More advertisers, local and national, buy more time on KLZ than on any other Denver station...
Any way you slice it

4 in 1

- Merchandisable Area
- Bonus Listening Area

PACIFIC NORTHWEST

THE XL STATIONS

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orioleum Bldg.—Portland, Oregon
6381 Hollywood Bldg.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 15 W. 10th St., Kansas City
The Walker Co., 300 N. Mich., Chicago
The Walker Co., 351 5th Ave., New York

Write for our complete MARKETIPS
PACIFIC NORTHWEST BROADCASTERS'
The following programs are typical of Yankee's "public interest" features, in which informative and controversial discussions are aired for an audience alert to issues and events.

Special Programs of a Single Recent Day

10:30 - 11:12 AM  Secy. of Interior, Krug (From Mutual)  WNAC — NTWK
8:15 - 8:30 PM  Progressive Citizens' of America (Mutual Commercial) Sen. Pepper; James Patton; Bartley Crum; F. A. Whitney
8:30 - 9:00 PM  Debate — "Should Communism Be Considered a Threat to American Democracy"
10:30 - 10:45 PM  Paul Griffiths, Amer. Legion Natl. Commander — "America Speaks Up"  WNAC — Yankee Network
11:15 - 11:30 PM  "Inside the Children's Hospital" — Lester Smith  WNAC only
12:00 - 12:15 AM  Interviews by Lester Smith in Stratosphere United Airlines Plane

And while the day's programs were in performance on the air, The Yankee Network Institute completed arrangements with the —

Wellesley College Summer Theatre and School

On May 22nd (10:30 to 10:45 P.M.), Mrs. Mildred McAfee Horton, president of Wellesley College, and Linus Travers, executive vice-president of The Yankee Network, inaugurated a new series of programs by The Yankee Network Institute discussing the Wellesley College Summer Theatre and School.

This project, directed by Eldon Winkler, is the first of its kind in New England offering an integrated professional summer theatre and school. The Yankee Network Institute presents its series of dramatic, educational and public interest broadcasts, directly from the Wellesley campus, in co-operation with the new summer theatre and school.
Closed Circuit

SOME FCC authorities conclude White-Wolveton Radio Bill in present form would require them to set up standards dealing with financial returns of stations. Bill would permit existing stations to protest grants that would damage them "economically." Consequently, experts say, some economic yardstick would have to be devised to show what is prohibitive economic damage. They still disavow desire for such regulation.

COMPREHENSIVE economic survey of radio field, first such by FCC, due for private circulation among Commissioners in next few days. It’s said to be most detailed economic analysis of its kind yet made in radio, sizing up industry trends and prospects. Contents and possible policy uses, if any, haven’t yet been divulged. Work handled by Accounting Dept’s Economics Branch, but whether it will be published is for Commission itself to decide after study.

INDEPENDENT (non-network) stations will get some relief from rigors of Blue Book requirements in evaluating commercials versus sustaining. In computing participating programs interspersed with spot announcements, those programs relating to public service announcements or short talks will be labeled sustaining—not commercial, according to reliable sources.

AMONG EFFORTS of ABC to improve recorded quality of Bing Crosby program for Philco is test of Range-tone’s magnetic tape recorder, based on German Magnetophone used with excellent results by our expeditionary forces during war. Outcome of recording experiment conducted within last fortnight will be cyanure of all recording eyes.

AT&T will file its rates for use of coaxial cable for television with the FCC Monday. Television use of coaxial cable has been on experimental basis with no charges imposed.

ABBOTT & COSTELLO contract not expected to be renewed this fall by Camel cigarettes. Summer replacement for show, heard Thursdays 10-10:30 p.m. on NBC, will be announced this week. New fall plans not set. William Esty & Co. is agency.

QUIET INVESTIGATION under way to determine possible AFM backing of National Assn. of Performing Artists sponsored legislation to increase royalties from record sales to performers. House Labor subcommittee is watching for evidence of AFM-NAPA collusion.

MID-SEPTEMBER now considered best bet for resumption of long-drawn clear-channel hearings. Date still officially set July 7; but Clear Channel Broadcasting Service, pleading

Upcoming

June 2-3: NAB District 1, Somerset Hotel, Boston.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 5: NAB Legislative Committee, NAB Hqrs., Washington.

(Continued on page 80)

Business Briefly

GULF TV FROM CAPITAL "Weekly television newscast on WCBS-TV New York renewed by Gulf Oil Corp., Pittsburgh, for 13 weeks June 26 to start second year on air. Starting Thursday, program will pick up weekly Washington interview. Agency, Young & Rubicam.

P & G RENEWS THREE "Procter & Gamble Co., Cincinnati, renewed three Mon.-Fri. NBC daytime serials for 52 weeks June 30. Joyce Jordan, 9 a.m.; Ralston’s, 3:15 p.m., and Life Can Be Beautiful, 3 p.m. Agency, Dancer-Fitzgerald-Sample.

NU-PAK APPOINTS "Nu-Pak Corp., Los Angeles, has appointed William Kester & Co., Hollywood, to handle national advertising, including test spots in six West Coast markets and eventual radio campaign in 40 markets.

PETER HAND BREWERY SIGNS "Boston Blackie, transmitted mystery on WGN Chicago, Mon. 10:30-11 p.m., renewed for 52 weeks June 30 by Peter Hand Brewery Co., Chicago, Agency, BBDO, Chicago.

MARS RENEWS "Mars Inc., Chicago, renews Curtain Time, Sat. 7:30-8 p.m., NBC, for 52 weeks July 5. Agency, Grant Adv. Co.


New Hearing Division Formed by FCC

NEW FCC Hearing Division, to be composed of examiners (presiding officers) responsible only to Commission, set up in order announced by FCC Thursday. Examiners to be designated under Civil Service rules and will be removable only with Civil Service consent. None yet chosen and FCC sources anticipated some delay, but pointed out that few hearings are slated before fall.

Order also creates "Review Section" (in lieu of present "Hearing Section") within Broadcast Division. In Hearing Division, it broadens scope of examiners’ authority and spells out procedures. Further effectuating Administrative Procedure Act, which applies to all Government agencies, it supplants changes made last winter [BROADCASTING, Dec. 16]. It’s effective June 11.

All hearings in future will be presided over by Commissioners or examiners from Hearing Division. Examiners will have jurisdiction from time they’re assigned to case, not just from start of hearing. Unless otherwise directed by Commission, they’ll prepare "recommended" decisions which Commission may or may not adopt as proposed decision but which must be made public in any event.

In many types of hearings there must be complete separation of functions for examiners. In hearings on revocation and suspension, renewals, transfers and assignments, and cases instituted on FCC’s own motion, for example, examiner may not consult with FCC staff member without giving all parties opportunity to be present. This restriction not applicable, however, in hearings on initial-license cases, which form bulk of broadcast hearing work. In “appropriate” cases, examiner may prepare Commission’s initial decision, but it must be announced in advance.

New system applicable to cases set for hearing since last Dec. 11, when earlier phases of Procedure Act became effective. In cases on rule-making and initial licenses, presiding officer will submit recommended decision only if hearing starts on or after June 11.

Replacing present "Hearing Section" with "Review Section," order expands that group’s activities to include reviewing hearing records, proposed decisions, etc.; preparing review reports and, on Commission order, certain decisions; coordinating hearings and scheduling times and places. Presiding officers will be assigned cases in rotation, considering such factors as officer’s grade classification, nature of case, officer’s specialized experience.
KVGB, smack-dab in the center of Kansas . . . in the heart of wheat-oil-cattle . . . in one of the country's richest sections . . . is programmed by Grass Rooters for Grass Rooters. That's why it's been a west-central Kansas by-word for 10 years . . . covering the western 2/3rds. of Kansas FROM THE INSIDE!

KVGB Covers the Rich Kansas Farm Market FROM THE INSIDE!

KVGB's magnificent soil conductivity of 20 +, e.m.u., smacks Kansas markets from the inside with rifle accuracy, pouring out dirt-farmer instead of country gentlemen programming. You put your eggs in ONE basket and hatch 'em in the western 2/3rds. of Kansas.

KVGB reaches FROM THE INSIDE out to a really big audience . . . reaches them with WiRecorder, with sports shows, news, special events coverage . . . reaches one of the country's richest audiences with heavy money to spend from their wheat-oil-cattle millions.

KVGB GETS TO KANSAS FROM THE INSIDE WITH 5000 WATTS!
Fulton Lewis, jr.
available now* on
the DON LEE net

Cover the Pacific Coast—Inside and Outside—by
sponsoring radio's biggest cooperative on this great
regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru
Fri., Lewis' rating in the 6 Coast Hooper cities has
averaged 5.3 for the past 6 months. (Average in
Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that
can't be beat—FULTON LEWIS, jr. on the DON
LEE NETWORK of 42 stations!

Wire, phone or write us immediately for
complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
F.O.B.
NASHVILLE

By rail, truck, air and water, goods move rapidly to and from the Nashville market area. Such fast and economical transportation helps to keep industry running at top pace; and to build a stable, well-balanced market. It's important to manufacturers here that 43% of the nation's people live within 500 miles of Nashville, so that plenty of buyers are in easy shipping distance. And you can cover the rich Nashville trade area—at reasonable listener cost—over WSIX.

5,000 WATTS  980 KC
AMERICAN  •  MUTUAL

WSIX gives you all three: Market, Coverage, Economy
When you have something to sell and you want action, Spot Radio is the way to get it — faster!

Surveys show this and experience proves it. You can prove it for yourself — in one market or a hundred — and with any amount of money you choose to invest.

If you want sales action, use Spot Radio. To make doubly sure of your quick success use the facilities of these great stations.

---

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

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

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**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
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<th>Network</th>
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<tr>
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<tr>
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<td>NBC</td>
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<td>ABC</td>
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<td>MBS</td>
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<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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**THE YANKEE AND TEXAS QUALITY NETWORKS**
Feature of the Week

TELEVISING of surgical operations moved West when surgery was televised in the Creighton Memorial St. Joseph's Hospital by the technicians of WOW Omaha. The telecast was made from the surgical pavilion in the hospital to receivers in the auditorium of the Nursing School as the highlight of National Hospital Day, May 12. It was a closed circuit demonstration, with video and sound going by coaxial cable to the adjoining nurses’ school. Cameramen were dressed in white hospital garments like those worn by doctors performing the operation. “We had the advantage of reports of the two previous experiments of this kind,” said Joe Herold, chief technical supervisor of WOW. “Our chief worry,” he said, “was that the cameramen who had to be in the operating room might pass out. I understand a special nurse was assigned to keep an eye on them.” The cameramen did not pass out. One of the image-orthicon cameras was suspended from the ceiling in the St. Joseph operating pavilion. This was focused on the operating area. The other camera, on a tripod in the gallery, was shifted about on its flexible mounting for a view of the surgeons and their aids. A microphone suspended from the ceiling over the operating table picked up instructions and explanations of the chief surgeon.

First use of television as a teaching aid in surgery was at the Johns Hopkins U. Medical School in Baltimore, Feb. 27, 1947 [Broadcasting, March 31].

The operation is televised.

Sellers of Sales

STARTING as writer-actor-producer of a three-a-week kiddle show at the salary of $50 a week, Trevor Evans is now radio director of Pacific National Advertising Agency with headquarters in Seattle, placing more than $200,000 a year.

As account executive for Fisher Flouring Mills Co., he places a quarter-hour news commentary five days a week on 38 ABC stations in eleven western states, plus nineteen newscasts a week on KOMO Seattle, and other spot radio. Other accounts under his direction use spot radio throughout the country. For the past year, he has been chairman of the Board of Governors of the AAAA, Washington State chapter.

From his experience in handling intensive, short-term promotion for the Oregon-Washington-California Pear Bureau, and other cooperatives marketing perishable fruit products, Trevor has learned the value of radio.

But, he warns, radio will lose its friendliest customers to other media unless the stations undertake smart merchandising to promote their sponsors’ programs and products. He cites the New England stations as shining examples, noting that the stations support their broadcasts with newspaper advertising, store displays, also recommends greater initiative on the part of stations in promoting local tie-in advertising by retailers.

As a veteran radio performer himself, Mr. Evans knows that a commercial can look fine on paper and still be a tongue-twister on the air. Accordingly, he “creates” all his copy into two dictaphones, one at his elbow in the office, and one at home. “I get more blooming copy out of that thing,” he says.

Born at Grafton, Neb., in 1909, Mr. Evans is a graduate of the U. of Washington, where he was active in dramatics. His experience has included continuity writing at KOMO and KJR Seattle, two years as local radio director of Erwin, Wasey, and a wartime stint as radio director of the Washington State Defense Council, where he helped organize an unofficial but highly effective Statewide Victory Network. He has been radio director at Pacific National since January 1944.

Married in 1938, he and Elsie now have a 4-year-old son, Brooke, and a 1-year-old daughter, Gwyneth.
WJMO
CLEVELAND'S ONLY INDEPENDENT
1540 KC        1000 WATTS (DAY)

NOW IN OPERATION

BUY DAYTIME SELLACTIVITY
IN CLEVELAND'S BILLIONAREA

DAVE BAYLOR
Vice President &
General Manager

2157 EUCLID AVE.
CLEVELAND, OHIO
CHERRY 3389
Six letters of introduction to 50,000 watts

Two Governors, a Mayor, a schoolteacher, a disabled veteran and a farmer introduced KMOX to thousands of new listeners on April 7th, when “The Voice of St. Louis” winged for the first time into more of Mid-America than ever before.

These six old friends served as "references" for KMOX during a special broadcast dedicating KMOX's new, 50,000-watt transmitter and new, far more strategically located tower.

Their "recommendations" help explain why KMOX commands the largest audience during more quarter-hour periods—day and night—than all other St. Louis stations combined.* They also furnish eloquent evidence that the new "Voice of St. Louis" should be speaking for you.

For your letter of introduction to Mid-America, call us or Radio Sales.

KMOX

The Voice of St. Louis - 50,000 Watts - Columbia Owned

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS WITH OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

*KMOX's new half-millivolt line embraces 25% more radio homes in a 39% larger area.
* KMOX-CBS Listener Diary Study, Spring 1946
THE HONORABLE DWIGHT H. GREEN, GOVERNOR OF ILLINOIS:

“Every day in the year KMOX renders a service to which we have become so accustomed it has become a regular part of our daily lives. But this does not mean that the service goes unnoticed. On the occasion of dedicating this bigger voice...the new KMOX transmitter...we think back over the years and acknowledge the many wonderful services which KMOX has given us. On behalf of the people of the State of Illinois, I want to thank you and tell you how much we appreciate your efforts. More power to you...KMOX.”

THE HONORABLE PHIL M. DONNELLY, GOVERNOR OF MISSOURI:

“KMOX has won many national awards for its locally produced programs and I am confident the station will continue to extend these splendid efforts. The people of Missouri salute KMOX and the thousands of old and new listeners join me in best wishes to the new and greater voice of St. Louis.”

THE HONORABLE ALOYS P. KAUFMANN, MAYOR OF ST. LOUIS:

“The people of St. Louis are proud of the new voice of St. Louis. Many people who never heard KMOX before are hearing it now, and many more will hear it with a new clarity and strength. With new strength comes new responsibility— and KMOX is well prepared to meet this new responsibility. We can expect the same public-spirited outlook, which has been a basis of KMOX programming in the past, to be an integral part of its future program structure. This new voice will be a bigger voice for all.”

DOROTHY BLACKWELL, ST. LOUIS BOARD OF EDUCATION:

“Education is well served through the many special school programs on KMOX. But programs aren’t the only way KMOX serves education. Special services such as ‘The Teachers’ Workshop,’ which KMOX conducted last Spring, were of incalculable help in enabling us to institute courses in radio that are built on a solid foundation and really help the student. KMOX is a big voice in education.”

JOHN BICKET, FARMER, SPARTA, ILLINOIS:

“KMOX plays an important part in the lives of farmers. We listen with special interest to weather forecasts, market reports, and information on soil conservation and extension programs. KMOX is invaluable in helping the farmer and we appreciate what you have done and are doing for American agriculture in this area.”

MASTER SERGEANT LAWRENCE OBINGER, DISABLED VETERAN:

“I know just about every program KMOX carries. I listen to them all...but most of all I depend on the newscasts. Radio keeps us shut-ins in contact with the world, and my dial is usually set at KMOX from morning to night. You fellows can’t imagine just how much we enjoy your programs.”
NO. 11—Intimate Glimpses into the Lives of
the Great (est Spot Radio Sales Organization on Earth!)

WORKING DIRECTORS!

