their wives from owning broadcasting stations.

Senator McCarthy may be motivated by the best intentions. He feels that since Congress passes on appropriations for the FCC, legislators would have "a tremendous advantage over John Q. Public in applying for a license from the FCC." The records do not bear him out, since only a handful of members are interested in stations. The fact that former Senator Bob LaFollette, who was narrowly defeated by Mr. McCarthy in last November's elections, is part owner of WEMP Milwaukee, obviously had some bearing upon Mr. McCarthy's attitude. He made a point of that in his campaigning.

Certainly radio is the prime electioneering medium. Certainly politicians recognize it. More and more of Congress, however, hold interests in newspapers and magazines in stations. Their newspaper connections most assuredly didn't hamper them in their campaigns for public office.

We are just as opposed to the banning of station ownership by legislators as we are to the discriminatory proposal of other years which ipso facto would force divestiture of newspapers from station ownership.

Carried to its logical ends, the McCarthy proposal, in reverse, would preclude any station owner (or his spouse) from running for Congress unless he first divested himself of his station interest, or reduced it to 20% or less. Is that the McCarthy way?

We know of a number of members of Congress who achieved office by dint of their radio activities, both in ownership and as commentators. There will be others—unless some counterpart of the McCarthy proposal becomes law.

We doubt whether the McCarthy proposal will ever get out of committee, because of it's obviously discriminatory foundation, which would deprive an important segment of the electorate from holding Federal elective office.

To ignore the measure, however, would be to trifle with another fundamental freedom guaranteed every American citizen.

Our Respects To—

EMERSON ANDERSON ALBURY

FROM the cotton business to radio is quite a broadjump—running. But E. A. (Bob) Albury made it with conspicuous success in 1930 when he became manager of WHBQ Memphis. Since then he has seen his station grow from four to 35 employees and from a local to a network outlet.

Mr. Albury's talent at figurative broadjumping overlapped into other branches of athletics as well. For he immediately took charge of all sports programs—the station's specialty from the first. Until 1949 he continued to do WHBQ's sports announcing, covering football games of the two Memphis colleges and eight local high schools, professional baseball, tennis matches, boxing and wrestling.

Of course, Mr. Albury didn't go in color as a station manager. He entered radio in 1922 when he did amateur announcing for WDAF Kansas City and for WHB, then the station of the Sweeney Automotive and Electrical School there. He remembers the Coon-Sanders orchestra, the Kansas City Nighthawks, and other now-historic personalities of that era.

In 1925 he went to Memphis and continued part-time work in radio as a freelance announcer, writer and producer. At WREC, then in Whitehaven, Tenn., a Memphis suburb, he created Whoopee Club and The Night Court and wrote a series called Who's Who in Memphis. After WREC moved into the city he freelanced until his appointment at WHBQ, which had come under new ownership shortly before, although its founding dates back to 1925.

In addition to sports, Mr. Albury drove his new station hard on developing local programs and talent. One of his products was Helen Fulk, who began as a singer on WHBQ in 1933, reached stardom as Helen Carroll with the Merry Macks on the Fred Allen network show, and continues in the spotlight as female member of "The Satisfiers" with Perry Como.

Bob Evans of Hi-Lo, Jack and the Dame, featured by Fred Allen and on other network shows, also started his career at WHBQ. He was an announcer.

Promotion-wise from the first, Mr. Albury now displays in his office certificates, plaques and loving cups awarded for the station's energetic and all-encompassing efforts in this field. While nearly every known type of promotion has been used by the station, some of the more novel have included book marks (Continued on page 50)

BROADCASTING • Telecasting
NOW A WHISPER SURPASSES A SHOUT

When the ancient Gauls transmitted important news it was shouted from tower to tower through a megaphone. By this crude means it required 15 hours to send news of the historic Roman massacre from Orleans to Auvergne—a distance of only 120 miles.

Today, important news and messages about your product travel fast and direct to the thousands of habitual listeners the moment they are announced over a WCBM microphone. That's why time buyers choose this station. It's a swift and sure means for delivering clients' "commercial" to homes in metropolitan Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
Richard O. Dunning
Named KHQ Head
Has Been Station's Vice President Since March 1946

RICHARD O. DUNNING is the new president and general manager of KHQ Spokane, succeeding the late Arthur L. Bright, who died March 8. Mr. Dunning has been a vice president of the station since March 1, 1946.

For the 12 years following his graduation from Washington State College in 1939, he was financial secretary and secretary of the retail trade bureau of the Spokane Chamber of Commerce, of which he is now a director.

In 1941, he started his radio career as director of public relations and sales for WRGK show XXLY Spokane. Then, 3½ years later he left the radio field to become manager of the Idaho Type-Writer Exchange, remaining in that capacity until last year when he became vice president of KHQ.

No changes in personnel are contemplated, according to Mr. Dunning, with Vice President R. W. Brazsell remaining as program manager, and Milton Fritsche as treasurer and assistant secretary.

Respects
(Continued from page 49)
supplied to libraries and the over-printing of 100,000 paper sacks for use by housewives during the shortage in sacks that developed at grocery stores during the war.

Though the long-ago celebrated dinner in the dining is done al fresco, and Mr. Albury takes over at the barbecue pit in the yard at his home. Specialité de la maison is barbecued pork chops.

In 1930 Mr. Albury married the former Emily Peale of Memphis. A five-year-old cocker spaniel has grown to be one of the most important members of the family. His registered name is Emerson's Favorite Son, and he is called Rusty.

Mr. Albury was born at Pierce City, Mo., in 1902. He completed his education in Fayetteville, Ark., and went to Kansas City soon after. In Memphis he was a barber and outside interests have extended widely. Active in the Evergreen Presbyterian Church, he is a member of the board of the Memphis Cotton Carnival Assn., the Symphony Society, the Memphis International Center, the Round Table and the Gavel Club. Recently he was named chairman of the advisory board of the Salvation Army. He is vice president of the Tennessee State Exchange Club and a member of the Tennessee Club and the Town Club. He is also a member of the Public Relations Committee of the sixth district of NAB and serves as chairman of the Program Committee of the same industry group.

Although Mr. Albury has been at WHBQ for a long time, his abundance of ideas won't let either him or the station rest on its laurels. The station has been consistently active in youth and youth programs. A few of the programs' names attest to the thoroughness with which WHBQ handles the radio scene. They include: Boys and Girls Inc., Citizens Junior, Juice Box Serenade and Quest for Talent. The station also holds an annual all-girls day, during which operations are turned over to Memphis high school girls.

Costly Letter
PHIL LALONDE, CKAC
Montreal manager, has received a letter from China on which the postal charge was $270 (Chinese). Sender was Bishop Gustave Prevost, Apostolic Prefect of the Lin-tung diocese in Manchuria, who last year named him on man of the Day broadcast in French last December.

WARD A. COLEMAN, former manager of WMAV, Muncie, Ind., has been appointed general manager of WENR White Plains, N. Y.

MILTON LAUGHLIN, former general manager of WHAT Philadelphia, has returned to that position after stints with station upon his release from the Army. In service, he was program director of the State Dept. radio station at Salpin.

HAL COOKE, account executive and assistant manager of CKBY Toronto, has been appointed manager of station, succeeding his brother, JACK R. COOKE, president of CKBY, who has resigned active management of station to devote more time to interests as publisher of Canadianation of Liberty Magazine [BROADCASTING, Jan. 6].

Mr. Cooke is currently manager of CHX Peterborough and CJAD Montreal.

DONALD MANSON, assistant general manager of Canadian Broadcasting Corp., is attending the International Radio Communications Conference at Atlantic City as an editor to Canadian delegation.

DICK JOY, co owner and general manager of KCMJ Palm Springs, Calif., has been elected to chairmanship of local Chamber of Commerce and Desert Museum.

CHARLES CRUTCHFIELD, general manager of WBT Charlotte, N. C., and vice president of Charlotte Broadcasting Co., station licensee, has been elected to the Charlotte Eagle, local Negro newspaper, for outstanding work in furthering accomplishments of better race relations.

J. W. CLIPP, general manager of WPIL and WPIL-FM Philadelphia, has been named chairman of radio sub-committee for city's 1947 "Better Philadelphia" City Planning Exhibition.

V. W. ARMSTRONG, assistant manager of CKNY New Westminster, B. C., and KILLIAN JACKSON, of station, who is a member of station's continuity staff, plan to be married June 4.

New WHBS Manager
M. C. (JIMMY) GREGORY took over today (May 26) as manager of WHBS, the Huntsville (Ala.) Times station, replacing A. L. Smith, who was appointed circulation director of the Times. Mr. Gregory, who until today was southeastern representative for Louis G. Cowan Inc., Atlanta, has held various radio positions during the past six years with WDSU New Orleans, WATL and WAGA Atlanta, and WGOV Valdosta, Ga.

John W. Potter
1896 - 1947

John W. Potter, 50, president of Rock Island Broadcasting Co., which operates WHBF Rock Island, Ill., died of coronary thrombosis May 17 at Minocqua, Wis., where he had gone with his wife to open their summer home.

Mr. Potter, who also was editor and co-publisher of the Rock Island Argus, was a former president of the Island Daily Press Assn. During and after the war he was a member of the National Newspaper Advisory Board, which functioned under the WPB.

Mr. Potter was the third member of the Potter family to have been associated with the Argus. His grandfather, John W. Potter, bought the property in 1882, and his father was editor-publisher until his death in 1908.

Surviving Mr. Potter are his wife and three children, Molly, Patricia and John William, and also a sister, Marguerite, and a brother, Ben, co-publisher of the Argus. Funeral services were held Tuesday morning in Rock Island.
Advice that will give a clear picture of the New Englander's eagerness to buy quality goods on NERN's say-so. The grouping of NERN stations is ideal for reaching every corner of New England's thickly-populated markets. In New England, “Watch the birdy” means “Listen to NERN.”

**NERN STATIONS**

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<th>Frequency</th>
<th>Watts</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000 Boston, Mass.</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000 Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000 Providence, R.I.</td>
</tr>
<tr>
<td>WBZ</td>
<td>620</td>
<td>5,000 Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250 Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1010</td>
<td>50,000 Hartford, Conn.</td>
</tr>
</tbody>
</table>

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

**NERN COVERAGE**

New England—where 97.6% of the population listens regularly to NERN.
New England—where 8% of the nation's retail sales are consumed annually.
New England—where 11% of the nation's capital resources of U. S. banks are held.

**NERN TIME**

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

New York + Boston + Chicago + Atlanta
Detroit + San Francisco + Hollywood
Philadelphia Video Audience Increased Six Times Over November, Survey Shows

TELEVISION in Philadelphia has increased its audience by about six times since last November. A rough survey of known distributors of receivers and a survey of other data reveals.

The survey lends credence to the opinion of Raymond E. Nelson, New York, that Philadelphia may be second only to New York as the top television market for 1947.

A check of Philadelphia distributors indicates that at present, the number of receivers is between 4,500 and 5,000.

The check also revealed that most distributors are optimistic about the number of sales they could make immediately if shipments were received. Should their predictions be accurate, the number of receivers would double in a month hence if shipments could be made. As it is, RCA, DuMont and GE sets are being sold; Emerson has placed one as well as Crosley. Crosley sets are expected soon and so are Philco receivers. Other big name receivers are yet to come.

WPTZ Mailing List

WPTZ, only station televising here, had a close check on the number of receiver owners through its mailing list. The number on the list increased from 500 in November, 1946, to 3,100 when the list was discontinued two and a half months ago.

The number of classes has increased from 10,000 to 10,000. It is now possible for a sponsor to reach that many persons for a penny per person for 15 minutes. He hopes by the middle of the summer that the number of receivers and persons looking in will have brought the rate down to 1/8 of a cent per person.

WQXR New York 4-Month Sales Up 42% From 1946

AN INCREASE OF 42% IN WQXR New York sales for the first four months of 1947 over the same period last year marked the biggest first four months in the history of the station, it was announced last week by Hugh Kendall Boice, vice president in charge of sales.

Analysis of the figures indicated a large increase for each month. March showed a sales increase of 55% over the previous year, while April was the biggest month in gross income with an increase over April 1946 of 46%.

More than 20 sponsors now on WQXR were not on the air at the beginning of last year.

Award to Singer

KATE SMITH, radio singer, and Dr. Florence Sabin, woman scientist, will be presented 1947 arts and sciences citations from the National Conference of Christians & Jews in Chicago June 10 in recognition of "contributions to better human relations and welfare." Presentation will be at a luncheon of the Women's Division of American Brotherhood, sponsored by NCCJ, in Stevens Hotel.

Main Morris (right), new head of national advertising for KLZ Denver gets congratulations and best wishes on new post from Mort Basset, radio timebuyer for Mort Basset, timebuyer for National, New York. KLZ Manager Hugh Terry looks on approvingly.
Guiding Light---Re-Lighted

There is a destiny that makes us brothers,
None goes his way alone;
All that we send into the lives of others
Comes back into our own.

Once again the philosophy of The Guiding Light shapes the lives and destinies of human beings. Once again a gentle philosophy of faith, hope and love—a straightforward message of brotherhood, understanding and tolerance emanates from the eternal beacon that is humanity's Guiding Light.

We wish to express our grateful appreciation to the Procter and Gamble Company for relighting the Lamp of Friendship, and making it possible for us to join our hearts and minds in presenting a needed and significant message in the story of

The Guiding Light

Each weekday, beginning June 2, 1947, over the facilities of the

COLUMBIA BROADCASTING SYSTEM

Produced by............................................................Compton Advertising, Inc.
Script Supervisor and Plottist...............................................................Irna Phillips
Writer ................................................................................................Art Gladd
Organist ..............................................................................................Bernice Yanacek
Baukhage Talking...

DATA ON RURAL MARKET OFFERED IN NEW BOOK
SIMMONDS & SIMMONDS Inc., Chicago and St. Louis advertising agency, has released a new type of market data book which analyzes America's rural markets and shows by case examples successful marketing campaigns. Titled Left! Take a Walk Down Main Street, the profusely illustrated book is available to executives interested in selling to rural areas, the agency announced. Contained from the Simmonds & Simmonds Chicago office at 201 N. Wells St. or the St. Louis office at 611 Olive St.

Facts for the book were obtained over a period of a year and a half through extensive research and through experiences of the agency's personnel in creating advertising and selling plans for rural market areas.

Projecting into future trends the results of their research, Simmonds & Simmonds have devoted a complete section of the book to what farmers and small town residents plan to buy in 1947 and 1948.

Larmon Leaves to Attend C. of C. Meeting Abroad
SIRGUD S. LARMON, president of Young & Rubicam, New York, was to sail on the Queen Elizabeth May 24 to attend the first postwar Congress of the International Chamber of Commerce at Montreux, Switzerland, June 2-7. Mr. Larmon, a member of the U. S. Subcommissions that comprises the American membership of the International Chamber, will be chairman at a special group meeting devoted to advertising on the second day of the Congress. Other U. S. Associates who left for the Congress last week include Winthrop W. Aldrich, chairman of the Chicago Subcommission of the International Chamber of Commerce; Philip D. Reed, chairman of General Electric Co. and chairman of the U. S. Associates; Thomas J. Watson, president of the International Business Machines Corp., and Earl O. Shreve, president of U. S. Chamber of Commerce.

Ad Club Elects Roberts
As First Vice President
HARLOW P. ROBERTS, vice president and radio director of Goodkind, Joice and Morgan, Chicago, was elected first vice president of the Chicago Federated Advertising Club for 1948, following tabulation of a primary ball. William T. White, sales manager of Wibold's Stores, succeeds Wesley L. Nunn, advertising director of Standard Oil of Indiana, as president.

Other CFAC officers for the new year include Blanche Martin, advertising manager of Child Development, Eliza; Robert M. Koller, Chicago editor of The Boston Globe; George A. Brandenburg, Chicago editor of Editor and Publisher, third vice president; Douglas M. Smith, third vice president; Sturgis A. West, executive director; Dr. John F. Anderson, WIBEL Broadcasting Co., treasurer; and W. J. Dorrance, Detroit, director.

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William J. Green, Navy veteran and former production manager of WMJ-Walter Thompson, Va., has been appointed manager of newly formed radio department of Kinney Adv., San Francisco and Los Angeles. Mr. Green will supervise radio activities of both offices.


WALTER J. EHRLICH has joined contact department of Brooke, Smith, French & Dorrance, Detroit.

EDWARD J. FIELDEN, managing director of J. Walter Thompson Co. offices in India, is coming to the United States, conferring with company's clients.

LEONARD S. MORAY Jr., former account executive at Altonami Adv., New York, has been elected vice president of agency and GERALDINE E. SKLAR, former publisher account at Parent Plan for War Children, New York, has joined Altonami as copywriter.

ARTHUR M. NEMMAN, former account executive at Cari Reimers Co., New York, has been elected vice president and a director of the agency. Prior to joining Reimers, Mr. Nement was publicity director of W. & J. Sloane New York.

FAY KEYLER, vice president of O. S. Tyson & Co., New York, since joining Altonami agency in 1946, has been elected executive vice president of company.

GOTHEM ADV. CO., New York, export advertising agency, has completed ar- rangements with Steel Exporters of Prague, Czechoslovakia, who will act as Gottheim's representative, and brings total of Gottheim's overseas affili- ations to 81.