Yes, sharp-eyed friends, you’re right—the harried wretch above could be none other than an advertising man! But what’s he doing in this campaign featuring our F & P Colonels? Well, he is a Colonel—Warwick Anderson, a Director of this company, and the one who, by handling our advertising, leaves the rest of us free to dream up ideas that will sell your merchandise. We have a lot of ideas in our files, some of which are availabilities at this moment. Want some?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE   KOB
BALTIMORE     WCBM
BEAUMONT      KFDM
BOISE         KDIL
BUFFALO       WGR
CHARLESTON, S. C. WCSC
CINCINNATI    WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRI
DAVENPORT     WOC
DES MOINES     WHO
DENVER        KVOA
DULUTH-SUPERIOR WDSM
FARGO         WDAY
PT. WORTH-DALLAS WSAP
HOUSTON        KXYZ
INDIANAPOLIS  WISH
KANSAS CITY   KMBC
LOUISVILLE    WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK      WMCA
OMAHA         KFAB
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND, ORE. KEX
RALEIGH       WPTF
ROANOKE       WDBJ
SAN DIEGO     KSDJ
ST. LOUIS     KSD
SEATTLE       KIRO
SYRACUSE      WFLR

NEW YORK:
444 Madison Ave.
CHICAGO:
380 N. Michigan Ave.
DETROIT:
Prontocast Bldg.
FORT WORTH:
506 W. Seventh St.
ATLANTA:
Palmer Bldg.
HOLLYWOOD:
6331 Hollywood Blvd.
SAN FRANCISCO:
538 Sutter Street
Opposition Looms for New White Bill

However, Measure Regarded as Start In Right Vein

By RUFUS CRATER

STRONG OPPOSITION to many parts of the White-Wolverton Radio Bill [S. 1933; HR. 3596] developed on several fronts last week in the wake of its introduction in the Senate and House [BROADCASTING, May 26].

But there was evident belief that the measure could serve as an excellent approach to more generally satisfactory legislation, by providing the industry with an opportunity to show what it thinks should and should not be contained in the laws dealing with radio.

Subcommittees were appointed by both the Senate and House Interstate & Foreign Commerce Committees, which must pass the bill. Both subcommittees anticipated early meetings—possibly this week—to discuss the measure and plan its handling.

Hopes for joint committee hearing appeared to wane, but they were not counted out altogether.

Text of White Bill, page 21; statement by NAB President Miller, page 89.

It was not considered likely, however, that any hearings would start before mid-June in view of the pressure of other congressional business and the need for time for both the Committees and the industry to become familiar with the bill's details.

Sen. Wallace H. White Jr. (R-Me.), principal author of the bill and its sponsor in the Senate as well as chairman of the Senate Interstate & Foreign Commerce Committee, predicted that a five-man subcommittee to handle the measure. With himself as chairman, the group is composed of Sens. Charles W. Tobey (R-N.H.), Edward H. Moore (R-Okla.), Ernest W. McFarland (D-Ariz.), and E. C. Johnson (D-Colo.).


Republicans named to the House subcommittee were, in addition to Chairman Howell: Reps. Leonard W. Hall (N.Y.), Joseph P. O'Hara (Minn.), James I. Dolliver (Iowa), and Hugh D. Scott Jr. (Pa.). Democrats were Oren Harris (Ark.) and Richard Harless (Ariz.), with one other minority member to be added on recommendation of Representative Lea.

Mr. Lea indicated he might propose Rep. A. L. Bulwinkle (N.C.) and that, if Representative Bulwinkle's attendance at the forthcoming International Aviation Conference at Montreal makes it impossible for him to serve, he probably would recommend Rep. J. Percy Priest (Tenn.).

FCC, whose powers would be substantially limited and more clearly defined by the bill, gave no official reaction to the measure but was obviously not pleased by many of its proposals. Major networks similarly were displeased with some of the provisions. NAB postponed taking any official stand until its Legislative Committee meets and discusses the measure on Thursday. The FCC Bar Assn. likewise offered no official comment.

Commission sources contended that in many respects enactment of the bill as it now stands would cause additional delays and confusion in FCC's administrative procedures. This, they felt, is particularly true of the plan to split the bill into two divisions, one for broadcast matters and the other for common carrier.

Object to Rotation

They objected strongly to the plan to rotate the chairman's map and make the chairman an "executive officer." They contended this would reduce the chairman's status to that of "social figurehead."

Another feature challenged by FCC authorities related to the proposal to make all non-harbing grants subject to protest for 30 days. Their questions were directed primarily to the definition of "parties in interest"—persons who would be permitted to file protests—as including "any person whose status as a holder of a construction permit or license would be adversely affected either economically or by electrical interference because of the authorization or action proposed. . . ."

They contended this would mean any licensee might protest any grant which would cause him to lose an account, and that virtually all applications and grants would consequently be subjected to long delays by reason of protests and the resultant hearings and perhaps litigation.

The networks, like FCC, made no formal comment on the bill. But two sections in particular were known to have aroused opposition. One is the plan to prohibit one person's ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U.S. population. The other relates to regulations governing station-network relations, especially with respect to the amount of time which may be optioned by networks.

Sen. CHARLES W. TOBÉY
MEMBER, SENATE SUBCOMMITTEE

Sen. Charles W. Tobey (R-N.H.), volcanic member of Interstate & Foreign Commerce Committee for nearly 10 years, is avidly interested in radio and has been caustic critic of FCC.Led battle against confirmation of late Comr. Thad H. Brown in 1940. Member of GOP liberal wing. Has urged investigation of FCC for last few years; is expected to favor limitation and definition of FCC powers. Governor of New Hampshire in 1929-30, served in House from 1933-38, has been in Senate since then.

The present law provides that an affiliate may not give options to the network for more than three hours out of every five-hour segment of the broadcast day. The proposed revisions include a ban on affiliation agreements giving the network an option on a total of more than two hours in any consecutive three-hour period.

Preliminary reactions of network executives in New York were unanimous:

(1) The prohibition against a network's optioning more than two

June 2, 1947 • Page 15
Bill Opposition
(Continued from page 15)

consecutive hours might seriously alter present programming practices.

(2) It might lead to a reduction of network revenue due to increased difficulty in selling network programs.

Network executives pointed out that under present practices networks may build strong blocks of programs which attract and keep audiences over three-hour periods which are guaranteed as network time under present option regulations.

The reduction of such blocks to two-hour periods which networks could guarantee to sponsors might diminish sales effectiveness, it was feared.

"Advertisers buy on the basis of what's ahead of them and behind them and not just what's opposing their programs," one network official said. "The maintenance of a steady flow of audience through blocks of shows is important."

It was believed that the White proposal would not prevent stations from accepting more than two hours of network programming consecutively, but only prevent the contractual optioning of more than two such successive hours. (Continued on page 76)

Sen. EDWARD H. MOORE
MEMBER, SENATE SUBCOMMITTEE

Sen. Edward H. Moore (R-Okla.), quiet, wealthy conservative, belongs to the "least government" school of thought. He's evinced considerable interest in broadcast and radio communications matters since election to Senate in 1942. Friends think he'll definitely favor legislation limiting FCC control over industry. From Tulsa, he is 75, has been engaged in business since 1919 as independent oil producer, farmer and cattle raiser.

Sen. E. W. McFARLAND
MEMBER, SENATE SUBCOMMITTEE

Sen. Ernest W. McFarland (D-Ariz.) has made substantial studies of communications and is regarded as one of Capitol Hill's best informed men on the subject, particular common carrier matters. Like Senator Johnson, he's considered liberal-conservative in his views. Now 52, he practiced law, was a county attorney and for six years Superior Court judge before election to Senate seven years ago in 1940.

Sen. EDWIN C. JOHNSON
MEMBER, SENATE SUBCOMMITTEE

Sen. Edwin Carl Johnson (D-Colo.) is ranking minority member of committee. He's shown deep interest in radio matters; in recent years has sponsored bills to prohibit liquor advertising on radio. Regarded as liberal-conservative, has gained reputation as antimonopolist. Observers believe he'll favor curbs on FCC authority. Twice Governor of Colorado, he's 63 and has been in the Senate since 1937.

Members Designated to Serve on House Subcommittee for HR 3595

Rep. Evan Howell (R-III.), chairman of the House group's subcommittee, is considered both able and aggressive. He's shown definite interest in broadcasting matters, to point of actively expressing desire to head radio committee. He's 41, started practicing law in Springfield in 1930, has been in Congress since 1940.

Rep. Leonard W. Hall (R-N.Y.), is regarded as one of sparkplugs of House Interstate Committee, has given considerable attention to radio. Practicing attorney and former Nassau County sheriff, he is 46, was elected to Congress in 1938.

Rep. Joseph P. O'Hara (R-Minn.), another committee member who's displayed more than ordinary interest in radio legislation. Author of Uniform Time Bill introduced this session (H. R. 2740). He's 52, an attorney, former State Commander of American Legion. Elected to Congress in 1940.

Rep. James L. Dolliver (R-Iowa), has had wide experience on microphone side of radio, both in campaigning and as Iowa State Commander of American Legion. He's taken active part in handling of communications legislation, but professes keen interest. In Congress since 1945, he's 52, nephew of late Jonathan P. Dolliver who distinguished himself in House and Senate from 1888 to 1910.

Rep. Hugh D. Scott Jr. (R-Pa.), has been particularly active in copyright legislation, is sponsor of two pending copyright bills (H. R. 1269, 1270). Was Philadelphia County's assistant district attorney 15 years. In Congress from 1941-44; Navy Commander in World War II. Was elected to present term last November.

Rep. Oren Harris (D-Ark.), is ranking minority member of subcommittee save for Rep. Clarence F. Lea (D-Calif.), former Interstate Committee chairman who's serving as ex-officio member. He's 43, was elected to Congress in November 1940.

Rep. Richard F. Harless (D-Ark.), another veteran on the committee, is also one of youngest members of subcommittee. At 41 he's now in third term in Congress. Former Arizona assistant attorney general, he served in Phoenix and Maricopa County legal posts before election to House in 1942.

Rep. Charles A. Wulverton (R-N.J.), chairman of House Interstate & Foreign Commerce Committee, introduced the bill in the House, and Rep. Clarence F. Lea (D-Calif.), ranking minority member, will be on the subcommittee in ex-officio capacities. One additional Democratic member is yet to be designated by Representative Lea, who indicated it might be Rep. A. L. Bulwinkle (D-N.C.) or Rep. J. Percy Priest (D-Tenn.), a member of the old Lea Committee.
Opposition Voiced to TV Relay Move

Hearing Held on Plan Reallocating Video To 1800 mc.

TELEVISION programming development, and the art itself, may be set back a year or more if FCC moves the present video pickup and experimental relay band around 1350 mc “upstairs” to the present 1500 mc area. That’s the apparent opinion of television broadcasters who testified last week at the Commission’s hearing on proposed allocation of the full band 960-1800 mc for aeronautical navigational services.

David B. Smith, vice president in charge of engineering for Philco Corp., licensee of WPTZ Philadelphia, said equipment for long-horn relaying (46 miles) at 1350 mc was now developed and proven and that such facilities provide the “television broadcaster at this time with a flexibility which could not be attained by any other means.”

Mr. Smith pointed out that the potentials of this tool were intercity linkages, extended local pickups, satellite stations and introduction of television to those small communities which otherwise might not receive the service for several years.

The aeronautical group, headed by the Radio Telecommunications Association for Aeronautics, declared that to develop an all-weather flying system depends in part upon the availability of the full band 960-1600 mc for an integrated electronic aids system. Aids to navigation now have the band 960-1215 mc.

Says Shift Not Needed

Concerning this request for the full 640 mc to the exclusion of the present video relay at 1350 mc, Mr. Smith argued that it “is technically feasible to meet all the requirements, including the integration feature, of the aviation services without substantial shift of the 1295-1425 mc television relay band.”

Particular objection to the proposed new allocation for relays at the band 1750-1880 mc were that tubes and components have not been developed for this band which will give performance now had at the present lower band. The Philco testimony held that it would be as easy for the aeronautical group to develop the higher area as it would for the present relay area.

A brief by NBC on this point stated “it does not appear that equipment for aeronautical navigational operation in the 1295-1455 mc band will be available for at least three years.” NBC requested that if video relay must move upstairs, it be permitted to utilize the present band for pickup purposes until needed by the aeronautical group. In the intervening time NBC said it hoped equipment can be developed for the upper proposed band. NBC further requested that the upper portion of the present experimental video band 500-890 mc be designated by FCC for pickup and relay use only if needed for television broadcasting.

Support of the stand for retention of the present 1350 mc relay allocation was voiced by Television Broadcasters Assn, through its counsel, Thad Brown Jr., who said, in a filing on May 23, considering the “present and future operational plans of electronic manufacturers, and of television broadcasters... and applicants,” believed that the “complete loss of research,” the “equipment now and potentially available” and the attendant program plans would be of “critical consequence to the television industry at this time.” TBA indicated that in moving up the band, at least a year would be required to match the progress at the present band.

The TBA brief anticipated that “the Commission will recognize the extraordinary public service, as well as public interest, value of a nation-wide television broadcast service, even as it pertains to national safety. It is understood that government plans are now in the development stage for the fullest utilization of television in the event of a national broadcast.”

Dr. T. T. Goldsmith Jr., research director of Allen B. Du Mont Labs, represented his firm in support of retaining the 1350 mc band for video relay. He cited short-hop relay work by Du Mont in connection with WJZ New York and WWVT Washington, in the 200, 500 and 7000 mc bands. Mr. Goldsmith stated that while coaxial cable was available from New York to Washington for networking, those facilities soon would be overtaxed and that additional relay facilities will be needed. He added that common carrier facilities would not be ready with Du Mont. He described the outlet in Pittsburgh. He also requested the split channel allocation for aviation to retain the 1350 mc TV relay band.

Other Appearances

Appearances in substance supporting the aeronautical proposals and giving detailed technical exposition of various navigational aids systems, were made by the following:


Radio Skyrockets Rayves Sales 98%

Sweeping Rise Reported

By New York Agency

Of Account

ONE of the best examples of radio’s selling power has just been announced by R. A. Porter, general manager of the New York office of Roche, Walters & Cleary, who said that five widely diversified radio programs had boosted sales for Rayve Creme shampoo 98% over last year.

The greatest increase occurred during last March when syndicate store sales, which are always the good indication of consumer demand, were 464% higher than March 1946 sales in these stores, Mr. Porter said. This increase, he pointed out, came when market disturbance was worst, due to strikes and products running prices, and a record rise under these conditions was due to good programming, sufficient diversification of entertainment, and above all else to good commercials.

“You can’t sell goods with commercials which irritate your listeners,” Mr. Porter said, “or which haven’t enough change-of-place to stand out from the program itself. And, regardless of the audience rating of programs, advertisers never know how much business is lost through bad commercials— commercials which either do not reach out and grab listeners, or fall short in their purpose of inducing action.

Commercial Cited

“A good commercial is one that tells the listener what he wants to know about the product, not what the sponsor thinks should be known. No listener ever tuned out a commercial that contained information which interested him. But if, the consumer doesn’t know what the product will do for him, how it will help him. Give a radio listener this information—interpret the product’s appeal in terms of personal satisfaction—and that listener becomes a buyer, provides the price of the product represents value received. No product is ever too high in price if the consumer believes he gets his money’s worth in satisfaction and service.”

Programs sponsored for Rayve Creme Shampoo by Raymond Laboratories include the following, one of which is a coast-to-coast network show while another is a regional web features, and three more are popular local programs covering large population areas:

Grande Marquee, Thura, 7:30-8 p.m. NBC; Sheilah Graham, Hollywood commentator and columnist, Sun, 8:45-9 p.m.; Don Lee Pacific Coast network; Dorothy and Dick, WOR New York, 8:15-8:55 a.m., Mon., Tues., Thurs., Fri., Sat., The Answer Man, WOR New York, 7:15-7:50 p.m., Tues., through Thurs., Your Government Reporter, WTOP Washington, 6:25-6:30 p.m., Mon. through Fri. 

Regional Net Signs Dorsey Disc Show

Intemountain Network to Start Transcribed Series in Fall

(See other story, page 69)

FIRST contract to be signed by a regional network is one for the Tommy Dorsey recorded transcription show. It was inked in Chicago last weekend by the Intermountain Network, Louis G. Cowan transcription head at the company’s Fort Worth, Tex. regional office, and Mr. Dorsey, himself. The contract provides for a regional network show that will be relayed from NBC Salt Lake City network. The show offers sponsor opportunity of selecting his markets on a spot basis.

Stations scheduled to carry hour-long show, in addition to KALL, include: (Utah) KLQ, Ogden; KVOO, Flagstaff; KVU, Logan; (Idaho) KFDM-AM Boise-Nampa; KVMV Twin Falls, Keyey Pocatello, KID Idaho Falls; (Wyoming) KORS Rock Springs, KDFN Casper, KYW Sheridan, KPOW Powell, KODI Cody; (Montana) KBMB Billings and KJRF Miles City.

Oyster Shell Shows

OSTER SHELL Products Corp., New York, June 9 will start a spot and program campaign on 30 stations, using one spot per week, for 52 weeks. Agency is Cecil & Pressrey, New York.
NETWORK BOXSCORE

<table>
<thead>
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<th>Number of commercials on four nationwide networks, April 30</th>
<th>370</th>
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<td>Number of network commercials starting during May</td>
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<tr>
<td>Net decrease</td>
<td>2</td>
</tr>
<tr>
<td>Number of commercials on four nationwide networks, May 31</td>
<td>367</td>
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</tbody>
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B-M Answers FTC On Copy for Ipana
11-Year Old Differences Aired In N. Y. Hearing
The firm, together with Young & Rubicam Inc., which handles its radio advertising, and Pedlar & Ryan Inc., was summoned by the FTC to answer charges of having used false and misleading advertising on the air, in newspapers and magazines to promote the sale of Ipana. The current complaint by the FTC stems from one filed against Bristol-Myers in December, 1942, which was shelved because of the war.
The Commission attorney, William L. Fencel, said the FTC objected principally to advertisements of "Ipana for the smile of beauty" and "Daily use of Ipana and massage—to help guard against pink tooth brush" which are termed "deceptive and misleading." The Bristol-Myers 1940 survey of dentists was found to be sufficient basis for the claims made by the respondents.
Bristol-Myers, according to Mr. Fencel, is expected to buttress its defense with the contention that the FTC has no jurisdiction in the matter since interstate commerce is not involved. If the trial examiner finds against the respondent, the firm will be ordered to "cease and desist" from the advertising claims cited. Each violation of this order is punishable by a $500 fine.
Tuesday's testimony was highlighted by Bristol-Myers cross-examination of a dentist summoned as an expert witness for the Commission. Counsel for the firm sought corroboration of their claim that "Ipana and massage" is beneficial to the gums. Thursday's proceedings ended that part of the hearing to be held in New York.

STANDARD OIL TO USE RADIO FOR CAMPAIGN

RADIO promotion will play a major part in Standard Oil's extensive summer advertising campaign designed to point up scenic wonders throughout 15 midwest states.
Radio campaign will include announcements on 28 newscasts and sports programs sponsored by the company over approximately 22 stations. Announcements will vary from one to three times a day and from one to six days a week. Featured in announcements will be scenes of Dakota's needle silk, Colorado's Rocky Mountains, Wyoming's Yellowstone Falls, Montana's Glacier National Park and other scenic wonders including those throughout Illinois, Michigan, Minnesota and Iowa.

STAY ORDER AGAINST WCPS OBTAINED BY WJR DETROIT

A STAY ORDER to stop WCPS Tarboro, N. C.'s daytime operation on WJR Detroit's clear channel was issued by the U. S. Court of Appeals for the District of Columbia last week, but its effectiveness was later postponed seven days to June 3.
It was the first stay order directed against an operating station in the clear fights against an FCC licensing of daytime outlets on their frequencies, but WCPS will not go off the air for at least 30 days. With the Court's postponement of effectiveness of the order, WCPS sought and secured FCC permission to switch from 760 kc, on which WJR is dominant station, to 570 kc, under a 30-day special temporary authorization. WCPS operates at 1 kw. (Continued on page 86)

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Obtained by WJR Detroit

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LAbOR COMMITTEE MUST SUBPOENA FOR PROBE

FEAR of Petrolio will require extensive use of subpoenas in the House AFM hearings, Rep. Richard B. Nixon (R-Calif.), of the House Committee on Education & Labor, said Wednesday in Los Angeles where he is gathering facts for the probe.
Rep. Nixon voiced Congressional concern over Petrolio's practices, claiming he is trying to learn if they are retarding progress of FM and television. He said radio and film witnesses will be called to Washington to testify at the hearings.
"Best indication of the power that Petrolio has is that people who have talked to in various fields have indicated they would run too great a risk if they spoke publicly," Rep. Nixon said. "They realize he would use the power he has to close them up and destroy or ruin their business. The same is true of some members of his union who do not agree with his practices. Therefore, it will be necessary for us to subpoena some of them to Washington for testimony and we have obtained information in confidence which can be used to question Petrolio when he is called before the committee after his present Supreme Court appeal is decided.
"Petrolio will be asked why he does not permit live music on television or FM programs. It is a question of whether he is delaying the progress of television and FM. Petrolio is decided.
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Bailey Made Division Head by General Foods

G. O. BAILEY, formerly in charge of production of the Birdseye-Snider Division of the General Foods Corp., New York, has been appointed general manager of that division, succeeding R. C. Oney, who has been promoted to vice president of the corporation. Mr. Bailey was with the New York Canners, Inc., Rochester, from 1920 to 1923, with the T. A. Snider Preserve Co., Rochester from 1923 to 1926 and thereafter with the Snider Packing Corp., becoming vice-president in charge of production in 1934. When Snider became a unit of General Foods, Mr. Bailey continued as head of production.

Sinatra Replacement

SUMMER replacement for Frank Sinatra Show sponsored by P. Lorillard Co. (Cigars), will be Boxscore, 9-9:30 p. m. on CBS, effective June 11 will be Rhapsody In Rhythm featuring Buddy Clark and Johnny Johnstone on alternate weeks. Lenard O. Mitchell, New York, is the agency.

"Isn't FM wonderful, honey? . . . Still no static."

DRAWN FOR BROADCASTING BY SID HIX

Page 18 • June 2, 1947

BROADCASTING • Telecasting
Wilkinson Sees Quick Uprosurge in FM
Cincinnati Session Hears Prospects For Medium

A “MINOR recession” should not unduly delay FM development, Vernon L. Wilkinson, Assistant General Counsel of the FCC in charge of broadcasting, told an organization meeting of midwestern FM broadcasters last Wednesday in Cincinnati.

Predicting a prompt upsurge in FM, Mr. Wilkinson, principal speaker at the Region 2 meeting of FM Assn. at the Gibson Hotel, said the FCC estimate of last January that 700 FM stations would be on the air by the end of the year is approaching fruition. Of 851 FM grants of various kinds, he said, 223 are actually on the air; 359 have construction permits which will be subject to forfeiture if construction has not been completed during the present calendar year or if extensions have not been obtained on a showing of satisfactory efforts to that end; and 229 have conditional grants.

Others to Join Ranks

Analyzing the FM statistics further, Mr. Wilkinson said that of the 851 authorized FM stations, 75% are AM licensees and the remaining 213 are newcomers. Thus, he explained, nearly 1,100 AM licensees or permittees have not applied for FM and can be expected to “swell the ranks.” He cited as problems confronting FM, getting transmitters on the air; putting receivers in the hands of the public; and the program situation occasioned by the Petrillo ban.

He said that this would be solved whichever way the Supreme Court decides the pending

OFFICERS ARE ELECTED BY PA. BROADCASTERS

PENNSYLVANIA Assn. of Broadcasters, meeting at the conclusion of the NAB District 3 session in Baltimore last Tuesday, reelected officers and added three members to the board.

C. G. Moss, WKBO Harrisburg, secretary, presided. Officers reelected were: George D. Coleman, WGBI Scranton, District 3 director, president; Roy F. Thompson, WFGF Altoona, vice president; Dr. Leon Levy, WCAU Philadelphia, treasurer; Mr. Moss. Directors reelected were: A. C. Baltimore, WBRE Wilkes-Barre; George Pal- deyn, WHJB Greensburg; T. W. Metzger, WMRF Lewistown; Joseph E. Baudino, KDKA Pittsburgh. New directors elected after amendment of by-laws were: David Rosenbloom, WISR Butler; Basse A. Beck, WKOK Sunbury; George E. Joy, WRAK Williamsport.

At head table as FM Assn. organization meeting for Region 2 (Ohio, Ind., Ky., W. Va.) got underway last Wednesday were (1 to r): Roy Hofheinz, FMA president; Paul Wagner, manager, WCSI Columbus, Ind., co-chairman; Everett L. Dillard, president, KOZY Kansas City and WASH Washington, D. C.; Ted Leitzell, Zenith Radio Corp.; E. J. Hodel, WCFC Beckley, W. Va.; C. M. Jansky Jr., consultant radio engineer; Bill Bailey, FMA executive director.

Lea Act litigation which decision he felt would be forthcoming next month. Solution could do much toward improving FM programming and the development of FM networks, he said.

Barring an economic tailspin like 1929, Mr. Wilkinson said FM should suffer no serious injury if a “recession” occurs. Many of the strongest FM proponents, he pointed out, are AM broadcasters with daytime only or with local AM assignments. With uniform coverage day and night for FM to 40 or 50 miles, he said, such stations will cover greater areas than many regional and clear-channel stations in the upper part of the standard band.

If they are to weather the severe competition inevitable in the AM field in event of a depression, he said, “they must rely in part on their wider FM coverage and see that the public has FM sets.” Manufacturers, he felt, would likewise plug FM with the AM market near saturation.

Mr. Wilkinson echoed FCC Chairman Denny in predicting FM will become the “more common type of radio broadcasting within the next decade,” and praised FMA for its “energetic and intelligent cooperation.”

With approximately 150 broadcasters present, plans for permanent organization of FMA Region 2 were set in motion at the Cincinnati meeting. States in the region are Indiana, Ohio, West Virginia and Kentucky.

Taft Elected

David G. Taft, manager of WCTS, FM affiliate of WKRC Cincinnati, was elected permanent chairman. Poster Fudge, of Crawford, said the FM construction permit holder, was elected vice chairman for Indiana; Robert F. Wolfe, manager of WFRO-FM Fremont, Ohio, vice chairman for Ohio; E. J. Hodel, WCFC Beckley, W. Va., vice chairman, West Virginia; and Paul E. Wayne, WCSI Columbus, Ind., secretary of the district. A Kentucky vice chairman was not named.

Roy Hofheinz, FMA president, urged production of low-cost receivers to hasten FM’s emergence, and while enthusiastic about stepping up FM construction, declared that FM’s greatest need is a “profusion” of low-cost receivers in all markets.

He warned against glowing re

(Continued on page 87)

Baltimore group meets George D. Coleman, WBGI Scranton, NAB District 3 director. L to r: Dick Rudolph, WITH; Leslie H. Pearl Jr., WCAO; George H. Roeder, WCBM; William R. Dotter, WFBR; Mr. Coleman; L. Waters Milbourne, WCAO; John Elmer, WCBM.

NAB 3 District 3 Hears
Proposals, Reelects Its Director

By J. FRANK BEATTY

INDUSTRYWIDE steps to strengthen the position of broadcast ing in the media field were laid before NAB District 3 members (Pa., Md., Del.) at the district’s annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore.

The district did not participate in the area meeting plan. Final meeting of the winter-spring series, last before the “fla circus” is shifted to an omnibus “第一届“ opens today (Monday) at the Somerset Hotel, Boston, where District 1 delegates (New England) are convening.

District 3 closed its meeting last Tuesday by unanimously reelecting George D. Coleman, WGBI Scranton, for a second two-year term as district director.

The district was the first to act on BMB since the NAB board went on record the week before in favor of postponement of the second survey to 1949, with a permanent operating basis to be set up for the audience measurement project. It approved the board’s action, and passed a resolution directing that a copy of the district’s stand be sent to the BMB board as well as to the association’s own board.

Pending proposals to enhance the value of the first BMB study through new techniques in utilization of data were outlined at the Tuesday afternoon meeting by Kenneth H. Baker, NAB Director of Research. Dr. Baker said the new techniques will provide a

method of determining how often people listen to stations.

He also announced that the BMB Technical Committee was to consider revision of data for the second survey, with average daily audience as one of the improvements (Closed Circum, May 19).

Director Baker is explaining that 710 stations had participated in the first survey, said the board was unanimously in favor of another survey but desired deferment to 1949 to permit refinement of techniques.

Hugh Feltis, BMB president, said broadcasting now has the most complete set of facts boasted by any advertising medium.

Linnea Nelson, speaking at the final session as chief timebuyer of J. Walter Thompson Co. and member of the BMB board, told how timebuyers data are used in planning campaigns, in analyzing present radio schedules, and in showing the advertiser he is getting his money’s worth.

New material gleaned from an analysis of the Joskes of Texas radio retail clinic soon will be ready. Frank E. Pellegrin, NAB Director of Broadcast Advertising, disclosed at the Tuesday morning session. Presiding was J. Robert Gulick, WGLT Lancaster, Pa., district

(Continued on page 88)
Plan Fast Vote on NAB

Referendum Machinery Speeded to Attain
July 1 Count

NATIONAL networks will become associate members of NAB by midsummer, should the membership approve a by-laws change proposed by the board at its May 21-22 meeting [Broadcasting, May 29]. Speedup procedure to bring about the change as soon as possible has been adopted by NAB headquarters, with hope expressed that final figures on the vote may be known by July 1.

Material to be used in conducting the referendum has been sent to Ernst & Ernst, auditing firm which will take complete charge of the balloting. Speed of the balloting will depend on the time needed by the auditing company to handle mechanics of mailing and tabulating ballots as well as the speed with which members return their ballots.

While no formal figure on the rate networks will pay has been set by the board, which has sole authority over rates, under terms of the original proposal they will be assessed $8,500 each per year. ABC will join when action has been completed on the network bylaw provision. Previously NBC and CBS have paid $25,000 each to NAB, with MBS paying under $10,000, leaving a net loss to the association of less than $50,000.

Extensive revisions will be made in the by-laws as a result of action taken by the board but these will be submitted to referendum after the network matter has been handled. The NAB Legal Dept. is drafting the specific wording of the proposal which has considerable time because the department is also studying the White bill to revise the FCC statute along with copyright and other matters.

Composition of the NAB board may be materially altered under proposals to be submitted to referendum. The majority proposal would give FM, television and facsimile members board participation as directors-at-large, with each electing its own directors instead of the entire membership.

Alternative provisions covering board membership have been drafted and will be included in referendum proposals when finally drafted.

NAB clamped tight censorship around proposals by boardmen, despite the fact that they are a matter of record, with details of drafting in the hands of the Legal Dept. All requests for information were parried with the promise that they would be made available when the lawyers have finished.

Confusion over board action on the proposed movie Magic in the Air followed the board meeting. A broadcasters committee which had been studying plans of Jerrold Brown, Inc., for a $1,500,000 Class A picture, was discharged at its own request. A new committee is to be named consisting of the same members plus the presidents of the four major networks.

On the first committee were W. B. Brandt, RKO-Lexicon, chairman; Harry Maizlish, KFWB Hollywood; the four West Coast network vice presidents. They have been invited to sit on the enlarged committee.

Among other actions the board approved appointment of four members to the AFRA-Industry Committee but tied up the committee with strict instructions. These relate to the NAB members to follow all NAB labor policies, including unalterable opposition to the secondary boycott. They must operate within any code provisions adopted this year and no reports of committee studies shall be binding on NAB.

The board laid down general labor principles for broadcast industry labor negotiations. These provide means of providing labor negotiations information for NAB employer-employee officials; permit call of the Employe-Employer committee when significant developments pend; provide that the committee pass on the board, through the president, fact of progress of negotiations which will be helpful to the industry.

Derbies on Video

U. S. Rubber Co., New York, will sponsor telecasts of the Chevrolet Soap Box Derbies on a number of television stations. Programs, to be filmed in various cities, were arranged through ABC which acquired the video rights to the derbies and assigned them to the rubber company. Campbell - Ewald Co., New York, is the agency.

3 OF ARMY'S NETWORK SHOWS TO CHANGE TIME

THREE network shows sponsored by the U. S. Army through N. W. Aper & Son, New York, will change time periods in the next few weeks. On June 8 Warriors of Peace, now heard Sun. 5:30-8 p.m., will move to Sun. 1:15-3 p.m. on ABC. Later, sponsored by John Morrell (Red Heart Dog Food) will take over the 3:30-5 p.m. period.

The Paul Whiteman Show, now heard Wed., 9-11:30 p.m., will move to Wed. 8-10 p.m. on ABC. sometime in June. A sustainer, Beulah, will be heard in the 9-9:30 p.m. period.