CLARENCE HOYEM, former account executive of Harry Brinkman Adv., Los Angeles, has joined Ted H. Factor Agency, that city, as production manager and media director, BEATRICE HUNT, new to advertising, also joins agen- cy as office manager.

ELLIS CRAIG, account executive of Adolphen Weiland & Assoc., Hollywood, is in New York for two weeks contact- ing eastern accounts.

JOHN RASMUS, creative executive of Klipton, Thomas, Los Angeles agency is the father of a boy.

GENE GACH, publicity director of Hugo Scheiner Inc., Los Angeles, has re- signed.

PHILIP D. MACAROW, vice president of McKinn Adv. Co., Montreal, has been elected a director of the company. He has been with the agency for 11 years.

ROBERT G. HAZELTON, account executive at Paris-Kramer, Detroit, is the father of a girl, Helen Marie.

New York office of H. H. White, the radio equipment and service company, has increased its fall client-distributor operations.

AL ADAMS, formerly with Warner Brothers and RKO Pictures, June 2 will join the James H. Brown Co., New York, as head of agency's eastern motion pic- ture department. The agency is handling G. Benedict Bogues Productions and Beacon Pictures Corp., both of whom release through United Artists Corp. West coast office of agency will continue to handle all client-distributor operations in Hollywood.


D. A. MONTEIRO, who has been man- aged by Alfred N. Blassie's office in São Paulo, Brazil, since 1927, has been ap- pointed manager of McCann-Erick- son Corp. of Brazil.

JOHN C. WHITLEY, formerly with Man- agement Associates, Chicago, business con- sultant, has joined Boeche, Williams & Council, Chicago, as radio timebuyer.

C. C. HAMMOND, manager of Cockfield Brown & Co., Montreal, has been elected president. H. H. Whitefield has been elected secretary-treasurer, and D. R. MORIE has been elected a director. All three are of Montreal office.

MORTIMER MARS, former advertising manager of Eastern Columbia, Los An- geles (chain department store), has been made an executive of that city as account executive. He succeeds RALPH LOCKWOOD, who resigned to become merchandising manager of Breakfast Club Coffee Inc., Los Angeles.

G. S. W. HOWDE, former member of Royal Canadian Navy, has been appointed executive director of federal office of F. H. Hay- hurst Co., Toronto.

THOMAS F. HARRINGTON, vice presi- dent of Red Bales Educational (chain department store), has been elected executive vice president on Colgate-Palmolive Co., Inc, in New York for two weeks formulating account's future radio plans.

JON GRANSTON PETTINGEL, president of Dorland Inc., New York, is in Los An- geles, California, for an extended stay to see his office officials there. ROBERT L. NOURSE Jr., vice chairman of agency, head of quartered in Los Angeles, is in New York for two weeks on client business.

JAMES P. MOWRY, vice president in charge of radio for Young & Rubicam, New York, has been elected a director of Army Signal Assn. on a three year term.

SHIRLEY E. AMBLER, production man-ager of Ernest N. George Co., Los An- geles agency, and Phillip M. Eastman, managing editor of Hemet (Calif.) News, were married May 31.

RUTH REYNOLDS, commercial copy writer of Young & Rubicam, Hollywood, shifts to New York, June 1 for three months with assignment on CBS "Silver Theatre" (International Silver).

First Judith C. Walier award, honoring public service director of NBC Central Division and established by the Alpha chapter of the National Collegiate Radio Association, given to Ruth Barnier, Washington State College senior.

Parker Cencels
PARKER PEN Co., New York, June 18 drops sponsorship of Information Please, Tuesday, 10:30-11 p.m. on CBS. Agency is J. Walter Thompson Co., New York, to return to the agency. Use of radio in the fall though the firm has relinquished the CBS time period effective June 18.

THE EVENING STAR STATION
WMAL
5000 WATTS 630 K.C.
WASHINGTON 5, D. C.

Page 54 • May 26, 1947

Broadcasting • Telecasting
Avery-Knodel, Inc., leading exponents of aggressive activity in Radio Station Representation, opens an Atlanta office with Charles C. Coleman as Manager.

Charlie Coleman is a true “Southern Gentleman.” He was born in Atlanta, educated in the South, and has spent practically all of his business life in selling—in the South. After a successful selling experience in other fields, he sold newspaper space for three years. Then he served as Atlanta manger for two well-known radio station representatives over a period of years. He also found time to spend two years in the U. S. Navy where he was assigned to public relations work, which was a real selling job in itself.

Charlie believes, as do the others on the Avery-Knodel staff, that service to the client is always spelled with a capital “S”. Which means hard, aggressive selling, careful attention to details, and personal follow-up.
Miller is Named Program Editor, NBC Video Dept.

William Burke Miller, former assistant manager of WNBC New York, has been appointed program editor of the NBC Television Dept. Mr. Miller, who won the Pulitzer Prize in journalism in 1945 for his coverage of the trapping of Floyd Collins in a sand cave near Cave City, Ky., started at NBC's Press Dept. in 1927 and three years later organized NBC's Special Service Dept. Mr. Miller. In 1935 he was named night program manager to direct the organization of the network's night and holiday program operations.

In 1941 Mr. Miller was appointed director of talks and a year later eastern program manager. His last position before joining the Office of Strategic Services in 1944 was as public service and war program manager.

UAW Planning Course; FM Building Underway

ONE-WEEK course in radio station operation will be staged this summer by United Automobile Workers (CIO), which has FM station projects pending in Detroit and Chicago. The course will be given at a university not yet selected for the benefit of employees who will serve on the stations. Network officials are to serve as teachers.

UAW locals, according to the CIO News, will sell membership certificates in the nonprofit corporation which will operate the Detroit station, said to be well advanced toward completion. The Chicago station is expected to be on the air by the end of the year, according to UAW.

The union plans an international project arranged through the BBC by which interviews with auto workers in Europe would be recorded for the UAW stations. UAW has taken out memberships in both NAB and FMA.

BBC School Radio

BBC's Mary Somerville, former director of schools broadcasts and now assistant director of BBC Talks Division, spoke in New York last week on the British concept of education by radio. A pioneer in radio education, she supplemented her talk by playing recordings of typical BBC school broadcasts. She is scheduled to fill speaking engagements in Boston and Washington before leaving for a tour of Canada.

RALPH De Salle, former writer for Benson & Bowles and Young & Rubi- cam, has been appointed assistant manager of KPRC, San Francisco. Mr. De Salle, who started with NBC's West Coast affiliated stations, has returned to California to re-enter commercial radio. Definite plans are not announced.

Pauline Sperisi, of MBS network's medium west, has been elected vice president of9. Jack Wikars at WTMU.

John Terry, formerly with duplicating department of KDKA Central Division, has resigned to join KDKA, Columbus, as staff announcer.

Bob McNeill, former radio news director, has joined NBC Central Division as supervising executive. Jack G. McNeill and Herb Sheldon will leave WNBC New York, where they are currently head of "Maggi's Private Wire," Mon.-Fri., 12:30-12:45 p.m., next month and June 30 will be featured on new audience participation show, "Lun- cam, I All Tod, and Porter," on WJZ New York.

In other announcement, former chief announcer with WCLO-Janesville, Wis., has joined KSTT, Davenport, Iowa, as chief an- nouncer and production manager. Gregg Dunn, also formerly with WCLO, has joined KSTT announcing staff.

Jimmy Byrnes, veteran of AFRS and with KDKA, Dallas, Tex., and WFAA Dallas, has joined announcing staff of WVIT, Des Moines.

Joe Snyder, former announcer with WLS Chicago, has been ap- pointed program director of WLCX La Crosse. He previously was with NBC Chicago and WDIN New Orleans.

Direct Route

ELEVEN - YEAR old Milton Eugene "Little Tony" Zulka, took the most direct route when he decided to start to be a radio announcer. He went to studies at KVOO Tulsa, explained that he talked about the show, speaking to large groups of people and friends for a job. KVOO program director audi- tioned Milton, heard him a spot on teen-age show, "Safety First," and when a few of his shows were announced that young Mickey would be a regular performer on the pro- gram.

Hal Davis, announcer of KCMJ Palm Springs, Calif., and Lorraine Bumpus, who is scheduled to be a regular performer on the program.

Kay Richins, assistant program director of KDYL Salt Lake City, has been elected to board of directors of Salt Lake City Ad Club.

Ann Byrns, wife of Bill McCord, announcer at WDLM, has joined the staff. She has been on the air as vocalist with own 15-minute show on Friday night.

William Gerlach, music librarian for NBC, announced that he has joined the announcing staff in addition to present work.

Robert A. Todd, member of continuity staff of CKO New Westminster, B. C., has resigned. He will be with the Post Office in Okanagan.

Sue Sheldon, announcer of KKO New Westminster, B. C., and Ednas Hartly have announced their engagement.

Steve Robertson, announcer at KGO San Francisco, is the father of a boy, John Dunning.

Carter Reynolds, announcer at KEMS, Des Moines, is the father of a boy, Terry Arthur.

Bill Hedlund, former program director of WBIX, Rome, Ga., and Monty Porter, of WBIX staff, plan to be married June 5.

Bill Brownell, writer at WFO Cleveland, and Dick Klaus, WJW salesman, have composed a song titled "Lights Up and Relax" which will be recorded on records this fall by Louis Jordan and his orchestra.

The chairman of women's activities for WRC Washington, has been nominated, uncontested, for corresponding secretary of National Press Club. Elections will be held June 2.

Of ceremonies on ABC "Breakfast Club," is being pro- duced by 3, a production department. Written by Joseph Kaye, as re- lated by Mr. McNeil's wife, Kay, piece is entitled "The True Story of the Mc- Nells."
Announced only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

Raytheon Manufacturing Company
Broadcast Equipment Division, 7475 Rogers Ave., Chicago 26, Illinois
Devoted to Research and Manufacture for the Broadcasting Industry

May 26, 1947 - Page 57
The only show of its kind in eastern and central New York and western New England, George Michael’s CATURE COMMENTS... heard each Sunday at 12:15 P.M. over pioneer station WGY is really something to bark about.

It reaches hundreds of thousands of dog lovers in WGY-land, and each week pulls in a stack of mail from interested listeners!

Expert on his subject, dog fancier Michael knows all the answers on pet training, handling, and showing, and to this he adds the human interest touch that appeals to everyone.

For details, contact your nearest NBC Spot Sales office today!
SIGNED.

BILL FREEMAN, regular member of WTOP, has organized an operation. He was aided by Mr. Roe, a former Marine Corps correspondent. During the war, Mr. Roe was host of a daily broadcast from Malta and master of ceremonies for the Dixieland band that played on the same program. He is currently station manager for WTOP.

JACK SWIFT has been named chief news editor of KDKA, Pittsburgh, succeeding Fred White, who has been named news director.

DAVID SCHERENBRUN, CBS special correspondent, has been named as a regular member of network's news staff and will be based in Washington. He succeeds special CBS correspondent in January 1946, Mr. Scull, who served in the Army during which time he was assigned to the Mediterranean fleet. He was with the new desk for United Nations radio, and directed allied forces news bureau.

BILL FREEMAN, former news editor of KARV, has joined news and program bureau of NBC executive.' He has been assigned the responsibility of organizing an operation. He was with New York's WOR, where he served as a correspondent and program editor. His previous experience was with WJZ, New York's all-news station. He is a graduate of Harvard University.

FRANK HARDEN, sports director of WIS, has been elected first vice president of Columbia Junior Chamber of Commerce.

DAN BAILEY, former Marine Corps correspondent, has been named news editor of WAGA, Atlanta, Ga.

BROADCASTING

The broadcast industry was convulsed by a series of events that began last week. The first event was the announcement of a new network, WGN, which will begin operations next month. This was followed by the announcement of a new radio station, WBBA, which will begin operations next week. The third event was the announcement of a new television station, WJZ, which will begin operations next month.

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**Orchid for Julie**

JULIIE BENEL, director of WKY Oklahoma City's Woman's World, is credited in the May 17 issue of Saturday Evening Post with the original promotion of Oklahoma City's Veteran's Center. Miss Benell suggested the project during a broadcast of WKY's Saturday's Radio Clinic. When the center was finally built she was the only woman elected to its board of trustees.

**Receiver Prices to Stay High, Sonora Head Says**

NO POSSIBILITY of any significant decrease in radio prices unless raw material costs are cut was seen by Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, in a letter sent to distributors of Sonora radios.

Mr. Gerl called upon iron and steel, copper and paper companies to "police" their customers, some of whom, he said, "divert raw materials into legitimate channels while making them into the 'gray market' market...intensifying the shortage and causing prohibitive finished goods prices."

In conversations with our suppliers all over the country," wrote Mr. Gerl, "we find that the existence of a gray market in steel and copper has just about doubled the prices of radio component parts."

**Stewart-Warner Report**

STEWART-WARNER Corp. has announced a net profit of $27,089,999, equal to 57 cents per share of $10 dollars par value common stock, for the first quarter of 1947, ending March 31. This was disclosed at the annual meeting of stockholders in Richmond, Va., May 14 by James S. Knowlson, chairman of the board and president of the firm. New director, Thomas H. Beacom, vice president in charge of trust department of the First National Bank of Chicago, was appointed to fill vacancy caused by retirement of Robert J. Dunham. All other incumbent directors were re-elected.

**Listener-Research Group Reorganized by 4 Cities**

Mr. Woods Mr. Lottridge

MEETING IN Davenport, Iowa, on May 12, a representative group of listeners from four cities (Davenport, Iowa, and Rock Island, Moline, and East Moline, Ill.) organized the Quad-City Radio Council, listener-research group, Woody Woods, director of public relations, WHO Des Moines, acted as chairman, and there were speeches by Frank Pellegrin, director of broadcast advertising, NAB, and Buryl Lottridge, vice president of WOC Davenport, which sponsored the gathering.

The other three stations in the Quad-City area, WHBF Rock Island, WQUA Moline and KSTT Davenport, were invited to join in achieving the group's general objective, which is..."greater listener participation in the evaluation and development of Quad-City radio fare."

Guests included Mrs. Clella Darby, director, Des Moines Radio Council; Lloyd Griffin, Free & Peters, Inc., station representatives, Chicago; Mrs. Nelle Kenison, radio chairman, Iowa P. T. A.; and Miss Dorothy Parsons, account executive, L. W. Ramsey Co. Davenport.

**Application Dismissed**

APPLICATION OF WOKO Albany, N. Y., for power increase to 5 kw unlimited on 1460 kc was announced by FCC last week as dismissed. Station faces deletion August 31 for concealment of ownership. Latest plea of WOKO for reorganization and continued operation was denied (Broadcasting, May 12).

**Technical**

DAVID J. MILLER Jr., former chief engineer for Philco Radio and Television Corp., Philadelphia, has been named assistant chief engineer in charge of television for WPTL Philadelphia. Mr. Miller joined Philco Corp., in 1930 and has been a television engineer for firm for last eight years.

DAVE KEMPERS, studio engineer with NBC Central Division, resigns June 1 to supervise construction of new 1,000-watt station, of which he is part owner, at Sioux Falls, S. D.

GENERAL ELECTRIC Co., Transmitter Division, Syracuse, N. Y., has developed new 60-w transmitter-receiver combination for fixed station use by police, forestry, etc. Incorporating one or two receivers, new 66-C combination is designed to permit operation over single-pair telephone line. Precalibrator, tone oscillator and local remote control adapter may be plugged into rack-mounted control panel.

T. B. PALMER, ABC western division technical operations head, and A. E. EVANS, engineer manager of KGO San Francisco, met in New York confering with network officials.

WESTERN ELECTRONIC INSTRUMENT Co., New York, has developed a new, compact electronic analyzer, Model 769, providing facilities for accurate frequency, frequency ratio and voltage, current and resistance measurement and precision electronic applications. Model 769 is completely line isolated and line isolated to reduce external radio frequency influence. Power supply is self-contained and no external a-c supply is required when using the model as a standard analyzer.

WILLIAM F. RABEN, technical staff member at WTW Hartford, Conn., has been named assistant transmitter supervisor.

HARRY B. BOKAR, formerly with NBC Hollywood, has joined ABC Engineering as summer vacation relief engineer.

SOUND APPARATUS Co., New York, has developed impact velocity magneto which makes available, in conjunction with firm's twin recorder and beat frequency oscillator, direct graphical recording of resinate and reactive components of impedance as function of frequency. Device enables separate or simultaneous measurement and recording of resistance and reactance, from 1 to 4,000 ohms in six ranges with separate expansion of either scale of 1/2, 1/4 or 1/10 of other scale.

CALVIN STEPHENSON, ex-station engineer for WBNG Greenboro, N. C., is control operator.

MARGARET RICHARDS, of NBC television operations department, has been appointed director of Broadcast Operations, was named May 12.

KFI Los Angeles has received Navy Certificate of Appreciation for station's aid in personnel procurement.
14TH ANNIVERSARY
KMBC 6-Day Program Has
—Same Sponsor Through Years—

"JOANNE TAYLOR’S Fashion Flashes" celebrated its 14th anniversary on KMBC Kansas City last week in triplicate. The event marked 14 years that the same sponsor, John Taylor Department Store, has had the program on KMBC—and at the same time, 9 a.m., Mon.-Sat.—it brought together the three women who have carried the name, Joanne Taylor.

Miss Howard
The original Joanne, Caroline Ellis, the second one, Bee Johnson, now married and no longer in radio, and the current one, Ora Howard, reminisced about the show’s many famous guests and the stars who had their first break appearing on it, such as the Westerners and Gomer Pyle. Others included the Grand Duchess Marie of Russia, beauty expert Frank Westmore, and two screen stars, Elizabeth Scott and Ruth Warrick.

Under the broadcast’s format, which has not changed through the years, the action occurs in the department store’s shopping office and features selling dialogue between Joanne and her two assistants, plus comedy lines by a stock boy.

Miss Howard, the current Joanne, in addition to presiding over the Kansas City Women’s Chamber of Commerce, writing and appearing on six shows a week, and making numerous talks, is a housewife and the mother of twins.

NBC, Church Group Plan
Rehabilitation Interviews
FRANK PAPP, NBC producer-director of public service network programs, and Noel C. Warwick, NBC recording engineer, were to sail for Europe May 24 to tour 17 countries for a series of on-the-spot interviews illustrating the workings of the Church World Service rehabilitation program.

Interviews will be recorded, later to become a series of 13 radio programs produced by the Joint Religious Radio Committee and broadcast on 500 U. S. stations. They will be designed to show people in the U. S. how Europeans are reconstructing their own war-devastated areas with funds supplied by Church World Service.

Countries to be visited include England, Holland, France, Belgium, Germany, Austria, Poland, Czechoslovakia, Hungary, Switzerland, Italy, Greece, Yugoslavia, Norway, Denmark, Sweden and Finland.

Reductions Sought
TO EFFECT a lower cost to the public for copies of transcripts of hearings before the FCC, the Commission will forego the usual bonus paid by stenographic reporting companies for contract privileges.

The new policy was announced last week by the FCC in inviting bids from reporting firms for the fiscal year 1948. FCC will consider bids on basis of prices to be charged the public in addition to other factors. A bonus of $15,000 was paid for the privilege of reporting Commission hearings in Washington during the present fiscal year, according to the FCC report. Contract is held by Ward & Paul, Washington.

KYW Gets Award
KYW Philadelphia received an award this week from the U. S. Junior Chamber of Commerce "in recognition of unselfish services rendered for the Better Youth Crusade." Willard W. Wright, Jr., president of the Philadelphia chapter, made the award.

The LARGEST station in the LARGEST city in WEST VIRGINIA

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSZ2

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

MILESTONES

The ABC FORUM program, America’s Town Meeting of the Air, celebrates its twelfth anniversary on May 29 with a special broadcast. Program moderator, George V. Denny Jr., is president of the Town Hall Inc., which produces the forum in cooperation with ABC.

Mr. Denny

The New York Books Trial program May 19 began its second year of weekly broadcasts.

Frank Kennedy, chief engineer of Don Lee Broadcasting System, is marking his 16th anniversary with the regional network.

Felix Miller, who has been conducting Polish programs on WTEL Philadelphia, May 16 staged an anniversary party at Lithuanian Hall attended by more than 1,200 persons.

Same day WBIG Greensboro, N. C., took note of its 21st birthday. Early morning man, Bob Jones, offered $25 in savings bonds to listener who could recall earliest event regarding station.

TOTAL of $125 was awarded to 12 NBC employees during April for suggestions for improving operations of the company. Highest award of $25 went to Howard L. Eitelbach, of engineering department, for suggestions regarding a television camera cable anchor in Studio 3-H.

WATCHING movies in projection and radio audition room at new offices of Geare-Marston Adv., 21 S. 12th St., Philadelphia, this agency-client group was attending cocktail party celebrating agency move to new quarters and the firm’s 19th birthday. L to r: Helen J. Staunton, and Austin J. Daily, advertising manager; Le- derle Labs Inc., divisional special ist C. M. C. O. Eyer; Clyde Schuler, architect; Arthur Edrop, Geare-Marston art department, and L. D. Holland, sales department, E. F. Houghton & Co.
To serve properly a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.

Franklin H. Bivins, former vice president and general manager of Radio Research Laboratories, Syracuse, subsidiary of Bristol-Myers Co., has been appointed special assistant to Philip C. Sayers, executive vice president of Bristol-Myers, New York, effective June 1.

R. Craig Campbell, formerly on supervisory staff of Boston division of Leviton, Co., Cambridge, has been appointed field supervisor in charge of the New England area by Mr. Campbell joined Leviton in 1939.

W. Archie Sugg, former merchandising and advertising manager of Franklin Baker Division of General Foods Corp., New York, has been appointed Field Cereal Division. Up to this time, succeeding E. W. Mulfelde was resigned. Mr. Sugg joined General Foods in 1946 after service in the Navy. He was associated with sales and advertising departments of Procter & Gamble.

Mr. Sugg

J. H. Fillbert Inc., Baltimore, (salad spreads), has appointed Sullivan, Stauffer, Colwell & Baries, New York, to handle advertising. Plans for an expanded program will include local spots.

GriFFIN MFG. Co., Brooklyn, N. Y. (shoe polish), has renewed for 52 weeks "National News of the News," on WNBC and WABD in New York. 5-30 p.m. Th roughout the month, the program will be expanded and include more advertising.

CAMEO Corp., Chicago (cleaners), has appointed Presza, Fellens & Presza, that city's largest advertising agency. The agency will handle advertising in the area.

GILLETTE SAFETY RAZOR CO. (Boston, will sponsor the CBS broadcast of Belmont Stakes from Belmont Park, L. I., N. Y. May 15, 4:30-5 p.m. with Cleon Hayt and Bill Corum giving the descriptions.

C. O. Mason & Co., San Juan, P. R. (distributors of Camel cigarettes in the Island), has appointed McClellan-Erick- son's Puerto Rico office to handle its advertising. Quarter-hour twice a week radio program will start shortly.

MueLLERS Macaroni products, Jersey City, N. J., will sponsor a half-hour dramatic show on WABD New York. The show's title is "The Most Television Program." Adapted, acted and directed by graduates of American Theatre Wing's Professional Training, this program will be under the guidance and supervision of Harvey Mitchell. Agency: Duane Jones Co., New York.

Hall and Ruckel, New York (Bastin Clothing Co., has appointed Redfield-Johnstone Inc., New York, to handle advertising. Radio will be used.

Kohlenhiser, Flatbush and Atlantic Savings and Loan Assns., Brooklyn, N. Y., have appointed Woodside Co., New York, to handle $30,000 cooperative advertising campaign. Radio campaign, which began...
Sports Results and their meaning

In the last sports round-up, recorded
on "Sportsline," a new program
which started May 21 on WBEH Chi-
cago, Airred Wed., Fri. Sat. 6:30-6:45 p.m. (CDTV) aired shows Sportscas
ter John Harrington, who each day presents the news and stories on some outstanding sports figure or account of some unusual sports story. Baseball results are given additional
with Mr. Harrington's "behind-the-the
rule-book." -Bowling is played each
agers. Series is sponsored by Contol-
dated Cigar Corp., New York (Har-
ester cigars).

Music Quiz

NEW MUSIC QUIZ show, titled "Some-
thing to Rayve About," has been aired on
WPEN Philadelphia Sat. 2:05-2:30 p.m., as audience participation show.
Conducted on May 21, the record and
sponsored by Rayve Shampoo, shows format is competition between contestants on questions distributed to
hand leaders and singers. Finalists are
given one song in which to sing all the facts they can recall from "Rayve Fact Sheets" distributed to study
in time. Prizes include a combination radio and phonograph set, a
bum of records, and tubes of Rayve Shampoo. Host: Joe Boche, Williams &
Cleary, New York.

Sponsored by Radio One, new on
the-street programs is "Quiz-A-Tune" show heard on
WLOF Norfolk, Va. Conducted by Dick Gould from a program 
show copy, passers-by are first interviewed and then asked to identify songs
from WLOF studio and picked up on portable equipment. The show is
sponsored by participants who correctly name tunes.

Chapter-A-Day

UNIQUE in literature programs is "Chapter-A-Day," a WOR new on
Washington, every week day from 1:45
to 2 p.m. Kluge handouts, director of the
program, reads from a current best seller or a book which he believes will be of interest to his listeners.
Number of programs devoted to one
book varies from two to three days to
weeks, depending upon how much
interest Mr. Kluge's stories will have in the selection. Before
starting each book, Mrs. Horton gives facts
on the author's life and various
reviews which have been printed about the book to be read.

News for Children

ANNOUNCEMENTS of children's ac-
tivities are heard on "ABC Youth Program" over KFBC Cheyenne, Wyo. Mon. at 7:45 a.m.
Sponsored by Ideal Plans Dairy, program features news of Roy and Girl Scout activities, school functions, and safety announcements of National Safety Council especially prepared for chil-
dren.

Memorial Day Shows

Three special nation-wide broadcasts will bring American Legion memorial ceremonies listeners on Memorial Day, May 30. "Crozes in the Wind," to be heard by NBC, will present adaptation of book of the same name written by Joseph James Sho-
men. "Memorial Day, 1945? to be na-
tented over 11 select stations, will present recital of Army and Navy Chief of Chaplains and National Chap-
lain of American Legion, also a special
escort. "Declaration New," an American Legion transmitted series featuring Memorial Day stories, will be heard on 16 stations, May 25 through 30. All programs are produced by radio branch of American Legion.

Youth Takes A Stand

DESIGNED to attack juvenile delin-
quency in a new manner, "Youth Takes a Stand" program is being pre-
sented on "Children's D.N.C."
Program is in form of forum discussion which is part of his school day and girl, a Boy Scout, a Y-
Teen, boy and girl in church work, and
farm boy and girl. They discuss youth's
place in the community, home, school, church and in business. Series has been
endorsed by J. Edgar Hoover, director of FBI.

Safety Features

SAFETY for young and old is subject
discussed on "Safety Party" program read on WTVQ Denver, Sat. 10-10:30 a.m. Features of show include safety
commercials for children from 11-year-old Milton Eugene Raves, who played the theme music by KVIOO radio sta-
ted, and comedy by Announcer Johnson Bryan.

Orchid to Radio

"MORE PEOPLE cited radio as their
reason for volunteering their service (to the Red Cross) than any other mediums we used," Robert W. Galligan, public informa-
tion director of the Boston Metropolitan Chapter, Amer-
an Red Cross, wrote James T. Mahoney, program director
of WLAG Lawrence, fol-
loving completion of the chapter's recent hospital recrui-
tment and re enlistment activity. Mr. Galligan ex-
pressed the thanks of the Red Cross for radio's aid.

MBS' "Opinion-Aire" Due
To Resume on May 21
MBS's "Opinion-Aire" program, which had its first and only airing on Apr. 9, 8:00-9:00 p.m., and which was
halted after that date because of
the nationwide telephone strike, re-
turns May 21 at a new time, 10-
10:30 p.m. Sen. Joseph H. Ball (R.-Minn.) and Robert Watts, legislative representative and a vice president of the AFL, will be
heard in the first program of the new series. KQV Pittsburgh began
poll last fall, [BROADCASTING, Nov. 18, 1946].

The two main guests appear either as prosecution or defense witnesses
on the question, with a 12-man jury selected from the sti-
dio. A sponsor of MBS and Rayve
shampoo, has announced Johnson Bryan.

Catholic Dignitary Lauds
Radio for its Integrity

Radio WAS Praised for its
decency and integrity by the Very
Rev. John J. McMahon, director of
broadcasting for the Roman Catholic diocese of Buffalo, in a
recorder on WBNS Buffalo for "The Church in the News," Roy L. Al-
bertson, owner and general man-
ger of the station, reports.

A sponsor of MBS's magazine and radio
is free of smut and vulgarity, much
more so than its critics are willing
to concede. He added that it "has, for the most part, lived
up to its reputation on the ques-
tion, it would have long since been re-
jected as a trusted friend in the family
circle.

Labor Discs Available

RECORDS of the programs broadcast
to the Service Unions Committee in cooperation with the
AFL in the campaign against the
Harley-Tuft labor bills are now
being made available to labor un-
ions all over the country. The broadcasts are heard live and transmitted, Thursdays, 9:30
p.m. on ABC. Programs use
the records at private meetings or
ever independent stations, other
than those of the ABC network,
must be applied for in writing to
the publicity department AFL, in
Washington, D. C.

Transcription Agency

HARRY JACOBS, owner of Harry
Jacobs Productions, Hollywood,
and Bernard Tahahkin, head of
Paragon Productions, New York,
have formed a national transcrip-
tion sales organization under name of
Criterion Productions. Offices will
be at 6000 Sunset Blvd., Hollywood,
and 131 W. 52nd St., New York.

The value of all manufactured products
in Mississippi increased
110.4% from 1940 to
1945— as compared to
a national increase
of 96.8%.
**ABOUT TRANSMITTER DELIVERIES**

During the past several months, through planned purchasing of raw materials and the addition of several new production lines, Gates has strives towards fast delivery of complete 250 watt and 1000 watt transmitters.

We are pleased to advise both established broadcasters needing replacement transmitters and new broadcasters that deliveries on Gates transmitters can be arranged to suit your conveniences whether it be immediate or to coincide with your building program.

**GATES RADIO COMPANY**

QUINCY, ILLINOIS, U. S. A.
Pittsburgh's new 5,000-watt KQV station will shortly offer greatly improved reception to its expanding radio audience.

Facilitating their transmission to selected areas is this directional array of five 350 ft. vertical radiators, designed and erected by Blaw-Knox.

**BLAW-KNOX DIVISION**
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
FCC Actions
(Continued from page 44)

Decisions Contd.

WJLK Ashburg Park, N. J.—Granted mod. CP for extension of completion date to May 16.

WMMX-FM Mt. Vernon, Ill.—Granted mod. CP for extension of completion date to B-18-G-47.

May 16 Applications

ACCEPTED FOR FILING

AM—1250 kc

- Universal Radio Features Syndicate, Laguna Beach, Calif.—CP for new standard station 250 w unil. AMENDED to change frequency from 250 to 1250 kc.

Montebello Broadcast Co., Montebello, Calif.—CP new standard station 750 kc 250 w D.

Modification of CP

KXFM San Bernardino, Calif.—Mod. CP which authorized change in frequency, increase power, install new antenna, and DA-11 and change in trans. location, for extension of completion date.

AM—1010 kc

Radio Twins Broadcast Co., Salinas, Calif.—CP new standard station 1910 kc 250 w w.

AM—1250 kc

Norwalk Broadcast Co., Norwalk, Conn.—CP new standard station 1870 kc 250 w D.

AM—840 kc

Christian Catholic Church, Chicago—CP new standard station 820 kc 5 kw specified hours (limited time, 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m.) (Waltzing很可能正在等待改变在变化。)

WAIU Chicago—Mod. license to change hours from limited time L-Sells (CTI) to limited time L-Sells (WSU) except for hours between 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m. Sunday.

Houkeye Broadcast Co., Fort Madison, Iowa—CP new standard station 1360 kc 250 w D.

AM—1250 kc

James R. Wilhams, Salinas, Calif—CP new standard station 1250 kc 100 w unil.

AM—490 kc

WCAO Baltimore—CP make changes in DA, install new north tower and mount FM ant. on top.

Modification of CP

Ashhacker Radio Corp., area of Waseca, Minn.—Mod. CP which authorized remote pickup station WUGR, for extension of completion date.

AM—1440 kc


AM—1250 kc

Koepcke Broadcast Co., Koepcke, Miss.—CP new standard station 1340 kc 250 w unil.

FM—Unassigned

Empire News-World Radio Inc., Endicott, N. Y.—CP new (Class A) FM station on frequency to be assigned by FCC and ERP of 825 w.

WABN New York City—CP new standard station 940 kc 5 kw.

Modification of CP

WCAC Anderson, Ind.—CP which authorized new FM station for extension of commencement and completion dates.

AM—1400 kc

Oral J. Williams, Muncie, Utah—CP new standard station 1400 kc 250 w unil. AMENDED to change frequency from 1400 to 1250 kc.

Waggoner Broadcasting Corp., Waggoner, Va.—CP new standard station 1460 kc 250 w unil.

AM—1350 kc

Clarence J. Crockett & Bernie M. Grady, Wash.—CP new standard station 1320 kc 250 w unil.

FM—Unassigned

Alvin E. O’Neill, Merrill, Wis.—CP new (Class A) FM station on frequency to be assigned by FCC and ERP of 857.

License Renewal

The Yankee Network Inc., Boston—License renewal remote pickup station WROD.

WGQ Boston-License renewal FM station.

WMAE Boston—Same.

WSSB South Bend, Ind.—Same.

TENDERED FOR FILING


May 19 Applications

ACCEPTED FOR FILING

FM—Unassigned

Don Lee Broadcast Co., Berkeley, Calif.—CP new high frequency station on 45,500 kc.

AMENDED to change frequency from 45,500 kc to "be as near a FCC type FM station as possible." ERIP of 333 kw and make changes in ant. system.

Modification of CP

COMA Chicago—Mod. CP which authorized new FM station. ENC to change frequency to 256, 257, 258, trans. site, trans. power, ERP to 10 kw, and height above average terrain to 2746.7 ft. and make changes in ant. system.

WICU Hartford, Conn.—Mod. CP which authorized installation of new trans., for extension of completion date.

License for CP

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

Modification of CP

WJBF-FM Detroit—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

The Ludington Broadcast Co., area of Ludington, Mich.—Mod. CP which authorized new remote pickup station WJUH, for extension of commencement and completion dates.