Sound Off, heard Fri. 7:30-8 p.m. on CBS, moves to Sun. 6:30-7 p.m., effective July 6 until Aug. 10. The Campbell Soup Co. takes over the 7:30-8 p.m. period on CBS.

It was understood that the Army also is considering scheduling a variety show on NBC. Summer holidays time likely, will be held by the network to the Army for the show.

Uniform Time Law Hope Is Dimming

O'Hara Says Committee Too Busy at Present

HOPES DISAPPEARED last week for any consideration this year by Congress of proposals for a uniform time law.

Rep. Joseph P. O'Hara (R-Minn.) told Broadcasting that the Interstate & Foreign Commerce Committee to which his bill for uniform time has been referred is "too tied up with other things to get around to this problem now."

O'Hara's measure, which was introduced last March and brought what he called a "drribble" of support from broadcasters and others adversely affected by changes to daylight saving time.

His measure provides that the standard time of each zone be continued in effect throughout the year instead of as applied to interstate commerce. The bill also provides a fine of $100 for any violations.

Mr. O'Hara said that in spite of the fact that the Interstate Commerce Committee has finally been divided into subcommittees to expedite its work, there is such a tremendous backlog of urgent work, that only high priority bills will be assigned to him for the remainder of this session.

He held out hope, however, that Congress may be able to take up the problems of broadcasters and others whose business depends on close time schedules early next year. He pointed out that his bill (H.R. 2740) will still be on the books when the Congress reconvenes next winter.

OIR Asks Acceptance Of Its Proposals At Sessions

POLITICAL SHORTWAVE contest was foreshadowed at Atlantic City last week when the Organization International Radiodiffusion (OIR) asked the International Radio Conference to accept its proposals for consideration.

Largely to OIR on two previous occasions had sought acceptance of its proposals that it be made the international authority on all high frequency matters. But the United States, Great Britain, and Russian and French opposition killed the suggestion in conferences at Moscow and Paris. The U. S. argument was that no regional organization should be expanded to a world-wide status. The British made it clear that they could not participate in an organization apparently dominated by Russia, which has eight votes in the OIR assembly—more than any other country. The British, therefore, have not joined OIR. The French was the last proposal that resulted in the decision to hold a World High Frequency Conference—the first of its kind—at Atlantic City later this summer. The HF Conference presumably will establish a world HF organization to take the place of the organization suggested by OIR.

Suggested Action

Although the OIR did not repeat its Moscow and Paris claims, its proposals suggested that it be held as a "preliminary" conference on matters pertaining to European broad-casting, and later be accepted as a sort of European adjunct to a proposed permanent International Telecommunications Union.

Other political complications were promised by the presence at Atlantic City of the Union International Radiodiffusion—predecessor of OIR. UIR remained in existence after the war in spite of the fact that OIR was specifically created to take its place because the parent organization was thought to have been Nazi-controlled during the war, and then more recently re-appearable as the regional broadcasting authority.

UIR continues to exist, however, and its members is Spain, to date denied a seat at the International Radio Conference. But as long as UIR has a seat, Spain is, in effect, represented.

FMA-RMA Meet

TRENDS in FM programming will be reviewed by FM Assn. at a meeting of the FMA-RMA Liaison Committee, scheduled to be held June 29 at the Statler Hotel, Washington. The meeting originally had been scheduled June 3. It will be the second gathering of the committee representing the two associations.

MBS has purchased "Scarlet Queen" as summer musicals scheduled to start last week in June from Hollywood. Owned by Baron Polan and Son, Rosenberg, adventure series will feature Elliott Lewis. Jim Burton will produce. Bob Tallman and Ollie Dowd are writers.

Shortwave Difficulty Foreseen at IRC
A BILL
To amend the Communications Act of 1934, as amended, and other Acts as therein referred to, to provide for the establishment of a Federal Communications Commission, for the broadcasting of programs of radio stations by wire and radio transmission, for the operation of apparatus for transmission of energy, or communications, or signals by radio, by whatever name the instrument may be known, for the broadcasting of stations or "broadcast stations", and for other purposes.

Section 3
Sec. 3. Section 3 of such Act is further amended by adding to subsection 3, after subsection 7, the following: "(a) A certificate to operate a radio broadcast station, or to operate such station subject to the provisions of Section 7 and such general and special rules and regulations as the Commission shall from time to time designate, shall be issued only in the name of the applicant, and shall state that the applicant is the owner of the property upon which the station is to be located, and that the applicant has the authority to operate said station upon the premises named.

(b) Any station license shall be subject to, and the holder thereof shall be subject to, the provisions of Section 7 and such general and special rules and regulations as the Commission shall from time to time prescribe, and the Commission shall have full power to modify, suspend, or cancel the same, or to take such other action as may be necessary to ensure the observance of the law as amended by this Act.

(c) The Commission may suspend the use of any radio equipment, or the operation thereof, for any violation of the law, or any rule or regulation made thereunder.

(d) The powers conferred by this section shall extend to all frequency bands, whether used by radio broadcast or radio broadcast service or by such other method of transmission as may be hereafter found to be necessary.

(e) No certificate of authority to operate a radio broadcast station, or the holder thereof, shall be subject to any general or special rule or regulation, except as hereinafter provided.

(f) The Commission shall have the power to regulate the use of radio broadcast service, and to make such rules and regulations as may be necessary to ensure the observance of the law as amended by this Act.

(g) The Commission may prohibit the operation of any radio broadcast station or service, or any part thereof, for any violation of the law, or any rule or regulation made thereunder.

(h) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(i) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(j) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(k) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(l) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(m) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(n) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(o) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(p) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(q) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(r) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(s) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(t) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(u) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(v) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(w) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(x) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

(y) The Commission may suspend or revoke any certificate of authority, or any license, or any permit, or any authorization, or any registration, or any permit thereof, for any violation of the law, or any rule or regulation made thereunder.

(z) The Commission may require any person to cease and desist from any act or practice with respect to which the Commission has jurisdiction, or to take any other action necessary to prevent interference with the operation of any radio broadcast station or service.

1. This section shall take effect upon publication in the Federal Register, and shall be effective on and after July 1, 1940.
Picket lines: Whether phone developments may close to 200 members of the broadcasting industry in Canada and the United States had registered. Many broadcasters and advertising agency executives planned to bring wives and families to the Rocky Mountain playground.

Program of the convention will feature panel sessions on postwar selling, press relations, public relations, Bureau of Broadcast Measurement, radio research, BMI and FM, as well as business meetings. On the entertainment side is the CAB’s second annual golf tournament, to be held Wednesday afternoon, June 11, with Bill Speers, manager of CKRM Regina, in charge.

Travel arrangements for the convention include special railroad trains to Canadian National Railways trains leaving Montreal and Toronto on June 5. Jasper June 8, and special Trans-Canada Airlines planes from Toronto, Montreal and New York on afternoon of June 7 to reach Edmonton June 8 in time to connect with trains from Toronto and Montreal for Jasper.

Business sessions of convention will feature report on CAB presentation to Parliamentary Radio Committee. Possibilities of establishment of a network, regional meetings for later this year, possible increased assessments, report on agreements pending with BMI and Canadian MAFS. Authors and Publishers Assn. of Canada (CAPAC), decision on next annual meeting (understood to be planned for Ottawa in April 1948), election of new board of directors, relations with music unions, and standardization of rate structure.

Presiding over convention will be the honorary president, Col. Keith Rogers, CFCA Charlotte-town. Guest speaker at annual dinner will be Judge Justin Miller, NAB president.

Advance Registration Jasper, Alta. June 9-12

KRNT Coverage

KRNT NEWSMAN Charles McCuen covered story of the settlement of the operators’ strike against Northwestern Bell Telephone Co. in Des Moines from a window of the KRNT newsroom. From there he watched workers gathering outside the main telephone exchange just before they were scheduled to return to work, and at the same time Newsman Jim Cooney telephoned Mr. McCuen with details of the latest developments. Its news reports were up-to-the-minute, KRNT reports, that phone workers began calling its newsroom to find out whether they should cross the picket lines.
WHO GIVES AFTER-DARK SERVICE TO 814,670 FAMILIES IN 526 COUNTIES, IN
ARKANSAS
COLORADO
ILLINOIS
IOWA
KANSAS
MICHIGAN
MINNESOTA
MISSOURI
MONTANA
NEBRASKA
NEW MEXICO
NORTH DAKOTA
OKLAHOMA
SOUTH DAKOTA
TEXAS
UTAH
WISCONSIN
WYOMING

WHO

† for Iowa PLUS †

DES MOINES 50,000 WATTS
FREE & PETERS, INC., National Representatives

BROADCASTING • Telecasting
Text of White Bill

(Continued from page 21)

by the Commission involving danger to life or property or due to damage to equipment, or (2) unless otherwise specifically provided in this Act or in any rule or regulation that the United States is engaged and when such section or portion thereof is so provided in any other section or portion of this Act, as may appear by the context, and the Commission, without regard to any petition for an extension of time, or if the Commission, in the light of the public interest, as ascertained and determined by the Commission itself, shall otherwise determine, is of the opinion that it is in the public interest that such action be taken immediately, the Commission may authorize such action to be taken thereupon. Such action may be taken in any manner and upon such terms and conditions that the Commission may prescribe, and without the filing of a formal application, but such action shall be granted for a period not to exceed thirty days, or for a like period not to exceed thirty days more, if, in the opinion of the Commission, such extension of time is necessary for the proper disposition of the proceeding.

Section 12

Sec. 12. Section 309 of such Act, as amended, is amended to read as follows:

"Sec. 309. (a) Any station license granted under the provisions of subsection (b) of Section 310 of such Act may be revoked or suspended, (1) if such action is warranted by the findings of the Commission, or (2) if the Commission is satisfied that the worry or harm to the public interest or to the general welfare appears to require such action. Any such hearing shall be conducted in accordance with such rules and regulations as the Commission shall prescribe. If, upon conclusion of such hearing, the Commission shall find that the action requested is warranted by the findings of the Commission, such action shall be granted.

(b) If, upon conclusion of such hearing, the Commission shall find that the action requested is warranted by the findings of the Commission, such action shall be granted upon the filing of a complaint by the Commission, provided, that such action is in the public interest.

(c) Any station license granted under the provisions of subsection (b) of Section 310 of such Act shall be granted only upon the filing of a complaint by the Commission, provided, that such action is in the public interest.

(Continued on next page)
Now it’s 100 miles up!

If you read these W-I-T-H ads regularly, you may remember the one captioned “65 Miles Up.”

Sometime ago, scientists, placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth. We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up. That’s it up there.

We don’t know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you reach—if you don’t stay in there working, competition will get ahead and beyond you in no time.

It’s especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore’s successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.
NAVY TO DISTRIBUTE
NEW RECRUITING SPOTS
AIR STATION officers of Rear
Admiral E. C. Ewen's Naval Air
Reserve Command will soon call
on 400 U. S. radio stations to offer
them transcribed recruiting spots.
Aimed at recruiting enlisted re-
serve personnel for 21 naval sta-
tions located around the country,
the spots feature Chicago network
announcers Tom Casey and Bob
Venables, the Honeydrippers, ABC
vocal combination, and the Mel
Henke Trio.
Campaign was produced by
Lient. Comdr. Walt Kimmel,
USNR, assistant Public Informa-
tion Officer for the Naval Air
Reserve Command at Glenview, III.

TELEVISION sets, gifts to the Veterans
Administration from private organiza-
tions, have been installed in VA hos-
pitals at Hines, III. and Washington,
D. C. (Mt. Alto). Patients can now
watch sports and special events with-
out leaving the hospitals.

"GOLDEN" SPIKE—well, really steel—for the base of the tower for
WPOMO (FM) Jersey City is driven in by Ramon Sieminski, chairman
of the board. Harold E. Wondel, vice president, holds the spike in
place. At left are: A. Lewis King, vice president and general manager,
and Eugene E. Ford, secretary. Far right is Edmund Sieminski, treas-
urer. Tower is at 26 Journal Square, Jersey City. The station expects
to be broadcasting in the near future.

ABC ADDS 4 STATIONS
FOR TOTAL OF 255
ABC last week announced the addi-
tion of four new affiliates, now
under construction, bringing the
total number of ABC stations to
255.
Effective Oct. 1 WARC Rochester,
N. Y., operating with 1 kw
on 950 kc joins ABC as a member
of the network's basic group of
stations. Owned by WARC Inc.,
the station will be managed by
S. W. Townsend.
WLAM Lewiston-Auburn, Me.,
joins ABC on Sept. 1 as a member
of the northeast group. The Lewis-
ton-Auburn Broadcasting Corp.
owns the station which will operate
with 5 kw on 1470 kc and will be
managed by Frank Hoy.
WNAO Raleigh, N. C., affiliates
with ABC's southeast group on
Nov. 1. The station will operate
with 5 kw on 850 kc under the
ownership of The News and Ob-
server Publishing Co., and will be
managed by Dudley Tichenor.
On Aug. 1 WARK Hagerstown,
Md., joins ABC as a member of
the northeast group, operating
with 250 w on 1490 kc. The sta-
tion is owned by the Antietam
Broadcasting Corp. and will be
managed by Stewart W. Phillips.

NBC to Help to Promote
United Nations Theme
NBC and the American Assn.
for the United Nations will jointly
promote United Nations week
from Sept. 14-20, according to
an announcement last week in
New York. More than 50 organiza-
tions allied with the AAUN
will cooperate in a program designed
to make the U. S. more United
Nations-conscious through a series
of campaigns by radio networks,
and in schools, churches and clubs.
The entire issue of This is the
NBC for the latter part of July
will be devoted to the United Na-
tions project. The UN theme will be
developed on several NBC shows
beginning with the University of
the Air series on May 24. United
Nations Week will open officially
with ceremonies in New York's
SPEAKING OF A SPHERE OF INFLUENCE

That's a diplomat's term for an area where you can pretty well control what folks are thinking and doing. It is also a brief description of the region where five million listeners have come to know that what they hear over WSM is gospel. For 21 years, this station has practiced unswerving and unquestionable integrity. That's why WSM is the solo medium that can—that does deliver this market.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
Governor of Washington Increases His Interest in Queen City Broadcasting

MON. C. WALLGREN, Governor of Washington, is increasing his stock interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSH Boise, Idaho, from 5.25 to 14%. The increase comes through acquisition of 8.75% interest held by Fort Industry Co. It was reported to FCC last week in a petition for approval, without hearings, of Fort Industry's project of sale of the WHIZ stock purchased in the WJBK and WJBK-FM Detroit and $725,500 sale of WHIZ Zanesville, Ohio.

The KIRO-KDISH transaction does not require Commission approval since it involves only a minority interest, and the sales price was not reported. Chief owners of Queen City are Saul Haas (52.8%) and Louis K. Lear (10.14%).

Fort Industry also said it would sell its interest in CKLW Windsor, Connecticut, 60 days after FCC approval of the WJBK and WHIZ transfers. The company owns 11.9% of the CKLW license, Western Ontario Broadcasting Co., and owns 31.2% of the independent subsidiary, Essex Broadcasters, Detroit.

In its first petition Fort Industry said the CKLW interest had been sold to unspecified interests. In a supplemental petition filed Tuesday, reporting the transfer of KIRO-KDISH stock, the company said the CKLW transaction had not yet been consummated.

Avoid Multiple Rule

The KIRO-KDISH transaction and the projected sale of Fort Industry's shares in CKLW were designed to avoid difficulties with FCC multiple ownership rules and policies. In view of the company's present ownership of seven AM stations, the Commission deferred consideration of the application to buy CKLW until an application to sell WHIZ had been filed [Broadcasting, Jan. 6].

The proposed purchase of WJBK is from James F. Hopkins (45%), president and general manager, and Richard A. Cotrell Jr. (55%) automobile dealer and real estate owner [Broadcasting, Aug. 20]. The sale of WHIZ is to Orvil B. Clay, and Arthur S. Littick, owners of the Zanesville Times-Signal, and Earnest B. and Clarence A. Graham, attorneys [Broadcasting, Jan 27]. Each of the WJBK purchasers would have a 20% interest.

The petition for grant of the applications without hearings, filed on behalf of both buyers and sellers, pointed out that the WJBK application was filed last October 10 and that, under terms of the agreement, the contract might be terminated by either party if FCC action was not approved by June 20. To speed action, Fort Industry and Messrs. Connell and Hopkins agreed to waive hearing on the WJBK application.

The petition was handled by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson.

CBC FINANCES LOW; REPORTS DR. FRIGON

CBC will have to modify completely its fundamental operations next year if no increased money from license fee collections is forthcoming, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee at Ottawa last week. The cost of 272,500 annual license fee collections would be cut to a minimum, with an increased cost of almost everything, no material increase in license fees, our commercial revenue relatively stabilized and with no guarantee that the cost of collecting license fees would be taken care of by the government," the 1947-48 budget was reduced to a minimum, with an increased cost of $250,000 before depreciation.

Normal operations would have brought the deficit to $400,000.

"But unless Parliament authorizes us to take care of the cost of collecting license fees, we will have to modify our fundamental operations completely for 1948-49, by revamping downward our present organization . . . We must, therefore, again request that the license fee ($2.50 annually) be paid by listeners, be remitted to us, entire.

In the preliminary financial statement for 1946-47, Dr. Frigon showed license fee collections of $3,910,000, commercial broadcasting, $3,171,000, and $520,000 capital revenue of $112,000, for a total of $5,580,000. Expenses totalled $5,876,000, of which programs accounted for $2,966,000, engineering $1,212,000, wire line $965,000, administration $391,000, press and information $190,000, commercial department $149,000, and loan interest $2,000. License fees were up $157,000 over 1945-46, and commercial revenue was up $100,000 over the previous year.

Winner Gets Tray

"THE YANKEE NETWORK plate," a sterling silver tray, was presented to the winner of the Yankee Handicap, feature race for three-year-olds at Suffolk Downs, East Boston, on Saturday by James S. Powers, representing John Shepard III, chairman of the board, Yankee Network. Additional prizes of $25,000 was awarded the winner by the Racing Assn. of Suffolk Downs. Mr. Powers' presentation was recorded and played back on the 11:15 edition of WNAC Boston's Around the Town.
If you happen to be one of the 9,000 residents of Clearfield, Pa., chances are you know Bill Thomas, editor of the Clearfield Progress. Bill has made quite a name for himself in the field of “main street” journalism.

But you don’t have to be in Clearfield to hear Bill’s voice.

You can hear his radio program anywhere in the area reached by the 50,000 watt signal of KDKA, in Pittsburgh. And according to BMB, this area includes 194 counties at night, 116 counties while the sun shines.

"A Main Street Editor Looks at the News," Bill calls his program. It’s on the air at 6:45 P.M. Saturdays and thousands listen. Dairymen, grocers, school teachers, doctors, coal miners, college presidents, architects, ministers... in Pittsburgh itself and the far-reaching, fast-growing areas that surround Pittsburgh... all have written in to say how much they enjoy Bill’s impartial, stimulating news analysis.
THEATRE TELEVISION is far from here as a commercial entity in the theatre, according to John P. Livadary, chairman of Research Council television committee and Columbia Pictures Corp. technical sound director, in a confidential report to Motion Picture Assn.

Although Mr. Livadary did not formally release content of his report and formal release of motion picture group is two weeks off, a news leak resulted in disclosure of basic facts.

Basis for report included trip East by Mr. Livadary and informal conferences with high ranking engineers and executives of American Telephone and Telegraph Co., RCA, General Electric, representatives of the motion picture industry, members of Society of Motion Picture Engineers and various technicians of telecasting companies. He also witnessed RCA theatre television demonstration in Philadelphia May 1.

Among his conclusions “no definite market exists in theatre television as in home television because such a market must be developed on strength of the ability of theatre television to present entertainment in theatres in a profitable manner.” He further observes that “theatre equipment of a commercial quality for presentation of events of compelling interest may be available within two or three years.”

And finally, “no proof has yet been given that commercial theatre television could operate for profit or that it could adequately display types of entertainment requiring high technical perfection. By this I mean stage shows or motion picture films,” report states.

On color theatre television equipment, he says it is “fair on close-ups, mediocre on medium shots and poor to bad on long shots.” Continuing on, he reports “the light intensity of the projected picture is below par compared to motion picture films,” but he points out that black and white equipment is better by comparison.

At such time as commercial reality of theatre television, he prophesies “development of entertainment centers from which entertainment could be simultaneously telecast into theatres.”

In relation to sources of theatre television, he states possibility that its existence would “definitely introduce a new outlet for bringing into the theatre entertainment not originating from films normally displayed in the theatre.”

New GE Video Receiver With AM, FM Announced

PRODUCTION of a new General Electric video console receiver including AM and FM radio and a record changer, and priced at $750-$800 before installation, has been announced in New York. The television receiver has a ten-inch picture tube. Production began a fortnight ago, said Paul Chamberlain, sales manager of GE’s Receiver Division, but the new receiver will not go on sale until late June. Mr. Chamberlain said also that GE plans to produce in July a projection model receiver with a screen measuring 18 by 24 inches. It includes both AM and FM radio and a record changer.

Baker Replacement

SUMMER replacement for Kenny Baker Show on ABC, sponsored by Procter & Gamble (Ivory Snow, Crisco) through Compton Adv., New York, will be Wel Camea Travelers, effective June 30 for 13-week program which will feature Tommy Bartlett as m.c. Format of show will bring visitors recruited from incoming trains.
They Are Shooting Cattle In Mexico!

The dread Foot and Mouth Disease recently broke out in Mexico. The Nation had good reason to be excited, the cowmen of the Southwest were greatly alarmed. Could the epidemic be stopped before it crossed the border? Were the exposed animals actually being slaughtered? That's the only known way to stop the spread.

Farmers and ranchers wanted the facts. They depended upon Layne Beaty, WBAP Farm Editor for them—just as they have for years.

Beaty and his engineer visited the mountains of Mexico, 260 miles from Mexico City, and returned with thrilling, dramatic, spool recordings, which told his thousands of listeners that they are shooting cattle in Mexico and burying them in lime.

Another scoop for WBAP and its Farm Editor.
TENNESSEE CONGRESSMAN, the Hon. Wirt Courtney, delivers weekly reports from Washington.

"OLD DIRT DOBBER", WLAC'S gardening expert, broadcasts over CBS, Saturday mornings.

TENNESSEE'S GOVERNOR JIM McCORD receives first copy of WLAC'S "... in the public interest ..." brochure. Said the Governor ... "To me, the significance of the story contained in this booklet is that your station is sufficiently alert to the welfare of our community to enable you to quickly comprehend the importance of those occurrences which are so closely related to our advancement."

STUDENT CHORAL GROUPS. City and county school children furnish entertaining and educational programs over WLAC. Regular singing programs have built a tremendous audience among students in the Nashville area.

YOUTH VIEWS THE NEWS. Each year WLAC holds "graduating exercises" for 'teenagers who complete a full 12-months' "course" of broadcasting on the station's "Youth Views the News Programs".

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“IN THE PUBLIC INTEREST.” To record WLAC’s constant attention to those matters which are in the public interest, this station prepared a 24-page booklet which created a great deal of comment. Some of the stories and illustrations are shown on these two pages. Copy of this booklet will be sent on request.

THIS IS VOLUME 2, THE 1946 EDITION of “... in the public interest ...” In it are a score of public service features that have helped to build additional “editorial confidence” among WLAC listeners.

COMMUNITY CHEST “KICK OFF.” The opening meeting of the Community Chest Drive receives impetus from WLAC’s 50,000-watt coverage. Other civic drives and civic groups also receive cordial cooperation.

CONTROVERSIAL ISSUES ON OPEN FORUM. Teachers’ salaries, juvenile delinquency, labor-management relations and other timely topics have been subject of Thursday night’s “Let’s Think” forum over WLAC.

HELPS SETTLE TROUBLED WATERS. While some news agencies were “making the most” of Columbia, Tennessee’s so-called race riot, WLAC gave its listeners an unbiased report with a direct, exclusive broadcast by the mayor of Columbia.

ONE-MINUTE SPOT REUNITES FAMILY. “My little boy disappeared from home two hours ago! Will you please broadcast his description!” Fifteen minutes later the boy had been located, thanks to a WLAC one-minute announcement.

“MIDDLE TENNESSEE RADIO COUNCIL.” Each month, representatives of 25 or more leading Nashville women’s groups (religious, civic and educational) discuss programs and other broadcasting.
Kaltenborn-and-You

H.V. Kaltenborn is a name synonymous with authority in news interpretation. The veteran broadcaster's quarter-century on the air, his lectures, books and articles have brought him a devoted audience and high critical standing—have assured full recognition of his title, "DEAN OF AMERICAN COMMENTATORS."

Seldom is any local advertiser able to identify his name...his product or service...with a personality of H.V. Kaltenborn's stature.

But Kaltenborn may be sponsored in many localities where NBC stations carry his program (Monday, Wednesday, Friday at 7:45 pm).

Kaltenborn Edits the News
— is an NBC Co-operative Program

America's No. 1 Network
the National Broadcasting Company
A service of Radio Corporation of America

When you want Kaltenborn to lend national prestige and impact to your local advertising, phone, write or wire NBC, New York, for details of how you can make an effective team.

Aids Cupid

THERE'S nothing in the radio law to prevent two licensed amateur stations being used to conduct a wedding ceremony between a couple separated by the Pacific. FCC last week informed an inquirer in Florida that the question concerned a soldier on Saipan and his fiancee in the U.S.

Paul White's 'News on The Air' Reviews
The Field for Newcomers and Beginners


PAUL WHITE'S new book, News on The Air, extolling the praises of radio news, citing its advantages over newspapers, and encouraging newcomers to the profession, is unique and pleasant reading, especially during the current epidemic of authors panning their professions.

Actually, according to the author, this is really two books in one. It's a textbook for beginners in what he terms "a young and dynamic profession" and it's a book for those who are already members of the trade. With his wealth of past experience, particularly as CBS director of public affairs, the author is in a position to write authoritatively from both aspects.

Comparing radio with press, Mr. White cites the advantages of each and explains the handicaps under which radio must operate. First of all, says Mr. White, the printing of news is the primary function of a newspaper, but radio, "in the public interest, convenience and necessity," feels it must also put on drama, music, educational and religious programs.

Newspapers also have an advantage he says, when it comes to giving large groups of figures, such as stock tables, baseball box scores, detailed election results, racing charts, etc.

With a juicy sex or crime story, newspapers can go into more sor-

did detail, theoretically because they're consumed by an individual reader, while radio is a family pastime, according to Mr. White.

Strangely enough, the author predicts that television will be even more restrictive." Pointing to movies as an example, Mr. White says, "television faces a still more worrisome ogre than any industry-chosen 'ear.' The ogre is the FCC, which issues licenses and holds the threat of non-renewal over the head of every licensee. Let a television station become at all blatant in a sex drama or overly vigorous in its reconstruction of a crime, and letters of protest will flow to Washington in a tidal wave.

Radio's three principal advantages, on the other hand, are its honesty, immediacy and personalities, he says. The beliefs expressed in many newspapers' editorial columns, says the veteran newsmen, are born out by the news that, not too coincidentally, appears on Page One. Another practice, he notices, is writing news stories to justify headlines. In radio, on the other hand, nothing can be done to gain more circulation once a program is actually on the air. Since the program costs nothing for the listener, a good reputation rather than a flashy single product is apt to be radio's goal, according to Mr. White.

"Writing Down"

Advising newsmen how to write for radio, Mr. White says that radio critics who say there is too much "writing down" to the listener are wrong, for simplicity and clarity travel hand in hand. Of the time and work involved, the author claims a 10-minute news summary may need as much as four hours of work; a 15-minute program as much as six. In any case, he says, there is one truism worth remembering: "There never was a script that couldn't be improved by cutting."

In the matter of news judgment and good taste, the author says that in the main, an editor uses the stories he thinks will be the most interesting to the most people. Of course he is often influenced by his social conscience and by good taste, says Mr. White. As for commercial sponsors of news programs, he says, "Personally, I've never seen any valid reason for not permitting such sponsorship." A valid reason, he explains, would

(Continued on page 86)
IF IT'S BURIED TREASURE YOU WANT...
Use an old map on Cocos Island!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Text of White Bill
(Continued from page 24)

...importance for any offered by the network; or
(8) under which the network fixes or attempts to fix broadcast time for other than the net-
work.

(b) No person shall own, control, or operate more than one broadcast station in the same area on any band. Provided, That this subsection shall not apply to an owner of more than one broadcast station if no more than one broadcast station is operated by such owner in a group of stations comprising such network.

(c) One year after the date of enactment of this Act, the Commission shall promulgate such limitations upon its licensing powers: (1) No person shall be licensed under common control or ownership to control or own or be the licensee of two or more stations, including one or more stations which under common control or ownership, if any such network operating stations shall be more than one broadcast station when such stations cover the same market or area.

(2) The Commission shall make or promulgate regulations, applicable to networks, the purpose or effect of which will be to fix or limit the number of stations which may be controlled or owned by a single person or individual, or by any combination of such persons or individuals, or by any corporation or group of corporations, whether or not such combination is a 'network' as such; or any combination or group of unique or group of corporation, whether or not such combination is a 'network' as such.

Section 18

Sec. 18. Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

Identification of Source in News Broadcasts

"(Section 334. No news, as used herein, shall include the term 'editorial and other comment,' but nothing contained in this subsection shall be construed to prevent the identification of the source of any such news, as used herein, except where such identification is incidental to the general purpose of the broadcast.

Section 19

Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

Limitations on Chain Broadcasting and Station Ownership

"(Section 333. (a) No radio broadcast station shall enter into any chain, or maintain or operate under license or under any arrangement, express or implied, with a network organization, for the purpose of or be part of any network organization on time otherwise available for that purpose (including time optional or non-time optional) or for the purpose of exercising control over the programs broadcast by any such network organization.

"(b) No station shall be the exclusive affiliate of other stations or network organizations, and no other station shall be the exclusive affiliate of the station or of any network organization. Provided, That no station shall be required to join any network organization or to broadcast any network program to which the station is already affiliated.

"(c) No station shall be required to join any network organization or to broadcast any network program to which the station is already affiliated.

"(d) No person shall own, control, or operate more than one broadcast station in the same area on any band. Provided, That this subsection shall not apply to an owner of more than one broadcast station if no more than one broadcast station is operated by such owner in a group of stations comprising such network.

"(e) One year after the date of enactment of this Act, the Commission shall promulgate such limitations upon its licensing powers: (1) No person shall be licensed under common control or ownership to control or own or be the licensee of two or more stations, including one or more stations which under common control or ownership, if any such network operating stations shall be more than one broadcast station when such stations cover the same market or area.

"(2) The Commission shall make or promulgate regulations, applicable to networks, the purpose or effect of which will be to fix or limit the number of stations which may be controlled or owned by a single person or individual, or by any combination of such persons or individuals, or by any corporation or group of corporations, whether or not such combination is a 'network' as such.

Section 20

Sec. 20. Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

Regulation of False Statements

"(Section 334. No news, as used herein, shall include the term 'editorial and other comment,' but nothing contained in this subsection shall be construed to prevent the identification of the source of any such news, as used herein, except where such identification is incidental to the general purpose of the broadcast.

Section 21

Sec. 21. The heading of section 401 of such Act is amended by striking out the words 'Orders of the Commission;` and adding after the word `Commission' the word `Orders of the Commissioners of the Interstate Commerce Commission.'

Section 22

Sec. 22. Section 402 of such Act is amended to read as follows:

"(1) The provisions of the Act of October 22, 1913 (38 Stat. 219), as amended, relating to the enforcing and setting aside of orders of the Interstate Commerce Commission are hereby made applicable to suits to enforce, enjoin, set aside, annul, suspend, or modify such orders. Provided, That any of such orders of the Interstate Commerce Commission shall be held invalid if the Commission shall fail to find, upon a full and fair hearing, that certain matters were not presented to it, or the testimony concerning such matters was not received, or that the testimony concerning such matters was not received or that the testimony concerning such matters was not received or that the finding of the Commission upon such matters is not supported by the evidence, and that the Commission did not have jurisdiction of the subject matter of such orders.

"(2) Any appeals from the decisions of the Interstate Commerce Commission under section 20 of this Act, shall be entered upon the record, treated the same as an appeal from any final order of an inferior court, and shall be reviewed by the Supreme Court of the United States, and determined upon the merits, in accordance with the provisions of such section.

"(3) Appeals may be taken from decisions and orders of the Interstate Commerce Commission under the United States Acts of Appeals of such Commission, and determined upon the merits, in accordance with the provisions of such section.

"(4) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.

"(5) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.

"(6) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.

"(7) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.

"(8) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.

"(9) All appeals from decisions and orders of the Interstate Commerce Commission, other than those taken under the United States Act of Appeals of such Commission, shall be heard and determined in the United States Court of Appeals of the District of Columbia, and no appeal shall be reviewable by the United States Court of Appeals of such District or by any other court of the United States.
This is WDAY's 25th Anniversary Year, and we're passing out dividends! WDAY is the 6-to-1 favorite station in the famous Red River Valley (according to numerous listener-surveys)—so the dividends every advertiser gets are:

(1) A bigger audience
(2) that is more attentive
(3) and more responsive.