AM—1150 kc

WIRR Binghamton, N. Y.—License to make changes in FM station.

WJHC Wausau, N. W.—License to make changes to extend service.

WJCS Wausau, N. W.—License to extend service.

WRC Columbus, Ohio—License to make changes to extend service.

Applications for Authority

AM—1450 kc

January Radio Corp., Lawrence, Kan.—License to make changes in FM station.

AM—980 kc

WJBS Montgomery, Ala.—License to make changes in FM station.

AM—1350 kc

KWTV Oklahoma City, Okla.—License to make changes in FM station.

WJBF-WFM Detroit—License to make changes in FM station.

Wrong Number

PROF. RAYMOND M. BELL of Washington and Jefferson College was tuning the shortwave band of his radio one morning recently when the phone rang and a young lady’s voice said sweetly, “This is a radio survey. Are you listening?” “Yes,” replied Professor Bell. “To what station are you listening?” the voice asked expectantly. “WJCT Melbourne, Australia,” said the professor. “The girl seemed nonplussed and hung up,” he reports.

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

APPLICATION RETURNED

AM—470 kc

Shelby Chevrolet Co., Madera, Calif.—CP new standard station 875 kc 250 w unil. RETURNED May 15. Conflict with 325 kA.

APPLICATION DISMISSED


APPLICATION RETURNED

AM—1450 kc

Englewood Beach Broadcasting Corp., Englewood, Colo.—CP new standard station 1250 kc 1 kw.

TENDERED FOR FILING

Home Appliance Stores, Susseville, Calif.—CP new standard station 1240 kc 250 w unil.

AM—1650 kc

TENDERED FOR FILING

AM—1410 kc

(Mercury Radio Corp., Kansas City, Mo.—CP new standard station 1400 kc 250 w unil.

CDM—Unassigned

James B. Bost, Vineland, N. J.—License to use old Frankfort FM station, with limited power, for non-commercial purposes with power of 250 w. Also license to cover CP which authorized installation of new trans.

A talk with top management about media schedules

Would you like to see these three interviews with national advertisers?

When Col. E. W. Davidson, our Director of Customer Relations, was asked about the aggressive attitude of their sales problems, he occasionally asks: “Who makes your advertising decisions?”

The discussions that follow invariably bring out valuable information of interest and value to the media seller. Noting this, we have kept excerpts from Col. Davidson’s last 23 interviews and now have these available in one package. You can obtain a set by writing our nearest office and asking for “23 Top Management Answers.”

The 23 national advertisers represented include nine in the million-dollar-a-year class. Among the men interviewed are threechain store presidents and vice-presidents.

These company heads tell a revealing story on both the how and the why of media decisions of their organizations. Their authoritative statements again confirm that sales executives are key men in the media selection picture . . . key men who should always be a primary target for effective media promotion.

AND REMEMBER: Your one sure path to these sales officials of national advertisers is Sales Management—the nation’s only sales magazine.
NOW! a new standard of performance in cutting heads
THE PRESTO 1-D

The new Presto 1-D Cutting Head offers: wide range, low distortion, high sensitivity and stability through a temperature range of 60° - 95° F. The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequaled in performance by any other mechanically damped magnetic device.

Note from the light pattern below: The correct location of the cross-over point at 500 cycles, the 6 db per octave slope below this point, and flat response above 500 cycles, which is free from resonant peaks. The range of the cutter is 50-10,000 cycles. The Presto 1-D is damped with "Prestoflex" which is impervious to temperature changes between 60 and 95 degrees Fahrenheit.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>622 Madison Avenue, Washington, D.C.</td>
<td>3308</td>
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<tr>
<td>RAYMOND M. WILMOTTE &amp; ASSOCIATE PAUL A. DEMARS</td>
<td>1400 Church St., N.W., Washington, D.C.</td>
<td>2305</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>1000 Eye St., N.W., Washington, D.C.</td>
<td>3030</td>
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<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1519 Connecticut Ave., Washington, D.C.</td>
<td>2215</td>
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<tr>
<td>E. C. PAGE</td>
<td>Bond Bldg., Executive Offices</td>
<td>2222</td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH LABORATORIES</td>
<td>1018 Vermont Ave., N.W., Washington, D.C.</td>
<td>2222</td>
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<td>WELDON &amp; CARR</td>
<td>Bond Bldg., Executive Offices</td>
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<td>A. E. EARL CULLUM, JR.</td>
<td>1519 Connecticut Ave., Washington, D.C.</td>
<td>2222</td>
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<tr>
<td>GILLE BROS.</td>
<td>1108 Lillian Way, Gladstone 6178</td>
<td>2222</td>
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<td>NATHAN WILLIAMS</td>
<td>30 Algoma Blvd., Ph. Blackhawk 22</td>
<td>2222</td>
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<tr>
<td>RING &amp; CLARK</td>
<td>983 National Press Bldg., D.I. 1205</td>
<td>2222</td>
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<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td>2222</td>
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<tr>
<td>HERBERT L. WILSON</td>
<td>2122 F St., N.W., Washington, D.C.</td>
<td>2222</td>
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<td>E. C. PAGE</td>
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<td>Consulting Radio Engineer</td>
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<tr>
<td>GUEL F. RAY</td>
<td>901 Broadway, Phone #215</td>
<td>2222</td>
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<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td>2222</td>
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<td>Consulting Radio Engineer</td>
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
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<tr>
<td>PRIESMAN &amp; BISER</td>
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<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineer</td>
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<tr>
<td>BARCLAY &amp; SAXON</td>
<td>Radio Engineering Consultants</td>
<td>2222</td>
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RITA MEEHAN, of the auditing department of KGO San Francisco, has been transferred to the promotion department, replacing EVELYN CLARK, who resigned to join Garfield & Guild Ad., that city.

ARTHUR J. PASSAGLIA, formerly with NBC Studio and Pacific Productions, Chicago, has joined promotion and advertising department of ABC Central Division as an artist.

OTTO BRANDT, member of ABC's station relations department, is the father of a girl, Christina Lee.

LEE FONDREN, promotion manager of KZL Denver, has been named photographer for Ad Club of Denver.

NAOMI GRAVESQO, assistant promotion manager of KOA Denver, and Capt. Robert H. Daley, USMC, were married May 34.

JIMMY MOORE, member of promotion department of WPFI, Syracuse, N. Y., is the father of a girl.

Tie-in Promotion

URGING grocers to build product displays to tie in with radio broadcasts, large promotional displays will be sent to all grocers in Greater Boston area by Oakite Products Inc., New York (cleaner). Headed "Oakite is On the Air," sheet gives information on sponsor's programs on WNBC Boston, Mon., Wed., Fri., 9-11 a.m., featuring Louis Morgan, and Wed., Fri. 11:15-11:45 p.m., featuring "The Rhythm Caravan." Sheet gives views of grocers' displays that will remind customers to buy "Oakite" and to listen to WPAC programs.

All-Day Outing

ALL-DAY OUTING at local amusement park was sponsored by WPEN Philadelphia, May 17 for teenage listeners in connection with "500 Club," daily record show on WPEN. Membership cards, wallet size in two colors featuring phonograph record labels, were distributed to listeners, admission to park's amusements at half price. Posters announcing the outing were circled to schools and posted in downtown area. Special lines were set up at park to carry WPEN's Saturday afternoon audience participation show.

getting ready to give 'em BOTH BARRELS!

Yes, powerful don'ts are going on down Texas way... for KPAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

5,000 Watts Daytime
1,000 Watts Nighttime
First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

Knife Tells Story

NEWEST direct mail promotion piece of WPTF Raleigh, N. C., uses a pocket knife to draw attention to station's market story. Cover of the piece, printed on heavy white stock, carries picture of a man's hand down a hand cutting off a liberal slice. The heading urges "Cut yourself a big slice," and inside the cover reads "The story of business in WPTF's billion dollar market. A pocket knife is fitted into the folder, which contains latest information on station's primary market.

KKNX. Drawings on cover and inside page illustrate destructiveness of "Smokes." Copy of folder emphasizes that "KNX polishes 27 shows for cross-country delivery. But sponsors of local shows get much more than a reflected glory." Data on various available local shows are presented.

SKY-BLUE folder picturing station's new 470-foot tower is being distributed by KMOX St. Louis. Titled "New Horizons," the folder announces KMOX's newest addition, station relations manager. Data that, "Now when 'The Voice of St. Louis' Speaks... New Thousands Listen." New coverage area is emphasized.

WLOB Testing

WLOB, FM station in Claremont, N. H., began operations on a test basis last Monday in preparation for commercial operation which will start in about three weeks. Station manager and publisher of the Claremont Daily Eagle, announces.

Promotion

Radio Poll

"Radio poll is being conducted daily by Tad Nelson, editor, and writers of "Television Journal," in connection with his column "As I See 'Em," and printed each week in "The Journal for listeners to fill in choices of their favorite shows and personalities. Five San Diego stations, KSDB, KFSD, KFMB, KGB and KTVK, are donating complete poll with announcements on air.

Chaos and Sales

CHAOS pressing on sales is the general theme of latest promotion folder issued by KNX Los Angeles. Titled "Pandemonium in a Pin-Point," two-color folder points out that "'Baby Snooker,' child of chao, original....
From actual records of the Federal Communications Commission...of 873 applications on file during a 6-weeks period early this year, 761 applications specified some make of tower. Of these 761, more than half specified Wincharger towers.

In other words...more than all the others combined.

We say no more .......

ANTENNA TOWER DEPARTMENT

WINCHARGER Corporation
and the other leading stars of stage, screen, radio

**THE CRITIC SAYS**

With a roster of guest stars taken right off the top of the Hooper listings, this series of platterted variety shows put out by the U. S. Treasury to plug savings bonds is due to garner wide and appreciative listening. Smart programming by the local indies handling this series would be to spot these shows at cream times where they can do the most good both for the bonds and the station's rep.

**WHAT'S COOKING**

During June and July, the biggest, ultra-super-duper Savings Bond campaign will step to the mike. RADIO has always done a terrific job. Spotlight GUEST STAR—in advertising and publicity. Tear off a nice hunk of your cream time, and we'll send you, absolutely free, our special package of wow'd listeners. Remember, *cream* public service is whipped up in *cream* time. Spelled: C-R-E-A-M!

*But Hatch! Enrich Your Cream Time with the Big Time!*

The Treasury Department acknowledges with appreciation this public service contribution by

**BROADCASTING**

The Weekly Newsmagazine of Radio

**TELECASTING**
FCC Actions (Continued from page 68)

Applications Cont.

Modification of CP

WNEL Sunbury, Pa.—Modification of CP as mod., which authorized change in frequency and installation of new antennas for extension of completion date.

KLRN Livingston, Tex.—Modification of CP which authorized new FM station, to change studio location and trans. site, and change commencement and completion dates.

APPLICATIONS RETURNED

AM—1440 kc

WLEX Lexington, Ky.—Authority to determine operations, including power and antenna measurements, following June 14, signed by chief engineer.

License Renewal

WFMN Alpine, N. J.—License renewal FM station.

TENDERED FOR FILING

Assignment of License

WLBR Carrollton, Ga.—Consent to assignment of license to Carrollt Brost, C. J.

Assignment of CP

KDSJ Boise, Idaho—Consent to assignment of CP to Boise Valley Brodcast, Inc.

AM—1440 kc

Radio Courier Inc., East Liverpool, Ohio—CP new standard antenna 500 w.

AM—1440 kc

Modification of CP

WBAT Marion, Ind.—Modification of CP to specify power and approval of trans. location and antenna.

AM—1440 kc

The Greenville Btsp Co., Greenville, Ala.—CP new standard antenna 1450 kc 250 w.

May 21 Decisions . . .

BY THE COMMISSION

Ordered that time be extended to and including June 1 for submission of comments, statements or briefs with respect to proposed amendments to the rules and regulations concerning trans. emission measurements, changes in equipment, keeping of station records, channel width and modulation, frequency stability, inspection of tower lights and associated control equipment, and maintaining of emergency, miscellaneous railroad and utility radio services.

May 21 Applications . . .

ACCEPTED FOR FILING

License for CP

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

KPMO Pomona, Calif.—License to cover CP as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WOOV Valdosta, Ga.—Modification of CP which authorized change in frequency, increase power, install new trans. and DA-2-9N and change change of completion date.

WFCO-PM Fort Smith, Ark.—Modification of CP as mod., which authorized new FM station, for extension of completion date.

KHKC Hillsboro, Ind.—Modification of CP which authorized change in frequency, increase power, install new antenna, change change of completion date, and station studios, to change antenna type, trans. tower, and DA-2-9N.

KJUI Jewell City, Iowa.—Modification of CP as mod., which authorized new non-commercial educational station for extension of completion date.

WBWM Chicago—Modification of CP which authorized change in technical, antenna, and studio locations, to change studio type, and for approval of DA-2-9N.

Assignment of License

KVKAT Atchison, Kan.—Voluntary assignment of CP and license to Albert Alvin Almaden.

Modification of CP

KALE-Ft. Lauderdale, Fla.—Modification of CP, as mod., which authorized new FM station, for extension of completion date.

AM—1440 kc

WSBA York, Pa.—CP change frequency from 920 to 1420 kc, increase 1 kw to 2 kw, change hours from D to unset, until install new trans. and DA-2-9N.

Modification of CP

WPOL-PM Brooklyn, N. Y.—Modification of CP which authorized new FM station, for extension of completion date.

AM—980 kc

WWNR Beckley, W. Va.—CP mount FM ant. on AM tower.

Modification of CP

WCOM Parkerburg, W. Va.—Modification of CP which authorized new FM station, to make changes in trans. equipment, for approval of new city, trans. site and to change studio location.

TENDERED FOR FILING

AM—470 kc

The Wave Publications, Vernon, Calif.—CP new standard antenna 1450 kc 500 w.

AM—1440 kc

Central Colorado Btsp Co., Denver, Colo.—CP new standard antenna 1420 kc 500 w.

AM—1440 kc

Minnnesota Valley Btsp Co., Mankato, Minn.—AM standard station.

AM—1440 kc

NNTB Rolla, Mo.—Change frequency from 1340 to 1490 kc.

May 22 Decisions . . .

DOCKET CASE ACTIONS (By the Commission)

AM—1220 kc

Announced decision granting application of WAGAR Broadcasting Co. to increase power of WAGAR Cleveland from 5 to 60 kw on 1220 kc. Directional; subject to condition that WAGAR must modify its ant. pattern to afford any protection to CMEK Holuin, Cuba, as FCC may determine after consultation with Government. Denied application of Allen to cover CP which authorized new AM station 

AM—1480 kc

Tendered for filing.

AM—1220 kc

The Greenville Btsp Co., Greenville, Ala.—CP new standard antenna 1420 kc 1 kw DB.

May 22 Applications . . .

ACCEPTED FOR FILING

Modification of CP

The Wave Publications, Vernon, Calif.—Grant new CP for new AM station.

KADP Pueblo, Colo.—CP, which authorized new standard station, for approval of trans. location and antenna.

KAMM Memphis, Tenn.—Grant new CP for AM station.

WMGA Mt Pleasant, Ga.—Grant new standard station.

WMNI Moline, Ill.—Grant new station for extension of commencement and completion dates.

License for CP

Balaban & Katz Dept., Area of Chicago —License to cover CP which authorized conversion of exp. TV station to exp. TV relay station.

FM—917 mc

Village Btsp Co., Mt. Airy, Ill.—CP new FM station (Class A) on Channel 222, 917 kc, ERP 40 kw and height above average terrain 250 ft.

WMRD Parnell, Iowa.—Grant new CP for new FM station.

DF—1610 mc

Standard Tobacco Co., Inc., Mayville, Ky.—CP new standard station 1420 kc 250 w. subject to change, antenna and studio location.

License for CP

WIRC Bozeman, La.—License to cover CP, as mod., which authorized new standard station, and authority to determine operating power by direct measurement of antenna.
FM Assn. Region 2
To Meet May 28
PROMOTION of FM and plans for
development of an FM network in the
Midwest will be discussed at the
organizational meeting of FM Assn. Region 2 (Ind., Ohio, W.
Va., Ky.) to be held May 28 at
Hotel Gibson, Cincinnati.
Experience gained in setting up
the Continental Network in the
East will be explained by Everett
L. Dillard, WASH Washington and
KQZY Kansas City.
Promotional and advertising
phases of FM will be discussed at
the afternoon session by E. Z.
Jones, WBBM-FM Burlington,
N. C.; Norman Heyne, Ruthrauff &
Ryan, Chicago, and Bill Bailey,
FMA executive director. A panel
on FM as an advertising medium
will include E. J. Hodel, WCFC

Mr. Taft Mr. Wagner
Beckley, W. Va.; J. Waddell Kerr,
WFRO Fremont, Ohio; Paul Reed,
WPAY-FM, Alliance, Ohio; Ed
Wheeler, WEAW Evanston, Ill.

Luncheon speakers will be
Veronica L. Wilkinson, FCC assistant
general counsel in charge of broad-
casting, who will talk on "The FM
Outlook"; Leonard Marks, FMA
general counsel, who will discuss
"What FMA Is Doing"; Roy Hof-
heinz, KOPY Houston, FMA presi-
dent, "Your Part in the FM Situa-
tion."