You can take a bite, a slice, or a hunk, as you will. We've got a few choice availabilities in each category! Write us or ask Free & Peters.

FARGO, N.D.  NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
WE AIN'T RABID ABOUT WILD DOG (Ky.)!

Yes Sir, Wild Dog is a real Kentucky town, and so is Airedale, Biscuit and Quail. But WAVE ain't slathering to get its teeth into any of them, and we guess you know the reason why! WAVE has its powerful canines (and jaw teeth, too) sunk into the Louisville Trading Area — and that small area offers more sales than all the rest of Kentucky combined. . . . In Kentucky, you can buy the productive area or you can buy "all outdoors". But us, we don't hear The Call of the Wild (Dog)!

KMOX General Manager Wendell B. Campbell (second from l) shakes hands with Dr. Arthur H. Compton, chancellor of Washington U., St. Louis, and atomic research authority, upon completion of plans for two-year course in radio at the university. J. Soulard Johnson, KMOX public relations director (extreme l), will direct participation of station's Education Dept. in project, and Dean Willis H. Reals (second from r) will be in charge of instruction by KMOX personnel.

KMOX STAFFERS WILL BE COURSE INSTRUCTORS
KMOX STAFF MEMBERS will be the instructors in a two-year course in radio to be offered starting next fall at Washington U.'s University College, St. Louis. Classes will consist of one lecture and two laboratory periods each week, and the course will cover every phase of modern broadcasting except engineering, according to a joint announcement by Wendell B. Campbell, KMOX general manager, and Willis H. Reals, University College dean.

Juniors and seniors, particularly those with a foundation of freshman and sophomore courses in speech and journalism, will be eligible to take the course. A scholarship will be awarded annually by KMOX to the outstanding junior. It will cover tuition in the radio class for the senior year.

The laboratory phase of the instruction, to be conducted at KMOX, will include training in introductory and advanced radio writing designed to acquaint the student with markets and with the techniques of writing sustaining and commercial copy, dialogue, dramatic production, and music programs. Lectures will cover the various operating departments of radio stations.

6 Station Transfers Get FCC Approval
Three of Six Authorized Involve Total of Nearly $100,000

THREE station transfers involving nearly $100,000 combined considerations have been approved by FCC. Three other no-money transfers also were granted.

WFIG Sumter, S. C., was given consent to transfer 80 shares (80%) from President J. Samuel Brody (55 of 59 shares), Vice President T. Douglas Youngblood (all five shares) and Ruth B. Brody (all 20 shares) for $57,062 to group of stock local business and professional men. WFIG is assigned 1340 kc, 250 w.

FCC consented to acquisition of affirmative control by Sam E. Avey over Public Radio Corp., operator of KAKC and KAKC-FM Tulsa, Okla., through purchase of 125 shares (25%) for $12,500 from Ethel B. and Robert W. Kellough. KAKC is assigned 1 kw day on 1570 kc; KAKC-FM 94.9 mc.

WIGM Medford, Wis., was authorized assignment from George F. Meyer to Dairyland's Telecasting Service Inc. for $30,000. Mr. Meyer is secretary and 20% owner of Dairyland and other radio interests. Mr. Meyer will continue to manage WIGM, which operates on 1490 kc with 250 w.


KZIE Brainerd, Minn., from present partnership to new corporation owned by same parties.

WDRC and WDRC-FM Hartford, Conn., from WDBC Inc. to The Connecticut Broadcasting Co., parent corporation of WDBC Inc. No change in ownership.

UN Information Freedom Meet Set for Spring '48

THE UNITED NATIONS Sub-commission on Freedom of Information and of Press has voted to hold the World Conference on Freedom of Information in Europe during March or April of 1948. A final decision on the date was postponed pending approval of the secretariat. The conference site was not designated.

Work done at the conference will be summarized at a later session of the sub-commission, when recommendations will be made to the Human Rights Commission and Economic and Social Council in time for action by the General Assembly during its 1948 session. The 12-man sub-commission includes three members who have radio background as well as journalistic experience.
You bet your life KSFO is "ballyhooed!" Call it promotion or showmanship if you will, but by any name it's Paying Off in fine fat dividends of Extra listeners for KSFO advertisers.

Yes sir, there is hardly a person in this great twin metropolitan area of San Francisco-Oakland who doesn't know all about KSFO music and mood programming...because KSFO ballyhoo tells him through billboards, window displays, newspaper and magazine ads, movie trailers and direct mail. And these people tune to KSFO's 560 as naturally as they reach in their own pockets.

And how is all this ballyhoo paying off? Here are the figures: 3 out of 4 Bay Area families reported through an impartial survey of 4,000 Bay Area radio homes, they remember and prefer KSFO programs to any other Bay Area independent station.

Ballyhoo?

Represented by
Universal Radio Sales

KSFO
660
SAN FRANCISCO

NEW YORK • LOS ANGELES • CHICAGO • SEATTLE

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager
Whenever you have a broadcast equipment problem

Ask GENERAL ELECTRIC!

- Look ahead with General Electric! Dimensions, styling and appearance of all G-E units are harmonious; circuits are coordinated and allow you to quickly build to higher power at minimum expense. General Electric equipment is engineered for economy.

Station Equipment—unmatched performance from 250 watts to 50-kw, AM or FM.

Audio Facilities—instant accessibility, complete flexibility to meet the most exacting demands.

GENERAL ELECTRIC IS AS NEAR AS YOUR TELEPHONE

Atlanta 3, Ga.
187 Spring Street, N. W.
Walnut 9767

Boston 1, Mass.
140 Federal Street
Hubbard 1800

Chicago 34, Ill.
1122 Merchandise Mart
Whitehall 2915

Cincinnati 2, Ohio
215 West Third St.
Parkway 3431

Cleveland 4, Ohio
4468 Woodland Avenue
Endicott 4464

Dallas 2, Tex.
1801 North Lamar Street
Riverside 9721

Denver 2, Colo.
610 17th Street
Keystone 7171

Kansas City 6, Mo.
106 West 14th Street
Victor 9745

Los Angeles 44, Cal.
212 No. Vignes Street
Madison 7381

Minneapolis 2, Minn.
12 Sack Street
Main 2341

New York 15, N. Y.
370 Lexington Avenue
Wickersham 2-1311

Philadelphia 1, Pa.
1403 Locust Street
Pennypacker 3-9000

San Francisco 4, Cal.
233 Montgomery Street
Douglas 3740

Schenectady, N. Y.
Building 225—Room 103
Schenectady 4-2311

Seattle 6, Wash.
710 Second Avenue
Main 7100

Stracis 1, N. Y.
Syracuse 4-4411
TOPS in performance, trim in appearance and featuring instant accessibility, General Electric broadcast equipment is being specified by progressive broadcasters everywhere. More FM transmitters have been shipped by General Electric than by any other manufacturer.

You will have easier maintenance and fewer outages with a General Electric FM transmitter. Highest quality construction, simplified design, fewer tubes, and fewer components result in lower cost-per-hour on the air.

In the studio, the new General Electric two-studio Consolette provides a compact, flexible, and economical speech-input control unit to meet the needs of every station.

Here is the 250-watt General Electric FM transmitter in operation—doing a job. It will do the same for you. When you plan to build or modernize, specify G.E.

On the job at WEAW-FM
Mr. E. A. Wheeler, president of WEAW, Evanston, Ill., says: "General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved to be of value to us."

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

FM Station Monitor—one unit, for complete, continuous monitoring, plus proof-of-performance tests.

Transmitter Console—all major station functions centralized for instantaneous control.

Circular Antenna—provides high power gain, ease of installation and low wind loading.
Revise Canada Radio Law, CAB Asks
Subsidized Competition And Power of CBC Blasted

COMPLETE OVERHAUL of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament and correction of present “subsidized competition” will be among recommendations made by Canadian Assn. of Broadcasters to the Parliamentary Radio Committee at Ottawa June 3.

Joseph Sedgwick, Toronto, CAB counsel, will tell the committee that the CAB represents 89 independently-owned Canadian broadcasting stations (there are 103 privately-owned stations in Canada). He points out that not only do these stations pay taxes, but also an annual license fee, which goes to their competitor and administrator of the Canadian Radio Act, the Canadian Broadcasting Corp.

The private stations, the committee will be told, spend $5,000,000 annually on salaries of some 2,500 people. In addition, private stations spend another $2,000,000 annually on artists and talent, and volume of their programs is many times greater than that of the government’s system and commands large audiences, Mr. Sedgwick points out. Revenue is obtained solely from advertisers.

A detailed analysis of present radio legislation as it affects stations and future developments, including FM, television and facsimile, will be presented to the committee. It is pointed out that the CBC board of governors and general manager are appointed by the governor-in-council, the executive branch of the government, and that CBC under present legislation has full control of every broadcasting activity and power of life and death over stations while at the same time it is a subsidized competitor, with subsidy coming from government-collected listener license fees.

‘Undemocratic Situation’

“We have come to ask you to correct an undemocratic situation,” the CAB brief states, “that is capable of working an injustice on the Canadian people as a whole, as well as on the entire radio business... When you see the facts, and get a chance to assess their possible consequences, you will see the necessity for overhaul of radio legislation in Canada to provide for: (1) an independent regulatory body responsible directly and solely to Parliament to insure that the listeners’ interests are best being served, (2) the necessary machinery to enable it to function properly.”

Technical reasons for revising legislation are presented in a clause-by-clause analysis of how CBC has control of FM for landlines for railways, telephone systems and telegraph companies and also has control of editorial opinion and news reports of newspapers using facsimile broadcasting. It is pointed out that CBC legislation is based on recommendations of the Aird Royal Commission of 1929 which was favorably impressed with the German broadcasting system then in vogue, several years before Hitler took control there.

Survey Cited

The Parliamentary Committee will be given facts on public attitude surveys made by Elliott-Haynes Research Institute, Toronto, which showed increasing public opinion in favor of private ownership of broadcasting in a steady swing to the right and away from government operation of business. Growing interest in civil rights and liberties also is shown.

A letter to the London Times by Sir F. W. Ogilvie director-general of the British Broadcasting Corp., 1938-42, emphasizing the disadvantages of monopoly control in broadcasting will be read to the committee. It points out that “freedom of choice, and monopoly of broadcasting is inevitably the negation of freedom, no matter how efficiently it is run, or how wise and kindly the boards or committees in charge of it.”

The CAB brief states that at present “there is no legal right of freedom of speech on the air in Canada. Any government-of-the-day could constitutionally, legally and easily prevent expression by radio of any opinion other than its own. The situation has arisen simply because such legislation was passed at various times, and frequently without awareness of what radio would grow into. No government has so far attempted

(Continued on page 58)
One of a series. Facts on radio listening in the Intermountain West

**BMB and HOOPER Are Two Different Measurements**

In the Intermountain West BMB does not mean listeners—as these statistics show:

<table>
<thead>
<tr>
<th>CITY</th>
<th>SALT LAKE STATION A BMB Daytime</th>
<th>HOOPER* Daytime</th>
<th>IMN STATION BMB Daytime</th>
<th>HOOPER* Daytime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price, Utah</td>
<td>70%</td>
<td>8.5%</td>
<td>94%</td>
<td>90.4%</td>
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<td>Rock Springs, Wyoming</td>
<td>64%</td>
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<td>92.8%</td>
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<td>25.1%</td>
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<tr>
<td>Idaho Falls, Idaho</td>
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<td>5.3%</td>
<td>98%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Nampa-Caldwell, Idaho</td>
<td>18%</td>
<td>0%</td>
<td>93%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Billings, Montana</td>
<td>10%</td>
<td>0%</td>
<td>X</td>
<td>33.7%</td>
</tr>
<tr>
<td>Casper, Wyoming</td>
<td>24%</td>
<td>0%</td>
<td>91%</td>
<td>48.1%</td>
</tr>
<tr>
<td>Sheridan, Wyoming</td>
<td>14%</td>
<td>0%</td>
<td>85%</td>
<td>59.8%</td>
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<td>0%</td>
<td>94%</td>
<td>51.2%</td>
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<tr>
<td>Miles City, Montana</td>
<td>12%</td>
<td>0%</td>
<td>92%</td>
<td>82.5%</td>
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X—Not on air at time of BMB Survey

<table>
<thead>
<tr>
<th>CITY</th>
<th>SALT LAKE STATION A BMB Nighttime</th>
<th>HOOPER* Nighttime</th>
<th>IMN STATION BMB Nighttime</th>
<th>HOOPER* Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billings, Montana</td>
<td>44%</td>
<td>Breakdown not available. All outside stations get 3.5%</td>
<td>X</td>
<td>23.0%</td>
</tr>
<tr>
<td>Casper, Wyoming</td>
<td>58%</td>
<td>Breakdown not available. All outside stations get 3.0%</td>
<td>75%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>74%</td>
<td>8.2%</td>
<td>79%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Nampa-Caldwell, Idaho</td>
<td>38%</td>
<td>2.8%</td>
<td>83%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>72%</td>
<td>1.9%</td>
<td>X</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

X—Not on air at time of BMB Survey

*—Winter 1947 Hooper Survey

This is only part of the Intermountain story. Ask Avery-KnodeI for details.

**THE New INTERMOUNTAIN NETWORK**

Concentrated Coverage, where the people live.

AVERY-KNODEI — National Representatives

New York        Chicago        Los Angeles       San Francisco       Atlanta

June 2, 1947 • Page 43
Book Tells of AT&T Role in Radio Field

New Volume by Banning Reviews History of Broadcasting


AT A TIME when commercial broadcasting is being debated and defended, there appears William Peck Banning's new book, Commercial Broadcasting Pioneer, to tell the story of the broadcasting industry and the part played in its development by the American Telephone and Telegraph Co.

Book describes AT&T's belief in "toll broadcasting" and how the company tested it with the WEAF experiment from 1922-1926. It is probably difficult to imagine in this modern world of sponsors, agencies and networks, but there was real resistance by advertisers for some time, according to Mr. Banning, and it took plenty of selling and convincing before radio became an advertising medium. This was especially true since there were two other schools of thought on the financing of radio—(1) to charge listeners a fee, as some countries have done, and (2) to have the set manufacturers pay the cost.

Well Qualified

Mr. Banning is well qualified to write about the pioneering developments of radio. He was with AT&T for 24 years, and at the time of his retirement in 1944 was assistant vice president in the field of public relations. He was originally assigned to write an unofficial history "for the information of Bell System personnel," but well it! the Company decided it would be of public interest and helped to finance the publishing.

Commenting on conflicting claims as to who is the "father" of radio broadcasting, Mr. Banning says perhaps it was the telephone itself. Citing the growth of radio from the time of the Bell Experiment's first experiments, he points out that by May 1, 1924, over 1,000 licenses had been issued and 576 were still in force. Of the latter, 371 were held by radio and electric companies, 60 by educational institutions, 27 by churches and YMCA's, and 19 by newspapers.

It was the telephone company's "technical experience, patent rights, financial resources, and unwavering spirit of investigation," says Mr. Banning, "which set the pattern for the future."

New Radio Textbook

A NEW TEXTBOOK on announcing and production, Announcement for Radio, will be out in early June, according to the distributor, University Radio Publications, Des Moines. The author is Bill Kilmer, staff announcer at WHO Des Moines.

DRIVING PILES for foundation of new towers and transmitter building of KFMM San Bernardino recently are community officials and station executives. Gathered (1 to r): E. W. Lee, station co-owner; James E. Banningham, mayor of San Bernardino, ex-board of supervisors; J. C. Lee, station co-owner; George W. Ewing, chief engineer of KFMM.

Honesty Key to Advertising Success, Says Sarazan; Golden Age Dawning


THE COVER of Bert Sarazan's new book Delusions in Advertising depicts four undernourished Paul Webb mountaineers heaving tomatoes and taking pot shots with a rifle at a signboard shouting "Super-Colossal Sales!"

The illustration hits the theme right on the nose.

The head of his own Washington public relations firm and for 10 years public relations head of Washington's Hecht Co. department store, Mr. Sarazan throws several well-aimed tomatoes at the "super-colossal" brand of advertising.

"There is only one conclusion," he says after discussing unfulfilled promises of most ads, "that one great element in public relations . . . and queerly enough, the one most frequently overlooked . . . complete honesty of statement."

His premise is that "confidence must be earned not by advertising—but by doing!"

Radio commercials are hit squarely in the chapter called "The Jackpot." "So far as cigarette advertising is concerned," he writes, "I strongly recommend more irritation, less cigarette and less in advertising."