Morning session will be opened by
Paul Wagner, WCSI Columbus,
Ind., co-chairman with David G.
Taft, WCTS Cincinnati. Mr. Hof-
heinz will discuss FMA objectives,
and the GE technicolor film, "Nat-
urally It's FM," will be shown.

Mr. Leitze, Zenith Radio Corp.,
will review FM set production. C.
M. Jansky Jr., Jansky & Bailey,
will tell why he believes the FM
signal is superior.

Advance registration list:
Ayers, Marlon T., WSRK; Bailey, J.
N. (Bill), FMA; Bartow, William L.
FMA; Baughn, Edward F., WPAG-FM;
Baughn, Jane, WPAG-FM; Caldwell,
John, Cincinnati Enquirer; Campbell,
Douglas, WGOO; Cline, Suey, WKTW;
Draughn, Jack, WBLX; Hardig, Kath-
eryn M., Ralph R. Jones Co.; Harris,
Charles L., WWJ; Heyne, Norman.
Ruthrauff & Ryan, Hotel, E. J.
PC; Horstheins, Roy, KOPY; Jansky,
G. M. Jr., Jansky & Bailey; Kerr, J.
Waddell, WFRO-FM; Kolling, Joe.
Kol-
ing, Lebher & Toy; Leitze, Ted,
Zen-
th Radio Corp.; Look, Donald, Truc-
ob Steel Co.; McSheehy, Allan D., Pilot Ba-
dio Corp.; Moore, Robert E., Trans-
radio Press; Osborne, E. D., WKTW;
Par-
sen, Dr. D. J., WGOO; Reed, W. R.
WPAY; Saguie, Samuel R., WSRB-FM;
Sanford, F. Eugene, WKY; Smith,
Robert L., Daily Gazette Co. Inc.
Charleston, W. Va.; Taft, David O.
WCTR; Talbot, Ray, BROADCAST-
ing; Tatman, George S., WCNY; Tu-
hy, Sanford Jr., Washington, D. C.
C Wagner, Paul E., WCSI; Wheeler,
Edward, WEAW; Winkleman, Vernon L. FMA;
Winter, Karl J., WBLO; Wolfe, Robert F.
WFPO-FM; Yazzell, George W., WCFC.

Lure in Numerals
PROSPECTIVE CUSTOM-
ERS of WIBW-FM Topeka
will have an easier time loc-
cating both their homes and
their advertising if they fol-
low the station's latest pro-
motion stunt. Enclosed in a
folder listing the station's
selling advantages is a
sample house number which
can be seen day or night and
an offer of extra ones with
the compliments of WIBW.

Col. Robert R. McCormick
Heads Board of WGN
COL. ROBERT P. McCORMICK,
publisher of The Chicago Tribune,
was reelected president and two
new directors were elected at the
annual board meeting of WGN
Inc., Chicago, May 18.

Henry D. Lloyd Jr., a stockhold-
er, replaces his father, Henry D.
Lloyd Sr., who recently retired
from the board after a long period
of service. Other new director is
Frank P. Schreiber, station's gen-
eral manager, named to succeed
the late Capt. Joseph Medill Patterson.

Others reelected were Chester M.
Campbell as vice president, Elbert
M. Antrim as secretary, Mr.
Schreiber as treasurer and J. How-
ard Wood as auditor and comp-
troller.

2 New Department Heads
Appointed by RCA Victor
ROBERT M. RYAN, former as-
sistant director of accounts and
finance in charge of finance, and
assistant treasurer of RCA, has
been appointed director of the Fi-
nance Dept. of the RCA Victor
Division, Camden, N. J., and Noel
S. Stafford, former assistant di-
rector of accounts and finance
in charge of accounts, has been ap-
pointed director of the Account-
ing Dept. of RCA Victor.

Mr. Ryan has been associated
with RCA for 27 years. He started
with the company in 1920 as col-
lection correspondent and in 1928
was named manager of the Credit
and Agency Division. He later be-
came credit manager of the RCA
Manufacturing Co.'s Tube Dept. at
Harrison, N. J., and in 1936 was
brought to the organization's home
office at Camden as general credit
manager.

Miller Addresses DAR
BROADCASTERS are repeating
the fight for speech that
fought a century-and-a-half ago.
Judge Justin Miller, NAB presi-
dent, told the 56th Continental
Congress of the DAR in Wash-
ington Friday morning. He said
the same guffaw arguments designed
to divide radio and establish Gov-
ernment controls of media of free
communications are being heard
once again.

SOON!
Seven New Standard Stations Authorized by Commission

GRANTS for seven new AM stations, including a 1-kw fulltime outlet on 1110 kc at Hilo, Hawaii, were authorized by an FCC Board last Thursday.

U.S. authorities were for 1-kw daytime stations at Niagara Falls, N.Y., and Hartwell, Ga., and 250-w fulltime operations at South Boston, Va.; Carson City, Nev.; Nogales, Ariz., and Opelousas, La. The Opelousas grant went to owners of WGCN Gulfport, Miss.

At the same time the Commission approved the request of Odessee Broadcasting Co. (KOBE), one of four 1946 grantees for Odessee, Tex. (pre-war population: 2,000), to delete its daytime grant for 1360 kc with 5 kw. FCC said the company, a partnership including J. S. McBeath, secretary-treasurer of KXIX Sweetwater, Tex., "has demonstrated it is far ahead with the construction." The grant was issued last summer.

New York
(Continued from page 20)

for assignment. The brief notes: "We think it was unfair to all of the competing applicants and illegal to bring into the record the expired and forfeited FM Class B construction permit (WAAW) when a comparative hearing for FM Class B channels in the area was in progress, and that under the doctrine of the Ashbacker case, the Class B channel formerly assigned WAAW should have been available for assignment in the comparative hearing.

Other Exceptions

Radio Projects Inc., other Newark applicants, filed exceptions contending that the Commission should have made an investigation of Donald Flamm, WPAT half owner, and Edward Noble, board chairman of ABC (which also was favored in proposed decision), "since charges reflecting upon them, were voiced at the hearing." The exception of North Jersey Radio referred to the unnamed half owner of WPAT who in a 1939 FCC decision "was characterized as having managed to create a question as to his possessing any substantial sense of responsibility to the public or the ability to recognize even roughly the public interest properly involved in the operation of a radio station."

Exceptions also were filed last week by five other applicants: Debs Memorial Radio Fund Inc., licensee, WEVD New York; WLIT Inc., licensee, WLIT Brooklyn; Metropolitan Broadcasting Service, New York; Frequency Broadcasting Corp., Brooklyn, and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

McCarty Bill

(Continued from page 17)

bus, Ohio, declared a ban on members of Congress holding station licenses would be just as "unreasonable" as preventing legislators from engaging in any other kind of business.

But Senator McCarthy holds that radio is unique in that it is one of the few businesses which is operated as "a public trust." Thus he concluded that it is "wholly wrong" for the lawmakers who have absolute control over FCC to obtain or seek to obtain radio station licenses.

Rep. Alvin E. O'Konski (R-Wis.), also applicant for both standard and FM stations at Merrill, Wis., objected strenuously to the McCarthy proposal. He declared that it was "honorable and legal" for members of Congress and their families to conduct private businesses, including radio. Senator McCarthy denied that his bill was directed against Mr. O'Konski or any other individual, adding that at the time it was introduced Tuesday he had no knowledge of Mr. O'Konski's application.

Rep. Harris Ellsworth (R-Ohio), owner of KRKN, Roseburg, Ore., has dealt with O'Konski's application.

Another Congressman who would be affected by S. 1309 is Rep. Lyndon B. Johnson (D-Tex.), whose wife, Claudia T. Johnson, is president of KTBC Austin.

Following is the text of the bill, as it would amend the Communications Act of 1934:

LIMITATION ON HOLDING OF LICENSES BY MEMBERS OF CONGRESS AND THEIR WIVES

SEC. 311A. The station license required hereby for a commercial broadcasting station shall not be granted to or held by:

(1) Any Member of the Congress of the United States or the wife of any such Member;

(2) Any partnership of which any active or silent partner is a Member of Congress or the wife of any such Member;

(3) Any corporation of which any officer or director is a Member of Congress or the wife of any such Member, or whose policies are actually determined by any Member of Congress or the wife of any such Member.

New Montana Outlet

The INTER-MOUNTAIN network, which serves Utah, Idaho, Montana and Wyoming, will soon add a 5 kw Great Falls, Mont., station, it was announced last week by Arch Madsen, network vice president. The new station, now being constructed by the Montana Farmers Broadcasting Corp., has not yet been assigned call letters, will operate on 660 kc.

21 YEARS SERVING CHATTANOOGA WITH CBS

4500 WDoD WDoD WDoD WITH CBS

NATIONAL REPRESENTATIVES - PAUL H. RAYMER CO.

'May 26, 1947' - Page 75
FCC Actions
(Continued from page 78)

Applications Cont.:

Licenses for CP

KLOU, Lake Charles, La.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WQFGF, Rockford, Mich.—Mod. CP which authorized new standard station, to change type trans., and for extension of completion date.

AM—1460 kc

AM—1380 kc
Cedar Valley Bestg. Co., Austin, Minn.—CP new standard station 1480 kw 1 k w, to AMENDED to make changes for DA and changes re directors, officers, and stockholders; and corporate structure.

AM—1320 kc
Radio Station WOW Inc. Area of Omaha, Neb.—CP new exp. TV relay station on 6775 to 6800 mc. 0.1 w, via, emission via lia.

Modification of CP

WFOC Jamestown, N. Y.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Remote Pickups

Ondaga Radio Bestg. Corp. Area of Syracuse, N. Y.—CP two remote pickup stations on 156.75, 156.80 mc 15 em. emission special for FM. un.

Licenses for CP

KUXD Dickinson, N. D.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1590 kc
Walter Otha Nelson Jr., Charlotte, N. C.—CP new standard station 930 kc 1 kw D.

AM—1410 kc
WSTP Salubury, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFOB Fort Dodge, Iowa—CP which authorized new FM station, to change type trans., ERP to 450, w make changes in ant. system and change commencement and completion dates.

AM—1870 kc
The Fairchild Bestg., Lancaster, Ohio—CP new standard station 1270 kc 1 kw D.

AM—1390 kc
WADC Village of Tallmadge, Ohio—Authority to determine operating power by direct measurement of ant. stockholders.

Modification of CP

WPST Wooster, Ohio—Mod. CP which authorized new FM station, to change type trans., ERP to 13 kw; specify studio location and change ant.; height above average terrain to 331 ft.; make changes in ant. system and change commencement and completion date; and to authorize CP

AM—1440 kc

Licenses for CP

WPIT Pittsburgh—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Creston Broadcast Corp., Shemondoha, Pa.—CP new standard station 580 kc 5 kw DA S un. AMENDED to change from 800 to 960 kw; change trans. equipment; change trans. location and modify DA.

Licenses for CP

KPRX Beaumont, Tex.—License to cover CP, as mod., which authorized new standard station and to determine operating power by direct measurement of ant. power.

AM—1110 kc

AM—1890 kc
Lamar A. Neacebook, Falls Church, Va.—CP new standard station 840 kc 250 w 500 w un. AMENDED to change from 840 to 1220 kw.

Licenses for CP

KYOS Bellingham, Wash.—License to cover CP, as mod., which authorized increased operating power; install new trans. and DA; and change in trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1510 kc
KGJ Spokane, Wash.—CP increase power from 10 to 50 kw; install new trans., and DA and change in trans. location. AMENDED to change trans. location and make change in DA.

APPLICATIONS DISMISS.

AM—1450 kc

AM—25.5 mc
Central Nebraska Bestg. Corp., Kearney, Neb.—CP new FM station on Channel 225. 921 mc; as assigned by FCC. Dismissed May 20 per request attorney letter April 30.

TENDERED FOR PILING

Assignment of License

WFAL Balikesr, Pusa.—Consent to assignment of license and CP to John H. Phillips.

AM—1820 kc
KGFJ Los Angeles—CP increase 100 kw to 250 kw and approval of trans. location and ant. system unit.

AM—990 kc
Redlands Bestg. Redlands, Calif.—CP new standard station 990 kc 250 w D.

AM—470 kc
Shakotol Chino, N. D. —CP new standard station 670 kc 250 w D.

Hearings Before FCC

MAY 8

Hearing and Oral Argument

Docket 6881, hearing and oral argument before Commission on issue of frequency of proposed new FM station in foreign country. As proposed, to add new frequency of 90.1 mc in process.

MAY 9

Hearing

WDEI Inc., Wilmington, Del.—For FM facilities.

Wallington Tri-State Bestg. Co., Inc., Wallington, Del.—Same.

Keystone Bestg., Warrenton Htts., Pa.—Same.


Reading Bestg. Co., Reading, Pa.—Same.

Further Hearing

WHLS Portland, Mich.—License renewal on complaint.

MAY 27

Hearing

Wired Music Inc., Rockford, Ill.—CP 1400 kc 250 w un.

Respondent: WRJN Racine, Wis.

Further Hearing

KGBB Tyler, Tex.—CP 600 kw 1 kw N 5 kw 2 kw D 5 kw un. DA.

KGDP Collwich, Kan.—CP 600 kw 5 kw 10 kw D un. DA 2.

KELD El Dorado, Ark.—CP 600 kw 1 kw D un. 782 kc.


MAY 8

Oral Argument

Before Commission en banc


MAY 23

Oral Argument

Dockets 7655, 7666: KHTN Inc. and W. Albert Lee, Houston, Tex.


FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,223 licensed, 499 construction permits, 689 applications pending (of which 420 are in hearing); FM—48 licensed, 782 initial authorizations (544 CPs and rest conditional grants), 205 applications pending (109 in hearing); television—six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM—six licensed, 29 CPs, 14 applications pending.

R. E. BALUTA QUITS FCC FOR ENGINEERING FIRM

ROBERT E. BALUTA, FCC enginer attached to the Broadcast Division since 1945, has resigned to become associated with the consulting engineering firm of Frank H. McIntosh. Since V-J Day he has served in processing Line II applications, then was assigned to the Hearing Section where he participated in many standard and FM broadcast proceedings.

Mr. Baluta joined Westinghouse in 1934 after graduation from Rensselaer Polytechnic Institute. He installed all types of electronic equipment in the U. S. and foreign countries. In 1940 he entered the Navy and after training was sent to the Pacific as officer-in-charge of radio, radar and small installations on a destroyer tender. He installed radio facilities in New Zealand, New Hebrides and other island bases.

Dockets 7471, 7478: Northern Kentucky Airways Corp. and Northern Kentucky Radio Corp., Covington, Ky.


Broadcasting's American principles, agreement upon the 'Mayflower case,' etc., to be enforced. The NAB head noted it as an added strength of the Blue Book.

He said the Blue Book takes a direct threat to broadcasters in violation of the First Amendment and of the Communications Act, Sec. 326—that unless they conform to the Commission's ideas in handling the 19 problems relating to free speech, and listed in the Blue Book, the same coercive procedures may be used as were used in the 'Mayflower case,' in which FCC ruled that a broadcaster may be punished.

He said the danger of FCC's "encroachments" on programming "is emphasized by the wide acceptance of the Commission's thesis upon the part of persons who believe for (1) ignorance, (2) disagreement with our fundamental American principles, (3) a selfish pecuniary desire to destroy radio broadcasting on a national scale, (4) competition of a competing medium of advertising, are anxious to establish a false doctrine that the First Amendment has no application to radio broadcasting," he said.

These people have talked much about "a factor of scarcity," they have announced "that people own the air" and other similar cliches, which cannot be found in the Constitution or in any decision interpreting the Commission's powers under the First Amendment. They are, in fact, dishonestly made not to support the rights of the people—but to break down the guarantee of the First Amendment by re-establishing government censorship over free speech.

Contending that the necessity for engineering regulation "does not by any stretch of the imagination warrant interference with freedom of speech by supervising broadcasting programs," he declared.
Elected to Board

JOSEPH V. HEFFERNAN, vice president and general attorney of RCA, has been elected to the board of directors of NAB Communications Inc., New York, succeeding Col. Manton Davis, retired New York attorney.

were outlined, with contract ambiguities cited. Hope was expressed that a new contract would be ready by convention time in September.

In agreeing to take part in the AFRA industry negotiating committee NAB's board reaffirmed its unalterable opposition to any form of secondary boycott and set down policy limitations within which the four-man group can operate. The board named an investigating committee at its January meeting, reusing that at time to take part in the network-AFRA committee. The subject of Petrillo negotiations was passed by.

Edgar Kobak, MBS observer on the board, reported that the Broadcast Advisory Committee formed last winter by agency, advertiser and broadcast groups is not yet fully organized. Should the committee become an active operation, it is expected to cooperate with the NAB Special Standards of Practice Committee.

The board received a report from Robert D. Sweeney, MBS vice president and general manager, on work of the standards committee, of which he is chairman. The committee is working on redrafting of proposed code.

No action was taken on a proposal that NAB hold its own annual institute to bring together officials of universities and other organizations that subject broadcasting to discussion.

The board approved over 100 membership applications, bringing the total to 1,286, an alltime record.

Mr. F. M. Neagle, KSFM Mankato, Minn., who was elected District 11 director at the recent Chicago area meeting, was named by the board to sit in place of E. B. Haye, KATE Albert Lea, Minn., until the new board convenes in September at the Atlantic City

For Nearly 17 Years

KFXJ

has been known as the

VOICE OF WESTERN COLORADO

ciners may pirate our
slogan, but only

KFXJ

can claim the prestige of
COMMUNITY and AREA
LEADERSHIP!