After describing a human interest story told on a network program selling life insurance, Mr. Sarazan gets the following moral from the commercial: "If you want to make your family truly happy, buy yourself a $2,000 policy in Mutual Beneficial. . . pay one premium. . . and then drop dead."

Such ludicrous situations, over-statements, false claims, can be done away with, believes Mr. Sarazan, with the simple expedients of honesty and imagination, with which any good product can be sold.

Crowd Consciousness

"The ultimate objective of all advertising, of course, is to create crowd consciousness," he says. He cites the reality of such fictious characters as Amos 'n' Andy and Fibber McGee and Mary, real millions of people. "And because these programs could create that living organism in people's minds, they've earned their phenomenal and well-deserved increases in sales volume and public prestige."

Once established, these entities support the happy advertiser like a grown-up son."

In analyzing what makes a good ad click, the writer sets forth the odds the ad writer must overcome, and the way he can overcome them. He sees the golden age of advertising not passing, but "really just beginning to dawn."

Written with good humor and good sense, Bert Sarazan's Delusions in Advertising can be read in an hour, should be remembered indefinitely by anyone sitting down to write an ad. It is illustrated with sepia drawings by Paul Webb. Sample: Three mountaineers - beneath a tree, looking at "Super Sales Catalogue." The caption quips, "Good thing we can't read. . . damn thing must be full o' lies."

Dr. Dichter's Book

DR. ERNEST DICTHER, formerly psychological consultant to CBS and J. Sterling Getchell Co., has made use of the research studies he conducted for these and other companies in his book, The Psychology of Everyday Living. Volume deals "with everyday problems that confront us as individual consumers, advertisers, educators and average citizens," says the author in his introduction, which also points out that "true happiness depends largely on the little things of life—what we eat, the clothes we wear, our everyday activities."

WLBF, New Florida 250-w Station, Starts June 14

WLBF Leesburg, Fla., new full-time 250-watt outlet on 1340 kc, will open concurrently with the city's annual Watermelon Festival on June 14 and will give extensive coverage to the event, Edward B. Lott, recently appointed manager-program director of the station, announced last week.

The new station, operating as the Lake Broadcasting Co., lists the following officials: P. C. Gorman, president; W. G. Knowles, vice president, and W. E. Harkness, secretary-treasurer. Headed by Mr. Browning, the staff will consist of Carl B. Delay, chief engineer; Marjorie Scarborough, announcer-operating, in charge of copy and music; Herbert C. Leach, announcer-operator in charge of talents; Richard Preece Jr., announcer-operator; James B. Smith, technician-trainee-announcer, and Grace Girtman, secretary-receptionist.

Kobak Will Address AMA N. Y. Meeting

Prominent List of Speakers To Lead 3-Day Session

EDGAR KOBAK, Mutual president, will speak on "Putting Market Research to Work" at the tenth anniversary convention of Advertising Executives, Inc., which will be held at the Hotel Commodore, New York. Mr. Kobak will talk at the Thursday afternoon session on "Selling the American Consumer," with Elmo Roper, conductor of the Fortune Public Opinion Polls, as chairman. At the same session Don Francis, executive vice president, Ford Motor Co., and Bert Thompson Co., will talk on "Advertising: Key to Continuing Production and Employment," and Howard Chase, public relations director for the National Foods Corp., on "Human Relations Necessary for Business Survival."

With an overall theme of "Marketing Studies," this three-day session will open Wednesday noon with a talk on "Pricing the American Way" by Ernest Breech, executive vice president, Ford Motor Co., Thursday afternoon, Earl Bunting, president, National Assn. of Manufacturers, will discuss "Marketing in Today's Economy"; Don Mitchell, president, Sylvania Electric Products, on "The Job Ahead of Us," and Harold W. Brightman, president, Lit Bros. of Philadelphia, on "The Price Situation in Merchandising."

Speakers at the Thursday morning session will be Victor Lebow, mail order authority, on "Our Changing Channels of Distribution," Robert Neff, president, Parade Publications, on "Let's Get Back to Selling"; Raymond Rubicam, chairman, Research Committee of Committee for Economic Opportunity, on "Marketing Research for the Small Businessman." Edwin G. Nourse, chairman of President Truman's Council of Economic Advisors, will be the Thursday noon speaker.

Friday will be devoted to a series of discussion groups on various phases of marketing activity, Stephen Hall of Fuller & Smith & Ross will preside at the session on radio and television.

Mr. Kobak

Mr. Kobak
AMERICA'S FIRST COMMERCIAL 10-KW FM TRANSMITTER

now operating in the new FM band at "WELD", Columbus, Ohio

Another Achievement for FM by Federal!

Here's the new transmitter room at Station WELD, showing Federal's 10-KW FM transmitter. Full-length hinged doors give unhindered access from both front and rear—with minimum overall space requirements.

The 10-KW Federal transmitter, now on the air at Station WELD, marks a new high in FM transmitter capacity—the first new-band commercial transmitter of its power to be installed in this country!

Station WELD wanted the utmost in power—the finest in FM quality. That meant FM by Federal! For the Frequentmatic® modulator—an exclusive Federal feature—assures the last word in fidelity and mean carrier stability. Simple all-electronic circuits with standard receiver tubes assure unsurpassed dependability and economy.

If you're considering a new FM station—or improving your present one—Federal's 38 years of research and experience are ready to serve you. For further information, write to Federal, Dept. B409, today.

Federal Telephone and Radio Corporation

An IT&T Associate

100 Kingsland Road, Clifton, New Jersey


Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.C.

June 2, 1947 • Page 45
KRNT in Des Moines now leads all Iowa Stations in total amount of time under contract to any one Retail Advertiser!
NEW UTICA — a big clothing store for men in a big, competitive, Iowa market — has just agreed for a full year's sponsorship of all sports broadcasts on KRNT in Des Moines.

In addition to the New Utica's 10 year sponsorship of the KRNT 10 p.m. news.

New contract calls for one of the most comprehensive coverages of athletic events ever made by one advertiser, over one station — anytime, anyplace, anywhere.

Ball will be broadcast during the summer; college football in the fall; a full schedule of Iowa high school basketball during the winter. The terms of this blanket agreement also cover track, ring, golf; everything sportswise.

These two contracts with KRNT — the 10 p.m. news and a full year of sports — make the New Utica in Des Moines the largest retail user of radio time in Iowa.

Parallel significance — As a result of these contracts, KRNT is the Iowa station with the most clock of time under contract to any one retail advertiser.

The New Utica, you, too, can increase the rate of climb of your sales curve. You, too, some mighty profitable time on this station... initially or additionally. For particulars ask a Katz man about OPERATION BIG — KRNT, Des Moines.

COWLES STATION IN DES MOINES

Represented by THE KATZ AGENCY

KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for rates.
Legislation Crossroads

ANGUISHED tumult over certain provisions of the White Bill (S-1338 and HR-5595) surprises no one, least of all its author. Drafting of legislation affecting so complex and sensitive a field as radio is trouble per se.

It is inconceivable that the White Bill, as written, will become law. All difficult legislation results from compromise. That is why the legislative process entails public hearings; why Senate and House conferees meet to reconcile differences; why the President has the veto power, why Congress can override a veto.

We feel Senator White could have achieved his ends by writing a three or four section bill, amending the existing law so the FCC forever would be precluded from regulating the programs or the business aspects of station operation. Tightening up of other sections to eliminate ambiguity might have been sufficient.

But Senator White thought otherwise. He had fathered all of the radio legislation written since radio became of age. He laboriously wrote a detailed bill. He explained what he thought the bill accomplished.

Reading of his section-by-section analysis shows clearly what he means to accomplish—and most of it must be regarded as aimed toward a freer and an uninhibited radio, less susceptible to FCC control. In the writing of the bill itself, published in full text in this issue, leads to the plain that he has gone too far, notably in absorbing bodily the old White-Wheeler Bill provisions as to political broadcasting, discussion of public questions, and news labeling. There is no question about the severity of the proposed 25% of the population coverage limitation upon owned or operated facilities as it applies to networks. There's too much public interest language interlarded with renewal of licenses in the bill, from where we sit.

There are contents that the bill is shot-through with “sleepers.” The networks attack the modified option-time provisions, which they argue would wreck them. The FCC (not for profit) in its present form would make a messenger of its chairman, and would let radio go scot-free.

With all sides unhappy, it is evident that compromise will settle the matter. It is widely evident that Senator White didn't for a moment feel that his bill could become law as written. He isn't wedded to it. Nor can he commit his committee or the Senate, or the House committee or the House. Bills have been thrown into the hopper only to have all except the enacting clause lopped off, with the balance completely rewritten. Admittedly, there are good points to the White Bill. It needs overhauling, rewriting, pointing up.

This is not intended as a critique of the White Bill section-by-section. That is because we regard the measure simply as a vehicle toward legislation. Senator White himself so regards it. Certainly Representative Wolverton, House sponsor, and Senator White would express the same view. The Interstate Commerce Committee express little concern over its provisions. They consider it merely framework into which legislation can be fitted.

Chairman White himself will head his five-man subcommittee. It is a strong committee. All of its members served on the 1943 subcommittee which considered the White-Wheeler Bill. That bill died when Chairman Wheeler and Senator White despaired of any agreement from the FCC, headed then by Chairman James Lawrence Fly, or from radio ranks.

It is a tough, tedious task to enact legislation correcting a law, however archaic, particularly when that law has been implemented by two decades of court opinions by which the FCC has been able to prove almost anything on either side of any case.

It is a very simple thing to kill such legislation. The usual method is to force an impasse and let it die without action. That would deflate the FCC, which then could move in on radio without a rather generation. Which road will radio take? Will it tackle the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protecting radio's right to freedom beyond shadow of a doubt, has run the legislative gauntlet and has been signed by the President.

The other fork—the one with the legislative road-block—leads to the slow death that must come to a bound-and-gagged art that will have missed its chance to strike out for freedom.

Rubles for Radio

MOSCOW radio goes commercial!

It's a sad day in journalism, in stumphorse type, appeared on the front page of Izvestia. Yet that startling news is tucked away in a short dispatch from Russia.

Or is it startling? Since the war's end a large group of Soviet journalists and commentators who, incidentally, are minions of the Foreign Office, have visited this country. They have heard American radio. They know how our public accepts radio by the American Plan. They have "adapted" many of our methods, so-called, to radio?

We're not sanguine enough to believe that the Soviet radio now will go into private hands. That flies in the face of the communist concept. That's why the party lines in this country, working with opposite numbers in officialdom (FCC not excluded), have consistently plumped for Government ownership here.

But to grab "private" dollars to help pay the freight, and perhaps buy or imitate those American-type programs, seems to be another matter. The United Press dispatch says that the Moscow radio has advised Russian business enterprises and educational institutions that their advertisized "accepted" for broadcast on the Moscow City Radio Network (whatever that is) at rates "in accordance with an established tariff." Presumably they're going in only for institutional copy now, since the party lines work for freedom or economic and theatre enterprises, scientific and educational institutions and "other organizations."

Now that the Moscow radio has gone commercial, we imagine there'll be a change in the pay line. Instead of being simply the fund for nationalization along the lines of the Canadian system, where government competes with private industry, using the pick of the American network programs, and obviously the best of the physical assignments.

APROPOS the Muscovite capitalization, it's interesting to note that the CBC which is both the Canadian-owned broadcasting organization and the regulator of radio (like the FCC) is having financial troubles again and must sell more time or downgrade its sustainers. Inefficiency of Government in business must be the same everywhere. That incidentally, is the crux of the budgetary problem. Private enterprise could do it twice as well for half as much. No one should know that lesson better than Assistant Secretary of State William Benton, a former ad agency head turned bureaucrats.

Our Respects To

JEFF GEOFFREY WADE II

JEFF WADE was the bright young man who surprised a lot of people, including his father, by making his belief in a group of intellectual moppets pay off. The moppets were, of course, the Quiz Kids. But young Wade, now radio director of Wade Advertising Agency, Chicago, had to do some fast talking to convince his father of the prospectives program's merit.

At that time, Jeff Wade was on the payroll as a copy-writer without much authority, and his father, Walter, was, and still is, executive vice president and active head of the agency. Jeff Wade's grandfather and namesake, Albert G., started the agency, and was directly responsible for the firm's first use of radio as early as 1930.

The first radio account at Wade was for a farm equipment company and Walter Wade himself wrote the commercials which were included on an early Barn Dance program on WLS Chicago.

But it was with the Quiz Kids that the third generation Wade really started his agency career. In 1940 Jimmy Parks and Lou Cowan, two other bright young men of the industry, approached Jeff Wade with an idea Mr. Cowan had conceived. Young Wade was sold, but it took him a little time to prevail upon his father to take the program to Charles S. Beard- sley, then president and now chairman of the board of Miles Laboratories, and one of radio's best customers.

Mr. Beardsley, who had gambled earlier on the talent of an unknown blind pianist from England, Alec Templeton, listened gravely, made one suggestion (that the program title be changed to Quiz Kids) and told the three men to go ahead. The Quiz Kids moved into NBC as the summer replacement for the Templeton show and the War Bond earnings of Joel Kupperman, Robert Williams, Harve Fischman and a host of other junior brain-trusters began.

While 29-year-old Jeff Wade has had the rare opportunity of being able to have as an instructor on the art of advertising a man who is also his father, the relationship has meant no special favors. From the time he left Beloit College in 1937, he has had to prove himself for every job the agency has assigned to him. He broke into radio as a continuity writer for WLS where he learned the technique of serving the great American farm audience.

In 1938, when he joined the copy department at Wade he knew what kind of copy would appeal to farm listeners. And since Wade is (Continued on page 50)

BROADCASTING • Telecasting
OUR RESPECTS TO

the Paul H. Raymer Co.

for the highest four months national spot billing (January-April) in the history of WTAG.

for consistently capable, intelligent and dignified representation of our station.

for providing an adequate staff of trained personnel, centered in all important markets, to properly present our sales story to users of radio time.

for their uniform representation fee for all stations, which shows no preference for one station over another and which enables them to provide a character of service in keeping with our own high standards of operation.
HOLLYWOOD'S AD CLUB NAMES NINE DIRECTORS

NINE DIRECTORS were elected by Hollywood Advertising Club this past week, for terms varying from one to three years. Chosen for three-year terms were Robert J. McAndrews, Young and Rubicam Inc.; John Kemp, Hollywood Shopping News; David Glickman, Broadcasting, Hollywood bureau manager.

Elected to two-year terms were Jack O'Mara, ABC; Harry W. Witt, CBS; Homer Griffith, radio station representative.

The club named the following to one-year terms: Helen Murray Hall, NBC; Henry Gershenkorn, Mutual-Don Lee; Homer Boelter, lithographer.

Walter Van De Kamp, retiring club president and head of California Advertising Agency, automatically becomes a director.

Comr. Walker Back

FCC COMR. Paul A. Walker returned to his office May 20 for the first time since he suffered a broken blood vessel in the leg while attending the Oklahoma Radio Conference in Oklahoma City last March. He is reported recovering satisfactorily but plans to be at his office intermittently at first, spending only a few hours a time.

**Respects**

(Continued from page 14) probably the nation's largest farm advertising agency, his background has paid off in his role of radio director for such accounts as Miles, Murphy Products and the Quarrie Corp., a book publishing firm with a large rural circulation.

Because he has defective vision, he was rejected for military service but managed, by the simple expedient of joining the Office of War Information in 1943, to see much overseas service.

As chief of the radio section of OWI at Cairo, Egypt, Jeff Wade worked closely with the British in beaming Allied propaganda to the Balkans and the Middle East. His greatest thrill of the war, if not in a lifetime, was doing a Christmas Eve broadcast with NBC's Grand PArk from Palestine.

While serving in Cairo Mr. Wade met an attractive young nurse in the South African Air Force, Marie Lubke. Last January 13, Miss Lubke, from Durban, South Africa, became Mrs. Albert G. (Jeff) Wade II. The couple reside in Oak Park, where Jeff is teaching her golf.

As the third generation of the advertising Wades, he believes radio will play an even bigger role in modern advertising than it does today. Public service, employer-employee relations, education, all will be more popular through the use of intelligently planned radio programs, he believes. Even the Quiz Kids, he points out, have done much to make school work popular with millions of children, not to mention their effect on adding to the knowledge of mamma and papa.

Jeff's social and fraternal associations are confined to the Oak Park Country Club and the Chicago Radio Management Club.