Grand Junction
convention. He sat during the meeting. Mr. Hayek resigned as director because of illness.

All board members attended except Mr. Hayek and Harold Hough, WBAP Fort Worth, who was unable to make the trip. Participating for NAB were President Miller; A. D. Willard Jr., executive vice president, and C. E. Arney Jr., secretary-treasurer. Mr. Feltis took part in some of the BMB discussions.

Directors and NAB department heads were guests Wednesday evening at a lawn reception at the Virginia home of T. A. M. Craven, Cowles stations, director-at-large for medium stations. A housewarming for the new NAB building was held Tuesday, with Washington officialdom as guests.

Text of the new provision of the by-laws covering membership, as it will be submitted to the membership by referendum, follows:

ARTICLE III
MEMBERSHIP
Section 1. CLASSES OF MEMBERSHIP:
The members of this association shall consist of two classes, active and associate.

A. ACTIVE DEFINITION: Any individual, firm or corporation which is engaged in the operation of a broadcasting station or which holds a construction permit for such a station within the United States or its dependencies shall, subject to the approval of the Board of Directors, be eligible for membership in the association. Any such individual, firm or corporation shall be entitled to one vote for each active membership held by it and shall be entitled to participate in all affairs of the association.

B. ASSOCIATE DEFINITION: Any individual, firm or corporation engaged in any business or profession connected with broadcasting or not within the requirements for active membership, shall, subject to the approval of the Board of Directors, be eligible to associate membership in the association. An associate member shall not be entitled to vote (except as a member of a committee to which he has been duly appointed).

Hearing Date Set for WJR, WCKY Clear Channel Cases

RE-ARGUMENT on the WJR Detroit and WCKY Cincinnati appeals from FCC daytime grants on their respective clear channels was called by the U. S. Court of Appeals for the District of Columbia last week.

The re-argument was scheduled for June 11, to be heard by five judges. It will be concerned principally with the clear channel stations claim that the daytime grants would cause interference, which in effect modifies their licenses, and that therefore FCC should have held hearings.

WCKY on the 1350-ke 1-B channel with 50-kw is appealing from a 10-kw daytime grant to Patrick Joseph Stanton, Philadelphia. It already has won from the court a stay order pending completion of litigation [BROADCASTING, April 28]. WJR, a 50-kw 1-A station on 760 ke, is appealing from a 1-kw daytime grant to Coastal Plains Broadcasting Co., Tarboro, N. C. The WJR appeal was first heard in March [BROADCASTING, March 17]. WJR has since petitioned the court for a stay order stopping effectiveness of the Tarboro grant.

And is now withholding action on all remaining applications for daytime use of U. S. 1-A and 1-B channels.

K and E Shifts Personnel
In Several High Posts

CLARE OLMSTEAD, formerly Hollywood manager of McCann Erickson, effective May 26 succeeds John Swallow as Kenyon & Eckhardt Hollywood manager, while Jesse Butler, formerly publicity director of the USO, joins K & E as business manager.

Alfred Norcott, formerly associated with General Motors, has been appointed business manager of the K & E publicity department in New York.

John Swallow becomes vice president and advisor to the Oajal Broadcasting Co. (KVTC Ventura, Calif.). He will also maintain his own firm, Television Enterprises, and his position as radio consultant to KYOR San Diego.

At Heritage Meeting

BROADCAST industry figures took part in a conference held at the White House Thursday under auspices of the American Heritage Foundation and Attorney General Tom Clark. The foundation is underwriting a Freedom Train tour of the nation this autumn to let the public see early American documents. Among the 150 participating were Niles Trammell, NBC president; Earl Gammons, CBS Washington vice president; William B. Ryan, general manager, KFI Los Angeles; Edgar Kobak, MBS president; James D. Shouse, president WLW Cincinnati; Paul W. Morency, vice president and general manager, WTIC Hartford; George Cranston, station manager, er, WBAP Fort Worth, and Hugh Terry, KLZ Denver.
1540 kc Outlets Are Granted Albany, Durant, Fort Worth

(Other Grant Story on page 75)

THREE NEW authorizations on 1540 kc were given last week by FCC. The grants: 10 kw unlimited at Albany, N. Y., to Patroon Broadcasting Co.; 250 w unlimited at Durant, Okla., to Texahoma Broadcasting Co., and 5 kw day and 1 kw night, at Ft. Worth, Tex., to East-West Broadcasting Co.

The Albany grant is the third for that city since issuance by FCC of its order for deletion on August 31 of WOKO Albany on grounds of hidden ownership. Previous grants had been announced by the Commission at the end of its temporary expediting procedure and went to Champlain Valley Broadcasting Co., 10 kw on 850 kc, and Hudson Valley Broadcasting Co., 500 kw, 5 kw day and 1 kw night [BROADCASTING, May 5]. In addition to WOKO (1 kw local sunset, 500 w night on 1460 kc), Albany presently is served locally by WABY, 250 w on 1400 kc. Applications presently are being accepted by FCC for the WOKO facilities. Request of Van Curier Broadcasting Co. has been pending.

last week's 1540 kc authorizations resulted from adoption by the Commission of an order granting the petitions of Patroon, Texahoma and East-West Broadcasting Cos. for severance of their respective propositions from consolidated proceeding and grant.

In considering the proposed findings offered by applicants the Commission indicated that none of the parties interposed objection to these grants, with exception of a petition by Josh Higgins Broadcasting Co., concerning certain protection its station XEXL Waterloo, Iowa (50 kw on 1540 kc). FCC stated that this protection had been assured through voluntary cooperation of the parties involved so that the relative portions of the petition became moot. Having no objections, the Commission therefore ordered dismissal of the Higgins petition insofar as it requested protection to XEXL from the proposed operations granted.

Still in Proceedings

Still in the consolidated proceeding and seeking facilities on 1540 kc are: Louisiana Broadcasting Co., New Orleans, 50 kw unlimited directional; Bayou Broadcasting Co., Baton Rouge, La., 250 w unlimited; The Galveston Broadcasting Co., Galveston, Tex., 1 kw day and 250 w night, directional night. XEXL petition asks continuance of its exclusive nighttime assignment or other appropriate relief. Bayou Broadcasting has pending a petition for [leave to amend its application to request 50 kw-day and 10 kw-night, with directional night.

Casey Leaves WOL; Returns to St. Louis

Roy Passman, WTOP Program Operations Head, Is Successor

ARTHUR J. CASEY, since 1944 executive assistant to Merle S. Jones, until recently general manager of WOL Washington station (CASTING, May 19), has resigned and is returning to St. Louis, where he was with KMOX for 11 years before accepting the Washington appointment and where he has maintained a residence during his absence. Mr. Casey said last week that he expects to announce his future plans soon.

Joining the staff of KMOX as a producer in 1933 following several years in the theatre, Mr. Casey soon became production manager. When Merle S. Jones was named general manager of the St. Louis CBS outlet in 1936, Mr. Casey became his executive assistant in charge of public relations. He also did public relations work in St. Louis for the Union Electric Light and Power Co., Southwestern Bell Telephone Co. and the Pet Milk Co.

Recognized as one of radio's outstanding producers, Mr. Casey has originated many network feeds. He was equally successful in the theatre, and from 1921-1933 operated repertory companies under the firm name of Arthur Casey Productions Inc. at the following theatres: Orpheum, St. Louis; Palace, Houston; Orpheum, St. Paul, and Cox, Cincinnati.

Passman to WOL

Roy Passman, WTOP Washington director of program operations, succeeds Mr. Casey at WOL on June 9. Mr. Passman will be responsible for the complete program operation of the station.

Mr. Passman joined the CBS Washington station in 1935. He has been on the staff continuously since buzzing over the industrial and residential sections of the fifth richest market in the United States are the planes advertising WJW programs. Giant streamers alert the Cleveland public to the better programs WJW offers. WJW is the only Cleveland station using aerial advertising constantly to promote its programs.

LISTENERS LOOK UP TO US!

BRODCASTING TONIGHT AT 10: WJW

Page 80 • May 26, 1947

SOLD!

KRNT Salesman Elliott Sells
Big Retail Account

L to r: Messrs. Swartz, Dillon, Hempleman, Elliott, Cornelson.

THEY CROWNED a salesman of KRNT Des Moines a few weeks ago. Crowned him in the regal sense, that is. And he deserved it. Paul Elliott, the lucky man, sold a contract to the New Utica, local clothing store, for sponsorship of all sporting events broadcast over KRNT for the next 52 weeks. KRNT believes it to be the largest retail store radio billing in Iowa. The firm also sponsors a nightly newscast by Russ Van Dyke.

Mr. Elliott was ushered to the improvised throne and crowned with a crepe-paper crown, while Phil Hoffman, KRNT manager— and a Cowles vice president!— and Bob Dillon, station's commercial manager, knelt before him in front of a gathering of the staff.

Present at the big signing were B. L. Hempleman, manager of the New Utica; Messrs. Hoffman, firm's advertising manager; Mike Cornell, New Utica merchandising manager; and Messrs. Hoffman, Elliott and Dillon of KRNT.

A planning board of KRNT and New Utica executives, headed by Jon Hackett, KRNT sports director, will be set up to map the sports coverage throughout the year.

then with the exception of a year's overseas war service with OWI. From January 1944 to the following year he was traffic manager of the OWI's ABSIE station in London. He returned to WTOP as production manager in 1945.
White Bill Analysis
(Continued from page 18)

those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption of their private business or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the Chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made by the exclusive business of the divisions. Experience has amply demonstrated that the Chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the Act. As to these other duties, an attempt also has been made to clarify the status of the Chairman and to make him, and only him, the official representative of the Commission in certain important respects.

When the present act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed by this bill but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions. In recent years, the division plan has been entirely abandoned by the Commission and it seems obvious that such abandonment has operated to the detriment of orderly procedure and to wise administration and regulation. Students of this legislative problem are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons. They recognize that there are fundamental differences in the two classes of communications; that rate making and public utility concepts are the very essence of private communication but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commission to confuse the two and to apply the same concepts and philosophies in the regulation of the two. This tendency should be avoided. Second, it is apparent that the subject of public or mass communications and the problems incident to the regulation thereof are so interesting and so practical that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing an equal attention to equally important problems relating to private communications.

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and regulatory functions of the Commission; would contribute to a better knowledge of the part of the commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

Definite authority is given to the Commission or to either division to assign or refer to an individual commissioner or to a body composed of an employee or employees, any portion of its work, business, or function but with an assigned right of review by the Commission or the appropriate division. This obviates the necessity for full Commission or division action in cases where this is not believed necessary. It should result in speedier consideration and decision.

Section 6
(Annual Report)

This section amends section 4 (k) of the present Act and is intended to make more clear and definite what shall be contained in the annual report filed by the Commission. Briefly, the Commission is to furnish annually (1) information and data bearing on the problems of regulation of interstate and foreign wire and radio communication; (2) information on the general administrative operations of the Commission so that Congress may understand what the Commission has done or failed to do; (3) information concerning personnel employed during the year and their experience, etc., and those resigned or discharged; (4) information in detail of all sums expended by the Commission, for what purpose and under what authority; (5) specific recommendations on necessary additional legislation and the reasons therefor.

Section 7
(Chain Broadcasting)

This section amends subsection (i) of section 303 of the present act and is designed to expressly limit the Commission's rule-making power with respect to stations engaged in chain broadcasting only to the physical and technical phases of regulation. It would limit the effect of the opinion of the Supreme Court handed down May 10, 1945, in the case of National Broadcasting Company Inc. v. U. S. et al. (319 U. S. 190), which generally has been considered as an example of judicial "law-making" of authority not granted in the act. It should be noted here that the Commission's chain-broadcasting regulations involved in this section are, in substance, made a part of this bill in section 19.

Section 8
(Records of Programs)

This section amends subsection (j) of section 303 of the present act which gives the Commission authority to make rules and regulations requiring stations to maintain records of programs including similar technical details. The proposed new language is designed and intended to accomplish two purposes: (1) To enlarge in specific terms the requirements. Thus, the having of information not originally provided for; and (2) to limit the authority of the Commission, now apparently exercised under the authority of section 308 (b), to require reports and information from licensees which are not necessary to carry out its regulatory function.

Section 9
(License Allocation)

This section amends subsection (b) of section 307 of the present act to make more definite the existing language regarding allocation of licenses, frequencies, and hours of operation by the Commission. It is designed to bring about a fairer distribution of radio broadcast facilities in the country and at the same time discourage a policy which grants licenses wholesale simply on "demand."
White Bill Analysis
(Continued from page 81)
(d) of section 307 of the law which now provides that Commission action on renewals of licenses is limited to and governed by the same considerations and practices which affect the granting of an original license. The proposed new language would make the procedure to be heard case-by-case in every particular to the procedure set out for original applications proposed in section 12 of this bill. It is designed to bring about orderly procedure under law.

Sections 11 and 12
(Licensing Procedure)
These sections amend sections 308 and 309 of the present act. They are designed to make more definite and certain the procedure to be employed by the Commission in the exercise of its power under this function. These amendments are made necessary by the restrictive character of the language in the present act and by the disposition of the Commission to give to that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants in many cases of the right to have their applications considered. Applications are denied and also to deprive persons adversely affected by action of the Commission an opportunity to be heard before the Commission.

Section 11 would make clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should, in general, be the subject of a written application. Provision is made, however, for authorizations in emergency or in times of war without the filing of a formal application. It is also proposed that the Commission may not, except as specifically provided in section 14 of this bill, modify or revoke an existing license and that no transfer proceedings may be utilized by the Commission for the purpose of disciplinary action designed to punish a licensee for his actions as such.

The amendments to section 309 contained in section 12 of this bill make clear that any person filing an application is entitled as a matter of right to have that application handled in a definite procedure. This is not assured under present practice of the Commission. The procedure to be followed in the handling of applications is that which is most certain and followed by the Commission for a considerable period of time pursuant to rules and regulations prescribed by it but the method was abandoned on the apparent theory that the Commission was according to applicants and others in interest greater rights than those specified by the act. Since the right to notice and hearing is the very essence of orderly procedure, amendments which leave no doubt that such rights are secured are absolutely imperative. Specifically, the amendments proposed to section 309 will make it possible, as at present, for the Commission to grant any application without hearing if convicted that the standard will be served thereby. But it will provide a method whereby any person who has the right to challenge the legality or propriety of any action taken from the Commission's decision can make his complaint first before the Commission—a guaranty which the present law does not contain. The proposed language makes clear who has rights, what their rights are, and exact procedural steps in accordance with recommendations of the Attorney General's Committee on Administrative Procedure.

Section 13
(Transfer of License)
This section amends section 310 (b) of the present act to make certain that no station license granted by the Commission may be transferred without Commission approval and makes the procedure to be employed by the Commission in passing upon the merits of such applications. The necessity for provisions of this character arises out of the failure of the present transfer section to refer to construction permits as well as licenses, and its failure to specify either the procedure to be employed or, with sufficient certainty, the standard to be accepted which controls the ultimate decision.

Section 14
(Revocation of Licenses)
This section proposes extensive revision of section 312 of the present act which deals with revocation of licenses. The present law permits revocation by the Commission of a station in the event of a violation of an application or in the statement of fact which may be required under the licensing provisions; or because conditions prescribed by such statements of fact as may be required from time to time which would warrant the Commission to refuse to grant a license on an original application; or failure to operate substantially as set forth in the license; or for failure to observe any of the restrictions or conditions of the act or of regulations of the Commission prescribed by the act or a treaty ratified by the United States. Thus, revocation is the sole administrative penalty in case of violations ranging from the most serious to those who may innocently violate regulations of the Commission on technical matters.

It is believed that some method short of absolute revocation should be provided for lesser violations and at the same time make the section effective to deal with violations of all kinds and especially to enable the Commission to take action to eradicate the practice of selling station for a license. It may be that the Commission may undertake cease and desist procedures, carefully spelled out, and subsequent violation of a cease and desist order is for revocation. Revocation is also authorized for conditions coming to the attention of the Commission which would not warrant the issuance of a license to deny a license originally. An additional provision is included dealing with violations of licenses for failure to observe any of the restrictions or conditions of the present act. The section also provides for a cease and desist order which will allow the holder of a hearing, if he requests it.

Section 15
(Political Broadcasts)
This section amends section 326 of the present act which deals with the general subject of censorship. It is designed to make manifest and to establish specific statutory declaration principles which should have been sufficiently clear from an examination of the present law in its entirety. Subsection (a) specifies the law which the Commission shall have no power to regulate the content or manner of political broadcasts, or that station for a political campaign, certain conditions and obligations shall obtain. In brief, these conditions are as follows:

(1) If a legally qualified candidate in any election, or a person designated by him is permitted the use of a station for participating in a political campaign, then equal opportunity must be granted each of the candidate's opponents or persons permitted by them. Similarly, if a person is permitted the use of a radio station in opposition to a candidate, then the candidate, or person designated by him, must be given equal opportunity;

(2) If an official of a regularly organized political party, or a person designated by him, is permitted to use the station, then the corresponding official of all other regularly organized political parties, or persons designated by them, must be given equal opportunity;

(3) During a political campaign no station shall make facilities available for or against any candidate except to a candidate for the same office, or a person designated by him, or by a person designated by the responsible official of a regularly organized political party whose candidates' names appear on the ballot.

(4) If any person is permitted the use of a station to speak for or against any public measure to be voted upon as such in an election, or to afford equal opportunities and an equal amount of time in the aggregate for the presentation of each different view on the measure or questions.

(5) Political broadcasting or the discussion of any question to be voted upon shall not be permitted by a licensee for a period beginning 24 hours prior to election day and ending 24 hours after election day, and in conformance with the rules governing general political advertising in newspapers.

(6) Neither the licensee nor the Commission shall have any right to censor in any way any political broadcast and the licensee is exempted from liability for any slander by any person speaking under the provisions of this section.

The term "equal opportunities" is defined to make clear that it includes the right to choice of stations used but also, if any, for such use of facilities.

Section 16
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The term "equal opportunities" is defined to make clear that it includes the right to choice of stations used but also, if any, for such use of facilities.
and also makes clear that the Commission has the authority in any case where application for renewal of a license is made to determine the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standard.

It should be noted here that this section involves a most troublesome question. It is an axiom of administrative government, such as the quasi-judicial agencies, that some discretion must vest in the good judgment and common sense of the administrators. It is impossible for a statute to spell out every detail. It can therefore become more difficult in the case of regulation of non-common-carriers. It is virtually impossible to spell out specifically in a statute just what "the public interest, convenience, and necessity" means or does not mean. Therefore, regardless of what many well-intentioned and conscientious people may believe, the regulations of an agency, however given some degree of authority to determine, case by case, whether there has been operation in the public interest, convenience, and necessity.

Section 17
(Discussion of Public Questions)

This section adds two new sections to the Communications Act dealing with the discussion of public questions, sections 330 and 331. It will be remembered that section 15 of this bill dealt with public broadcasting in a political campaign. Section 17 proposes to set forth conditions governing broadcasting of public or political questions which do not fall within the purview of the political campaign broadcast section. It is proposed that the use of his facilities for the discussion of any public question or issue, he must afford equal opportunities for the presentation of different views on the question or issue. Equal opportunities is defined as in section 15 so that all will have the same treatment, as to time on the air, the number of stations, or any other pertinent factors. It is obvious that some provision is necessary to prevent the sharp criticism regarding lack of fairness and equality on the air that frequently has been expressed in recent years. This proposal is intended to accomplish that result. It provides, of course, that neither the Commission nor any agency to censor or alter what is being said, except that material advocating overthrow of the Government by licensor or licensee may be rejected by the licensees and he shall have the right to have a copy of the material to be broadcast in sufficient time to examine it.

The other proposed new section, section 331, provides that certain specific identification data be made known to the listening public in all cases. It is stated that all discussions of public questions coming under sections 315 and 330. These identification data include not only the name of the speaker or president speaking, but also the capacity in which the speaker appears, that is, whether on his own account as an individual, candidate, or public officer, or as an advocate or employee of another; how the time for the broadcast was made available, and how he is heard. However, in the case of a public officer, speaking as such, only the name of the speaker, the office held by him, whether elective or appointive, and by whom the power of election or appointment is vested is required as identifying data.

It must be obvious that the public has the right to know certain pertinent facts regarding a person who is seeking to influence public opinion. Too often, advocates of a particular policy or issue have appeared under false colors; sometimes they have been politically held to the one for whom they spoke; other times they have employed employees of those espousing a particular course of conduct. But the listening public never knew the facts. This section seeks to bring these facts out in the open; it does not stop use of radio broadcasting; it merely provides for honest labeling.

Section 18
(Source of News)

This section also proposes a new section to the act relating to identification of source of news items and discussions of public events over the radio. It provides that in the broadcasting of news items and in any analysis of or comment on current events, the source of the material shall be identified, and that editorial and interpretive comment on news shall be identified as such. It is designed to make clear to the listening public that an item of a so-called news broadcast is, in fact, news and what is its source, i.e., a news agency, the news staff or the radio station, or a special correspondent. It will allow the news from the editorial comment or interpretation or analysis. While there is no requirement in this section that those who broadcast news reports and comment shall be identified in the detail required in political broadcasts, this section is intended to give the listener an ability to separate fact from opinion and what is the editorial opinion or interpretation by a speaker.

One of the largest radio networks already has undertaken to follow this policy and is worthy of condemnation for it. It is common knowledge that in many so-called news broadcasts, not even to the broadcasting public what opportunity should be able to separate fact from opinion. The factual news is so interwoven with comment, personal viewpoint, and interpretation that the listener is hardly aware when he is hearing fact and when he is hearing opinion. There is no desire to present the broad-sensing of opinion or comment; many listeners appreciate and even value the particular individual viewpoint of a particular commentator and they would not be deprived of that interpretation. It should be emphasized that the proposed section is not a limitation on free speech and cannot be so construed or interpreted. It does not limit or modify in the slightest degree what he may say. It does require that such a labeling be done as to the radio as factual as possible without at the same time interfering with the right of free speech.

Section 19
(Station Ownership)

This section proposes a new section, section 335, to the Commission and reaffirms this power and in broadcasting and station ownership. It proposes positive and unequivocal statutory prohibitions against certain contractual relationships between the licensees of broadcast stations and network organizations and on ownership of radio stations. It should be emphasized that such contractual relationships similar terms, are presently in effect but as rules and regulations of the Commission and have been conformed to by all licensees. But there is a serious question whether or not the regulatory agency had the statutory authority to make such rules. This section would make clear that the Commission has no power either over the subject of the contractual relationship between stations and networks or over limiting ownership of stations and networks. The proposed new section sets forth conditions governing lobbying in the Congress and law.

More specifically, the so-called "network regulations" promulgated by the Commission would be rendered inoperative and the decision of the Supreme Court of the United States in the case of National Broadcasting Co. Inc., et al., v. U. S., et al., decided May 10, 1943, would be made inapplicable to sec-

(Continued on page 86)
Help Wanted

Two topnotch program director needed. 5 kw network station now 350 watts is expanding and stepping up its programming department. Prefer man who can do topnotch programming along with some announcing. Includes new and special events. Send complete details and salary experience last three places of employment, salary desired and audition disc to Box 459, BROADCASTING.

Topnotch program director needed. 5 kw network station now 350 watts is expanding and stepping up its programming department. Prefer man who can do topnotch programming along with some announcing. Includes new and special events. Send complete details and salary experience last three places of employment, salary desired and audition disc to Box 459, BROADCASTING.

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Situations Wanted (Cont'd)

Topnotch announcer, versatile, reliable, experienced major markets, desires lim- 
mediate change. Minimum $75.00 week- 
ly. Will consider temporary job in un- 
usually good spot. Box 500, BROAD-
CASTING.

Take a—-and listen to my disc. Cast an eye over these qualifications: Married 
vet; conversant with responsible, mature, 
trained Radio City school all phases an- 
ounced, Cocktail and APRS back- 
ground. Go anywhere. Salary no prob- 
lem. Want opportunity to join progres- 
sive outlet. Disc, Photo, references on request. Box 503, BROADCASTING.

Announcer. "It's all in the Voice". Yes, 
here is a voice with the smile that would 
be asset to any station. Give it that real 
time sound. Sold NBC-Columbia Radio Information as announcer. Also, 
leading radio City School, N. Y. All 
phases announcing. Proof is in the 
hearing: Disc, Photo, reference. Box 504, 
BROADCASTING.

Announcer. Vet. Married. Graduate of 
large Chicago radio school. Will go any- 
where. Disc and photo upon request. 
Box 506, BROADCASTING.

Announcer. Veteran. Limited experi- 
ence, now in non-broadcasting network 
radio. Graduate two accredited radio 
schools. Presently in midwestwest. 
Box 907, BROADCASTING.

Announcer. Veteran. Limited experience, in 
non-broadcasting network radio now. 
Desires announcer's position in middle 
west or west. Desires experience in 
recognized radio schools. Box 508, BROADCASTING.

Young married veteran, experienced, de- 
sires position as announcer or in west 
or Pacific Coast. Box 509, BROAD-
CASTING.

Announcer—Want to change jobs. Em- 
ployed, but has always thought of being 
liberally New England. Experienced all 
phases announcing, including console and 
turntables. Will take summer re- 
placement job if necessary. Box 519, 
BROADCASTING.

Announcer-program director wants po- 

tition in small, progressive New England 
station. Many new ideas. Not afraid of 
work. Personal interview or transcrip- 
tion and picture upon request. Navy vet- 
eran. Box 512, BROADCASTING.

Newman-anonymous announcer, highly reliable, fully experienced. $60.00 minimum. Good 
working conditions considered before salary. Prefer eastern. Box 513, 
BROADCASTING.

Experienced announcer desires position 
with a southwest station which has stock for sale. Box 521, BROAD-
CASTING.

Announcer. Some experience all type shows. Received Radio City Radio 
school. Responsible and ambitious. 
Salary secondary. Travel, consider Cal- 
da. Box 474, BROADCASTING.

Chief engineer wants new station, WM-
AM-TV experience. College graduate. 
Box 1298, Hollywood 28, California.

Announcer, experienced — desires west 
coast. RRR. Employment Service, Box 
413, Philadelphia.

Program director, prefers east. RRR. Personnel Service, Box 412, Philadelphia.

FOR SALE

REGIONAL STATION

One of the best equipped and most attractive operations in the Southwest located in a 
large and growing market. A prof- 
itable station with an excel- 
 lent potential. Price $160,000.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. SAN FRANCISCO
James W. Blackburn Ray V. Hamilton
1011 New Hamp. 235 Montgomery
St. St.
National 7405 Exchequer 5672

WANTED

Used 1 kw FM transmitter. Box 475, BROAD-
CASTING.

Will buy 200 feet tower capable of sup- 
porting FM antenna. Box 476, BROAD-
CASTING.

Wanted—Used equipment for new radio station, 250 watts. Replying give make, 
model, and original purchase price. Box 494, BROADCASTING.

Wanted—New or used 5 to 1 kw AM 
transmitters; also supporting equipment. Daily Record, Wooster, Ohio.

Miscellaneous

Selling radio advertising—new book of 
improved selling techniques. 200 pages of 
advices for salesmen. Box 533, Mem- phis, Tenn.

Frequency monitor service: We service 
all standard makes of station monitors 
installing replacements, making 
use of the crystal. High quality quartz 
prism for broadcast and other services. FCC accepted station frequency measurement. Often a decade of satisfaction and fast service! Eison Electronic Company, Temple, Texas.

MARK SHEELER is looking for a position with some large metropolitan 
station who can use a disc jockey, who has been one before the name was 
invented. "Disc Jockey" that is! VERSATILE is the word for Sheeler. From 
comedy to drama, all on one disc show. Can sell anything you want, provided the product is lawful.

More information can be obtained about Mark by referring to the 26th radio issue of Radio Vision Magazine for a complete write-up on page ten.

This man has done everything in broadcasting, including one standing on his head. So help me.

Here's what Mr. Sheeler is willing to do if you're interested: You pay his 
passage and expenses both ways, and he will put on one air show on your station without any other obligation what-so-ever and let your customers and listeners do the rest. ... Remember, all this is expected by Mr. Sheeler in just ONE show!

WRITE OR WIRE: BOX 506, BROADCASTING
tion 303 (i) of the act as proposed to be amended by section 7 of this bill. These limitations on contractual relationships between licensees and network organizations are aimed at preventing the continuance of certain practices which, in the opinion both of the regulatory agency and most independent radio station operators, have proved harmful to the individual licensee and to broadcasting generally. They are designed to free the individual licensee from contractual restrictions imposed by networks because of the latter’s superior bargaining position. They are not intended to be and should not be construed as a condemnation of networks or of normal station-network relationship which has been beneficial in many respects. These limitations are phrased in such a manner as to be well understood by the industry and are in substance such that they will tend themselves to speed and convenient compliance.

Of the several prohibitions, it is believed that paragraph 1 which is designed to prevent a network from requiring a station to carry only the programs of that network, pertinent to the individual licensee and any station to carry the programs of any network on time which is not contract for, and in the case of retransmission option provisions, to carry such programs in event the option has not been exercised. The effect is simply to permit a station to sell that portion of its unused option time to a second network, but subject to the initial option.

The restrictions contained in paragraph 4 relate only to option time and would not prevent any station from carrying as many network programs as it deems necessary in the service of its listening public. The restrictions would, however, operate as a limitation both upon the time when any one network may option from any one station, and upon the time which any station may option to all networks. Subsection (b) prohibits the ownership or operation of more than one network by any person or corporation. This prohibition has been in force for several years by Commission rule and regulation and it is merely proposed that Congress and the law shall make this prohibition rather than the Commission through broad interpretation of the statute.

Subsection (e) proposes that one year after the enactment of the bill, the Commission shall not permit any person to own or control in the same area more than one broadcast station in any single band nor may any person own stations in any single band which in the aggregate give a primary service to more than 25% of the total population of the United States. It is important to note two sets of facts in connection with the proposed limitations on ownership:

First, the Commission by rule and regulation already has banned the ownership by one person of more than one station serving substantially the same area or the ownership of more than six frequency modulations stations or five television stations. Moreover, it has indicated in a recent hearing that it does not look with favor on the ownership of more than six amplitude modulation stations by one person. While the Commission has apparently issued such rules under its own broad interpretation of “public interest, convenience and necessity,” it is proposed by this bill that Congress itself, through the statute lay down the policy rather than permit so important a policy determination to be made by administrative edict.

Secondly, it should be emphasized that Congress is here dealing with a field which has a natural restriction of its own; the frequency bands are not limitless and will accommodate only a limited number of users. It is obviously poor public policy to permit a field already limited by natural laws to be monopolized by a relatively few users. It is axiomatic in a free democratic society that competition not be restricted by statute and that monopoly of any kind is doubly important in an art so heavily invested with public interest as is radio broadcasting. It should be pointed out that these proposed limitations on ownership are not burdensome and will work no great hardship on existing licensees or those who wish to own and operate less than one station. Each licensee would be permitted to own in each field — amplitude modulation, frequency modulation, television, and facsimile broadcasting, and in any combination which serve up to one-fourth of the 140,000,000 people of the United States. While the right to the “eyes” and “ears” of 25% of the total population may be criticized as a step in the direction of monopoly, actually no one licensee will have or can have the exclusive privilege of the eyes and ears of that number of people in view of the multiplicity of stations in the major population centers of the nation.

Section 20

(Null Accusations)

This section proposes a new section 334 to the act and prohibits the uttering of indecent language or the making of false accusations or charges by means of radio communication. The prohibition would extend to indecent language presently in the law (section 326) but has been shifted to a new section as a matter of clarification. The only new language is the prohibition against false accusations or charges.

Section 21

(Declaratory Orders)

This section adds a new subsection to section 401 of the present act to provide for the issuance of declaratory orders. A recommendation advocating declaratory orders by administrative quasi-judicial agencies was made in the Report of the Attorney General’s Committee on Administrative Procedure in Government Agencies in 1941 but the policy has not been adopted by many agencies and specifically not by the Federal Communications Commission. The issuance of governmental procedure, particularly that of the regulatory agencies, is that in order to test the legality, or validity, or meaning of a regulation or rule, it is necessary to violate it and incur penalties. This results in a particularly difficult situation in the case of radio broadcasting, involving as it does highly technical and specialized rules applicable to engineering and other specialized equipment, and may, in many cases, actually jeopardize the license otherwise permitting the licensee out of business. It is proposed, therefore, that the Commission issue declaratory orders in cases of actual controversy arising under any provision of law. This policy, after petition, and after notice and opportunity for hearing. This would make unnecessary incurring the risk of violating the law in order to secure an authoritative ruling. Such orders would, of course, be subject to judicial review.

Section 22

(Judicial Review)

This section deals with the sub-}

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**In the Triple Cities**

_Binghamton • Johnson City • Endicott_

**It's Always a Good Bet To Put Your Money on the WINR**

_Binghamton, N.Y.

_Hearty-Room, National Reproduction_
Subsection (d) would continue in effect, substantially, the provisions of section 402(e) of existing law. It does, however, propose to settle certain ambiguities. The Commission would not be required to file with the court both the record and its written decision within a period of 30 days after the filing of an appeal. Present provisions of law are susceptible of only one interpretation which would require the filing of the Commission’s decision 30 days after the filing of the record.

Subsection (e) is a redraft of section 402(c) with minor clarifying amendments.

Subsection (f) specifically confers upon the appellate court the right to fix by rule the material to be included in any record upon which an appeal is to be heard and determined. While this is now the practice of the United States Court of Appeals for the District of Columbia, questions have arisen concerning that court’s power to take such action due to the peculiar language of the statute. This appeal to be uniform which obviously should be clarified.

Subsection (g) restates existing law found in section 402(e) of the act insofar as that section deals with the duty and functions of the appellate court in arriving at its decision. It should be observed that the jurisdiction of the appellate court is limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, are conclusive, unless it appears that such findings are arbitrary or capricious.

Subsection (h) contains provisions which are intended to confer upon the appellate court a measure of control commensurate with the dignity and responsibility of that tribunal, required the Commission to file a copy of its decision with the court before any final order is issued.

Subsection (i) carries forward without change the provisions of section 402(f) of existing law relating to the assessment of costs on appeal.

Subsection (j) provides that in a limited number of cases appeals may be taken directly and as a matter of right to the United States Supreme Court. Under present law review by the Supreme Court of decisions of the United States Court of Appeals for the District of Columbia is limited to certiorari proceedings and to certification by the court of errors. Experience has clearly demonstrated that it is extremely difficult for private litigants to secure an ultimate Supreme Court review of Commission action on the certiorari docket. Since 1927 only one such petition has been granted upon request of a private litigant whereas only one such petition has been denied when filed by the Government. The result has been that many cases involving Commission action on applications for renewal and modification of license have during the period of 20 years been reviewed by the Supreme Court upon request of the Government and only one has received such consideration upon petition of a private litigant. Since either revocation or renewal proceedings may result in absolute or final loss of license, it is believed that adequate opportunity should be given the parties affected in such cases to litigate their claims, and that in this limited class of cases, opportunity should extend to include review by the highest judicial tribunal.

Such appeals, as a matter of right, are given in practically all cases involving decisions and orders of the Interstate Commerce Commission and are given under section 402(a) of the Communications Act of 1934, as which involves the Commission’s legislative, as distinguished from its judicial, powers.

Section 23 (Rehearing Procedure)

This section amends section 405 of the present act to conform rehearing procedure before the Commission to the changes in the administrative organization of the Commission proposed in section 6 of this bill. It also would make more definite and certain the rights and remedies of interested parties in this, the final, stage in the administrative process.

Provision is made for delaying the effective date of any decision, order or requirement made in any case which is the subject of petition for rehearing until after final decision upon such petition. This section also is designed to eliminate doubt now prevalent concerning when a petition for rehearing must be filed before judicial review of the Commission’s order can be had. Under the provisions proposed here, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceedings before the Commission resulting in such order or when the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass. It should be emphasized here that the principal justification for the establishment and maintenance of administrative agencies is to afford parties in interest an opportunity to present their claims and defenses in an orderly fashion without recourse to the courts, when possible. Under the provisions of existing law, these salutory principles have not always been followed by the Commission. The situation requires correction and it is believed that this section will accomplish that result.

Section 24 (Hearings)

This section proposes an amendment to section 409 (a) of the present law dealing generally with hearings before the Commission. It is designed to make definite and certain the procedure to be employed by the Commission in all cases where a public hearing is required by the Act or other applicable provisions of law.

It would appear clear that in any adversary proceeding where a public hearing is required, an opportunity to be heard by the parties in interest to appear before and present evidence to the persons charged with the responsibility of making an initial determination. Such an opportunity is necessary to proper administration but to confidence in the agency itself. Under present Commission practice such an opportunity may or may not be given. It is now clear that before any final decision is rendered, all parties whose rights are to be affected should be given an opportunity to present their views concerning the point at issue to the authority charged with the final or ultimate decision. Again, under present practice by the Commission, such an opportunity is not always afforded.

Thus, the procedure employed by the Commission has led to a great deal of controversy and there has been a decided lack of uniformity in both the handling of such matters and the character of reports submitted by the hearing officer. The language here proposed would require not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It also would make mandatory the hearing of oral argument by the Commission or the division after the decision in any case upon request of any party before the entry of a final order. The Commission or division also would be required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts. The adoption of this section would give the statutory regulatory commission a procedure whereby the parties in interest in adversary

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proceedings before the Commission may secure a “full and fair hearing” as that term has been defined by the Supreme Court in the Morgan cases. That is the minimum which parties having business before the Commission have the right to expect.

In this section, an attempt has again been made to conform to the recommendations of the Report of the Attorney General’s Committee on Administrative Procedure. The proposal is wholly consistent with those recommendations and the legislation that has resulted from them.

Section 25
(Discrimination)

This section proposes a new section to Title IV of the act, section 418, dealing with discrimination in broadcasting. It would prohibit the Commission from taking any action which may result in discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association. Among other things this section would prevent the Commission from adopting any rule, regulation or policy which, for example, denied radio licenses to newspapers. It also would prevent the Commission from holding certain applications, or classes of applications, open for a specific time and, in general, prevent the denial, in whole or in part, of any right, privilege, benefit or license where adequate right or entitlement is shown.

Wakefield

(Continued from page 15)

January 1937 to March 1941.

Prior to appointment to the Commission he was vice president and chairman of the executive committee of the Interstate Commerce Commission of Railroad and Utilities Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case.

His first official contact with the FCC occurred in 1938 when he was called in to assist in an inquiry into the Pacific Telephone and Telegraph Company telephone rates.

Colonel Wakefield was born at Fresno, Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence degrees from Stanford U. in 1916 and 1918. He was admitted to the California bar in 1918 and engaged in general practice as a member of the firm of Wakefield & Hansen and later, Wakefield & Stanford.

His political coloration derives from activities on behalf of the Republican Central Committee of his home county, of which he was secretary from 1920-1921. He subsequently became a member of the State Republican Central Committee and a delegate to the Republican National Convention at Chicago in 1932.

Menser Hits Radio Critics at Athens

U. of Georgia Is Scene Of Second Institute Last Weekend

MANY so-called “institutes” are loaded with “subversive elements,” Clarence L. Menser, NBC vice president in charge of radio, told the Second Annual Georgia Radio Institute held May 18-19 by the U. of Georgia at Athens.

He made it clear, however, that he saw no indication of such elements at the Georgia institute, which was staged by the university’s Henry W. Grady School of Journalism.

By subversive elements, Mr. Menser said, he meant “persons or groups whose only aim is to destroy or undermine the American System of Broadcasting.”

A meeting of the Georgia Assn. of Broadcasters Monday afternoon Allen Woodall, general manager, WDAK Columbus, was elected president of the GAB for the coming year.

John Fulton, Jr., WGST Atlanta, was named vice-president, and Ed Mullinax, WLAC LaGrange, was elected secretary-treasurer.

Mr. Woodall sent a message from the committee to the above officers were Jim Woodruff, WRBL Columbus and Wilton Cobb, WMAZ Macon.

Election of Horace R. Ritchie, assistant professor in the U. of Georgia College of Education as president of the Georgia Association for Education by Radio was announced.

Robert K. Richards, NAB Director of Public Relations, at a Monday luncheon session said broadcasters themselves are the most vigorous critics of radio programs.

Explaining that outside views are welcomed, he asked only that critics listen before they criticize.

“Notussy-footing”

Mr. Richards said the new NAB Committee working on standards of practice is “not pussy-footing,” but taking a “very, very stern view of the situation.

Philip Loucks, of the Washington radio law firm, Loucks & Scharfald, told the Institute at the annual dinner Monday his reasons why the FCC’s ordinance of 1934 “should be completely rewritten.”

“Whatever is in the public interest is what the Commission finds to be in the public interest. The Commission cannot escape the duty of making such findings . . . I think the broadcasters would perform a more constructive service to the future of their craft of propaganda, direct their criticism to the statute which has now been construed to give the Commission such expansive powers."

Highlights of other panels were: Arthur Stirling, NAB Director of Special Services, said station-originated news made its greatest strides in 1946 in number of originated programs, listener importance and addition of qualified radio newsmen. He noted further improvements this year. He conducted a panel on the subject of news. Local news discussion included Dale Clark, WAGA Atlanta; Dick Charlton, WTOC Savannah; Walter Paschal, WSB Atlanta and Ben Chatfield, WMAZ Macon.

Irvin G. Abelloff, manager of WLEE Richmond, Va., reviewed programs of programming an independent station, offering recordings as exhibits. A panel discussing the radio soap opera topic was led by Russ Holt, WGGA Gainesville, and Abner Israel, WALB Albany, N. Y.

The three-day session concluded Tuesday.

White Bill

(Continued from page 14)

need for reorganization of the Committee and for “new substantive law.”

Obviously adhering to the BROADCASTING trends poll of station managers, indicating that 80% favored a new radio law (BROADCASTING, May 19), Sen. White said the nation’s broadcasters “have made clear that they want legislation”; and that the American people “are radio listeners and are entitled to what I believe to be the benefits of this legislation.”

More than likely Chairman Wol verton’s committee also would be disposed to call hearings, following Senate consideration. It was doubted, however, whether both houses of Congress could act prior to the summer recess, but if the Senate completed its consideration, it was felt the House could act with reasonable promptness upon reconvening next January.

Mr. Woverton, himself the author of House Res. 165 to investigate the FCC, said that as soon as the way is cleared by House Rules Committee and House approval, he intended to pursue that inquiry.

Chairman Denny expects to be gone most of the summer and possibly until September, except for brief intervals. It was thought on Capitol Hill that no committee work during one of those intervals. Commissioners Jett and Webster also are at the Atlantic City sessions, having been selected primarily because of their vast engineering backgrounds.

Original Act Intended

Two Separate Divisions

Sen. White pulled no punches in critiquing the original Act for separation of the FCC into two autonomous divisions. Pointing out that the original 1934 Act provided for separate divisions, he said this later was abandoned and thus had obviously operated “to the detriment of orderly procedure and wise administration.”

He cited particularly the fundamental differences in the two commissions, emphasizing that the rate-making and public utility concepts have “little, if any, application to the broadcast services.”

“There has been a tendency upon the part of the Commission to confuse the two and to apply the same
The provision of the bill relates to the so-called "duopoly" regulation of the FCC. It is designed to eliminate the practice of requiring a single entity to control two or more broadcast stations in the same or overlapping areas. The proposal would permit any entity to control up to six stations in a single market, but no more than three in each.

The second phase of this section, which would disallow operation by a single entity of any class having in their primary service area a station that reaches more than 60% of the total population, is certain to arouse stern opposition from certain sections of the networks. Sen. White pointed out that the FCC has not yet raised the ownership of more than six FM stations or five television stations to one person. It has indicated that the FCC does not look with favor on ownership of more than six AM stations by one person. Because he feels that Congress should not permit an administrative agency to establish so important a public determination by administrative fiat, Sen. White said the provision had been included in the proposed law.

The practical effect of the provision upon existing ownership situations would be to place no limitation on the number of stations owned by networks or groups in "non-duopoly" areas, but to have the limits based on primary coverage. The "primary coverage" specified is that as defined by the Standards for What Engineering Practice of the FCC.

Thus, any entity controlling stations providing primary service (presumably either day or night) to thirty-five million people would be considered the owner of operating stations providing coverage beyond that population.

Three Networks Might Be Affected by Clause

Off hand, it was thought such a provision would affect NBC, with its affiliations of two television stations, five of which are 50 kW outlets; CBS, with its ownership of seven stations of which six are 50,000 w outlets; and possibly ABC, which owns three 50,000 w stations and two regional in major market areas. It is probable that the provision would not be affected since its key stations are individually owned by stockholders.

Implicit in an injunction apparently is an injunction against putting two or more networks "in the same" for multiple-owned stations in the major markets, since a series of such stations obviously would exceed coverage of the 35,000,000 population limit.

To give effect to the 25% population coverage limitation for stations owned or controlled by the same entity, the Act carries this provision:

"It shall be the duty of the Commission to take such action as is necessary to expedite compliance with the provisions of this section including, where necessary, the voluntary transfer of outstanding controlling permits and licenses for stations of the class or classes affected thereby from licensees or permittees made ineligible to hold the same to persons who are qualified under the provisions of this section." The word "same," as used in this section means the actual or legal right to the direction, supervision, and control of a broadcast station or its licensee or permittee, whether resulting from ownership of a controlling proportion of the outstanding issues of stock or other evidence of ownership of the entity holding the license or permit, or from other cogent proof of the actual or legal right to the direction, supervision, or control.

Sen. White said he did not feel these proposed limitations would affect the group ownership of regional stations in combination with one or two 50,000 w watters, such as the groups as Fort Industry, possibly Westinghouse, the Mason Dixon Group Yankee Network and Don Lee. The States, he felt, have not been affected.

One of the most significant provisions is subsection (b) of Section 307 of the present act, which Sen. White said would make more definite the existing language regarding allocations. The provision, Sen. White declared, is "designed to bring about a fairer distribution of radio broadcast facilities in the country and at the same time to discourage a policy which grants licenses wholesale simply on demand."

While there was no elaboration, it appeared evident the Senator had in mind the licenses held by the Commission in the standard field alone, of upwards of 700 new stations since the war's end. This is presented in the light of the Senator's broad interpretation of the present law which it feels impels it to make authorizations where demand exists if its rules are complied with and the applicants are qualified.

This may be one of Sen. White's so-called "lightning rod" provisions, designed to draw testimony on the desirability of having the FCC take into account local market factors, and the ability of the licensee or permittee to serve additional outlets requested, as against the needs of other communities. The precise language used in Section 9, on this point, is:

"In considering applications for licenses, the Commission shall have the discretion, having taken into account the needs of the community served, to grant or deny applications for additional stations in the same or overlapping areas."

Thus, such a provision as was proposed would stand upon the Senate view of the FCC as having the duty to see the public interest, convenience, and necessity is served by a reasonable distribution of radio broadcast facilities. It is thus an attempt to prevent a concentration of primary broadcast licenses in the hands of a few businesses. Such a provision, of course, would not apply to the radio networks. It would apply to all other persons applying for broadcast licenses.

Provisions relating to the discussion of public or political questions were viewed as impracticable, and unworkable, if not unconstitutional. Such a provision is that the licensees shall not be liable for any libel, or slander uttered over their facilities. Another specifies that the time, in the aggregate, devoted to discussion by political or public question shall not be required to exceed twice that which was made available to the original user or users.

The Senator alluded to the virtual impossibility of spelling out just what is meant by "public interest, convenience and necessity." One of the main complaints against the FCC, he said, has been that it has interpreted the public interest in such manner as "to discriminate between the licensees."

The Commission, he said, "has compelled licensees to" utilize, modify, or change program content or methods of doing business by withholding renewals, or by other methods without granting hearings and making specific charges or complaints. The Commission has no such power now, he said, it was not intended to have such power and this bill would not grant it such power.

In Section 16 of his bill, which tightens up Section 326, the anticensorship provision of the present law, Sen. White literally throws the book at the "Blue Book."

Section (a), he said, specifically states that the Commission "is to have no power to regulate the business of the licensee of any radio broadcast station, except where that power is specifically conferred by Congress; it is intended to prevent the elastic stretching of the words of the statute into tortured constructions that go beyond Congressional intent." The new subsection, he said, provides a more comprehensive prohibition against censorship than is now in the act and also makes clear that the Commission has the authority in any case where an application for renewal of license is made to "examine the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standards."

Despite Sen. White's disclaimer great misgivings were expressed over the modified censorship clause. The present section specifies that the act shall not be construed or construed to give the Commission "the power of censorship over the radio communications or signals transmitted by any radio station," and that any regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

The new subsection, he said, drops the reference to the right of free speech entirely. Whether this was willful, or an oversight is the question.

The new censorship section is three times as long as the existing law. This section, he said, "censorship" the chapter, and gives, the 1943, the version of the Act of 1934. Referred to Senate and House Interstate and Foreign Commerce Committees.

Legislative

S. 1309—To prohibit members of Congress from owning or holding radio station licenses. Inteated May 17 by Sen. Joseph McCarthy (Wis.) and referred to the Senate and House Interstate and Foreign Commerce Committees.


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BROADCASTING • Teletacing
Section 303 of such Act is amended to read as follows:

"(a) The provision relating to tax treatment of corporate ownership and control of a radio broadcast station shall be amended to provide that no such control or ownership shall be deemed to have been acquired or held by a corporation if the individuals or the family of any one person controls or owns 20 percent or more of the voting securities of such corporation, except that the Commission may authorize such control or ownership if it determines that such control or ownership is not inconsistent with the public interest, convenience or necessity.

"(b) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(c) Nothing in this section shall be deemed to affect the ownership or control of a radio broadcast station by a non-profit educational organization as defined in section 501(c)(3) of the Internal Revenue Code of 1986, or by a public educational broadcasting corporation as defined in section 501(c)(2) of such Code.

"(d) Such station licenses as the Commission may grant shall be in such form as it may prescribe, and no such station license, either original or supplemental, shall be issued unless the application therefor has been filed with the Commission, and the Commission shall have determined that the applicant is eligible therefor.

"(e) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(f) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(g) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(h) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(i) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

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"(x) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(y) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.

"(z) The Commission shall have the power to promulgate such rules and regulations as may be necessary to implement this section.
Renowned Talent . . .

The voices of the great in drama, comedy, news, sports, music, are free to America through broadcasting. Many of these outstanding artists were born to fame in radio. From its pioneer days more than 26 years ago KMBC has been a developer of talent. The list of KMBC-cradled artists is long and impressive. Not the least of these are the famed Texas Rangers, stars of network radio, stage and screen. Yes, KMBC constantly strives to live up to its obligations to the men, women and children in the Heart of America by developing personalities with outstanding talents.

—KMBC of Kansas City
WKY AUDIENCE POWER

MOVES MERCHANDISE

A station that leads in audience rating 93.3% of the time . . . . a station with an average share of audience three to four times that of the next most popular station . . . a station which, on the average carries 75% of its audience over from one program to the next . . . . a station with THIS kind of POWER is certainly a station which can put a sales message across, a station which can be counted on to MOVE MERCHANDISE.

WKY is that kind of station; a diary study conducted by Audience Surveys, Inc. turned up the facts quoted above. Scores of advertisers already KNOW that WKY moves merchandise quickly and economically. Now they know WHY.