**Prasse—Quinn**

BERTHA PRASSE, secretary to Carlston D. Smith, general manager, WRC Washington, was married in Chicago May 24 to William Quinn, Washington restaurateur. Her matron of honor was Gladys Murphy Borras, executive secretary to F. M. (Scoop) Russell, NBC vice-president in charge of Washington activities. Prior to coming to NBC in 1941, Miss Prasse was secretary to John J. Gillin Jr., president and general manager of WOW Omaha. The Quinns will reside in Washington.

**TBA Accepts CBS**

DIRECTORS of Television Broadcasters Assn., May 23 accepted CBS as active member with Lawrence W. Lowman, vice-president in charge of television, and Leonard H. director of Plans Division, Television, as official CBS representatives to TBA.

Radio for Judge

BIT OF BANTER at a winter meeting of the NAB-RMA Liaison Committee bore fruit May 20 when Frederie J. Ball, representing Crosley Corp. in Washington, installed a new Crosley console in the office of NAB President Justin Miller, a gift from RMA. At the liaison meeting Ray C. Cosgrove, RMA president and Crosley manufacturing vice-president, overheard a statement that NAB headquarters didn't have a good radio, and made a mental note of the deficiency. The new console includes FM, shortwave and record changer. It was installed in time for the NAB housewarming May 20. RMA, meanwhile, has two radios at its headquarters—both of late '20 vintage.

**NBC Will Honor Its 20 And 30-Year Employees**

INDUCTION of more than 70 NBC employees into the network's 10 and 20 Year Clubs will take place June 2 at a dinner at New York's Waldorf Astoria Hotel.

Niles Trammell, president of NBC, will make the principal address at the function. Dr. James Rowland Angell, NBC public-service counselor, will serve as toastmaster.

Frank Mullen, NBC executive vice-president, will preside at the inductions into the club.

Employees of 20 years or more service are: Steere Mathew, traffic; William D. Blischin, manager of purchasing; William, Burcher, television program editor; Joseph Kent, Hugh McRee, Ellis Shell and Helen Walk-

er, all of the controller's office; Gustave Rodir, James Gordon Strong, Granville Peers, Alfred Christopher, Andrew Waddell, Jess Wise, Alice Bross, Henry Gabrielson and Charles Grey, all of administrative assistant to the president; Marion Mur-

ray, program music; and Paul Durnot, production department.

Fifty employees will become members of the 10-Year Club.
Democrats Too Get Philadelphia Invite

Video Is Lure as City Attempts To Get Two Party Conventions

PHILADELPHIA is now angling for the Democratic National Convention [CLOSED CIRCUIT, May 5] and using its radio and television facilities as a major sales point. Television is understood to have been one of the factors which tipped the scale in GOP choice of the City of Brotherly Love for its convention site.

The formal bid for the Democratic Convention came May 16 when a delegation from Pennsylvania visited Gael Sullivan, executive director of the Democratic National Committee. The delegation assured Mr. Sullivan that Philadelphia would match all inducements held out to the GOP. One of the arguments set forth in favor of Philadelphia was its strategic position astride the coaxial television cable.

Another convincer, it is understood, will be an offer of a $200,000 check, identical sum preferred the GOP.

Philadelphia's location in the heart of the East's communication network could bring an estimated 38% of the national population to the ring-side of both conventions—unequaled publicity for both the city and the two parties, it was pointed out.

Conferences with Mr. Sullivan included Sen. Francis J. Myers (D-Pa.), Democratic National Committeeman from Pennsylvania; Mayor David L. Lawrence of Pittsburgh; Democratic City Chairman of Philadelphia Michael J. Bradley, and Albert M. Greenfield, chairman of the Tourist and Convention Bureau of the Philadelphia Chamber of Commerce.

To Manage KNOE

ROBERT W. DUMM, who has been program director at KXOA Sacramento, Calif., since his discharge as a lieutenant from the Navy in 1945, has been appointed general manager of KNOE, NBC affiliate in Monroe, La. Appointment was announced by James A. Noe, president and owner of KNOE, who also owns WNOE. Mutual outlet in New Orleans.

Just before entering the Navy Mr. Dumm was program director for KW1D, international shortwave station in San Francisco, and prior to that had been with KSFO San Francisco.

Frank Orsatti

FRANK ORSATTI, 58, veteran Hollywood talent agent, following a heart attack, died at his Santa Monica, Calif., home on May 19. Surviving are his father, Morris Orsatti; two sisters, Mrs. Estella Burress and Mrs. Carmen Cosgriff; and three brothers, Victor, Ernest and Alfred, all associated in the Orsatti Agency.

ANDREW Semi-Flexible COAXIAL CABLE

BETTER ON 3 COUNTS

✔ LOWER loss than plastic 50% to 50% less loss than in plastic cables of same diameter.

✔ GREATER power capacity Insulation does not melt or soften...develops less heat than plastic cables.

✔ LONGER lasting Andrew cables are made entirely of copper and stone, two materials which have unlimited life and which impart the greatest resistance to crushing, corrosion and weathering.

ANDREW 'FIRSTS' Here's proof of Andrew Leadership in the development of semi-flexible coaxial cables: 1) First to produce ⅜ and ⅝ inch soft temper cables in 100 foot lengths. 2) First to offer continuous coils of unlimited length with factory splicing...3) First to offer lines shipped under pressure with all fittings attached.

Such continued leadership enables Andrew to offer better semi-flexible coaxial cables; cables that are better than those made from any other materials.

A complete line of coaxial cables, accessories, and other antenna equipment is produced by Andrew.

ANDREW CO.

363 E. 75th St. • CHICAGO 19, ILL.

These are the famous Andrew semi-flexible coaxial cables in ⅜ and ⅝ inch diameters (shown in actual size). Because of their better construction and design they are used throughout the world by thousands of broadcast, police, government, and military radio stations as the most efficient device for connecting antenna to transmitter or receiver.
All these businesses have one thing in common

Write today for Schedule of Domestic Air Express Service.

**Air Express**

GETS THERE FIRST

Write today for Schedule of Domestic Air Express Service.

**Air Express**

GETS THERE FIRST

Write today for Schedule of Domestic Air Express Service.
WHISKERS are cheaper than fines when Nevada celebrates its annual Helldorado in May, and these four disc m.c.'s of KEKL and Boulder City have taken precautions to avoid the penal consequences of unlicensed entertainment—confined in the Kangaroo jail and a $5 fine. L to r: Roy Rockstorm, Kenny Taylor and Freddie Young, and (seated) Gull Jones.

**CAB Asks**

(Continued from page 42)

to interfere on a very large scale with freedom of speech on the air, and the full implications of existing laws have thus passed without notice. The important point is that freedom of speech does exist on the air in Canada as a matter of established right or law. That it may be permitted in some measure by the tolerance of existing legal bodies is a dangerous situation. It should be established as a matter of right and statute; not as a matter of 'grace'.

**Details of CAB Power**

Details of arbitrary power over stations in Canada by the government are given, including international negotiations at which CBC is an advisor but private stations are not represented or consulted beforehand. "It is the opinion of many independent broadcasters that most of the 'give' by Canadian authorities (at these international negotiations) has been on channels which are not primarily interesting to the CBC, while the 'take' has been on channels which are deeply concerned. Many of our members feel that their position in any negotiations for power increases or frequency changes are not pushed with the same effort that the FCC authorities give to similar requests from American citizens."

Development of television and facsimile has lagged in Canada, the brief states, because the CBC is not yet operating such stations and is unwilling to license independent stations to do so. For some time a few independent stations have been ready to proceed with experimental television and facsimile stations, the brief continues.

The CAB says further that CBC is "becoming increasingly commercial, increasingly more aggressively competitive. In addition to competition for advertising revenue, which is the only source of revenue, the life blood of independent stations, the government's CBC and independent stations compete for audience."

In reviewing the various radio acts, CAB points out that independent station licenses can be cancelled without cause, hearing or right of appeal by the cabinet minister in charge of CBC, without compensation for loss of license and livelihood, and only with compensation for depreciated value of equipment; that the government can take over any independent station at any time and that its staff must then work for the government; that any government department can ask any station to carry any messages without compensation; that CBC dictates payments to independent stations on networks which it alone can operate; that CBC has power of arbitrary limitation of, and control over, advertising to be carried by stations, thus controlling revenue of stations; that CBC has authority to designate programs to be broadcast and controls character of CBC programs; that CBC general manager has final and binding word on simultaneous use of mechanical reproductions.

**Closed Meetings**

In dealing with practices of the CBC, the independent stations declare that CBC exercises its wide statutory powers and determines many matters of far-reaching importance to the public at meetings without public; and that public time or places to be dealt with, from which public and press are excluded. The CBC renders decisions without findings of fact or statement of reasons so that its decisions on occasions appear to be purely arbitrary, the CAB brief says.

As a solution the CAB recommends (1) overall control of broadcasting legislation to establish a charter under which publicly-owned and independent commercial stations can expand, prosper and serve; (2) appointment of an independent licensing and regulatory body appointed by and directly responsible to Parliament with power to license and regulate all radio in Canada; (3) continuation of CBC as a national broadcasting system without power to regulate its competitors; (4) equality of independent commercial stations and CBC under an independent licensing and regulatory body; (5) establishment of freedom of speech on the air as a matter of right.

**L. A. Agency Builds**

LOCKWOOD - SHACKELFORD Ad's last week announced plans for a new $100,000 building to house its Los Angeles office. The building, expected to be completed by June 1949, will be located at the northwest corner of Beverly Blvd. and Westlake St. Radio offices, however, will remain in Hollywood.
TO PROMOTE continued listening to station and to provide interesting quiz show, new audience participation program titled "Were You Listening?" has been started by WOA. San Antonio. Members of studio audience are asked questions concerning programs, sponsors, spots, etc., heard during listening tests. A weekly entry is made to WOA for answers. Also there is a weekly grand prize given to listening audience for getting station answer to question each night.

Children's Stories

DESIGNED for children between the ages of 7 and 12, new series titled "Elle, Tell A Story" has been started on WQWW Washington. Aired Sat. 5:30-6:30 p.m., show is conducted by Eleanor Livingston who presents stories adapted from folklore tales old legends and stories of general interest to children. American folk music is used as background for stories.

WWDc Contest

STUDENTS from all high schools in metropolitan Washington are eligible to compete in contest being conducted by WWDC that city, to pick amateur record encess to appear on new series titled "Teen Disc Jockeys." These students from different schools appear on shows each week at 11:15 a.m. They play their own records and do their own writing for introductions to each song. Listeners are requested to send in votes for their choice of best "Disc Jockey." The student selected each week from the Saturday program, makes a Saturday appearance on WWDC on Tuesday at 7 p.m. when he acts as m.c. for a half-hour program.

Based on true criminal investigation and detection, new series titled "Racket Hunter Roundup" started May 28 on WIN New York. Bill Slater is moderator of program which features group of outstanding peace officers in roundtable discussions. Series will present such topics as Burton Turkeys former Kings County assistant st. attorney. George Fuster, former federal man and police officer, and Anthony Mardo, lawyer and former associate of Governor Dewey. Series is aired Thurs. 8-9:30 p.m.

Spring Feature

SPRING HIGHLIGHT of "Top of the Morning" show, heard daily on WTMJ Milwaukee, is the giving away of packets of gourd seeds to listeners on request. Gordon Thomas, m.c. of show, has been giving gourd seeds to listeners each spring for five years. In the fall, he holds a gourd contest at WTMJ in which listeners enter their prize gourds. Mr. Thomas reports nearly 10,000 requests for seeds so far this year.

"Hubub Club"

AUDIENCE participation show with absolutely no applause is unique feature of "Hubub Club" program heard on NBC Pacific network. To replace applause, small mallets are provided to each person in the audience to bang as long and hard as he desires. Half-hour show is composed of questions, prizes, interviews and fun performed for participants, and is conducted by Jack Gregson, the "Big Hub.

Farm Problems

PROBLEMS of farmers and possible solutions are discussed on "The Farm Forum," program heard Mon. on WOHS Shelby, N. C. Hugh Dover, WOHS farm editor, visits with farmers from different farms throughout the state. These problems are aired on "The Farm Forum," program. Farmers who have solved the same problem appear on "The Farm Forum." Dover also presents interviews with county farm agents, and others in agricultural field.

"Train of Tomorrow"

TO INFORM listeners of latest advancements in research and construction skill, special program "Train of Tomorrow" is presented on WNRI,播出. "Train of Tomorrow" will be recorded during initial run from plant to plant. "Train of Tomorrow," which will be aired on WJR, is the same event from 8:30 to 10 p.m. Bud West, WNRI special event director, will handle broadcasting, describing unique features of new train as well as problems and personalities aboard for the special test run.

Junior Fashion News

FASHION news especially for teenagers, career information and how to start a teen club are features to be included in new "Junior Fashion's World" program to begin June 4 on KVOO Tulsa, and WKO Oklahoma City. Aired each week at 11:30 a.m., show will be conducted by Kent Sweatt, a commentator on "Woman's World" program. "Junior Fashion's World" will be heard through summer months, ending with contest for best letters from listeners describing their favorite fashion feature for "Junior Woman's World.""Exhibits Insurance

TO INFORM listeners of benefits to be derived from Old Age Insurance, new program series titled "Exhibits Security" will start June 7 on WBBM Chicago. Program will be a cooperative effort between Federal Government, series will be broadcast each Saturday in June, June 3-13 p.m. (CDT). Format calls for descriptions of actual case histories taken from files of Social Security Administration's regional office in Chicago. Officials of Social Security Administration will conduct the series and will answer questions from listeners concerning benefits of Old Age Insurance.

Education Problems Aired

CLASSROOM andwide phenomena of educational activities in schools in Montgomery County, Pa., are discussed on "WNAE's School Room of the Air," new program sponsored by WNAE. Nineteen county communities are given a week of each program so that public can understand the teachers and the students in connection with the program. Both students and teachers participate in program. Program is arranged under supervision of Ed Tucker, WNAE, program director.

Local News

DEIGNED to give Houston's citizens a better understanding of the city past, present and future, 10-minute program titled "Houston Speaks" is presented on KHR that city. Sat. p.m. Features of show include Houston's past, present and future and the future. A program of events affecting the city and its people, how they are met. Both students and teachers participate in program. Program is arranged under supervision of Ed Tucker, WNAE, program director.

State Senate Reports

DISCUSSIONS of personalities involved in controversy issues which develop out of the work of the Senate and House of Representatives are discussed on new series. "Controversy Reports" will be aired in the State House," over WLAU Lawrence, Mass. Aired Sat. 7:30-8 p.m. Program features state political persons prominent in field of weekly subject to be discussed.

Press Analysis

CRITICAL analysis of newspapers, magazines and radio and television news of the week is presented on new series. "CBS News for the Week" will be heard from New York, May 31. Program is aired at 9 p.m. on CBS New York. Features on the program include news and features and features of the news of the week.
AM-FM-Television Battle for Listeners
Fate, McCluer Says

AN NBC CENTRAL Division executive went on record Thursday that AM broadcasting had about reached its peak in earnings and, he said, the future of broadcasting will be decided by the struggle for listeners among AM, FM, and television.

Paul McCluer, NBC Central Division sales manager, speaking before an student body of Illinois College Radio Workshop as a member of a panel on "The Future of Radio," said that of the three media, television held an advantage in the coming battle. "It has potentially the most to offer in the public interest," he said.

Regarding radio in general, Mr. McCluer declared the medium must be ever cognizant of its responsibility to operate in the public interest and that both its "strength and weakness lie in that responsibility."

Reinald Werrenrath, publicity director of WBKB, Chicago's lone video station, pointed out that television leaders still had to circumvent the problem of getting and maintaining listenership during the daytime hours, and that television still requires 100% attention" to be effectively enjoyed. Mr. Werrenrath declared that a gal was, by means of coaxial cable, between Chicago and the East Coast was "forecast by the end of the year, and that AT&T had prophesied a coast-to-coast video network within five years.

Greatest Medium

George Jennings, director of Radio Council, Chicago Board of Education, emphasized that "radio is the greatest medium and means of communication in the world," and that it was essential that it be used for educational purposes. He pointed out that 55% of American adults never got beyond the eighth grade in school.

Panel of guest speakers included Harlow P. Roberts, newly-elected vice president of Chicago Federated Advertising Club, who is associated with Goodkind, Joice and Morgan, advertising agency, as well as Mr. McCluer, Mr. Werrenrath, Mr. Jennings, and Judith Waller, public service director of NBC Central Division, who presided as chairman.

Audience Computer

HAL PHILLIPS, KTKO Oklahoma City manager, reported that he has developed an electronic device called "Radio Set Use Computer" for measuring the size of radio audiences. He says it can be installed in a receiver, and when the unit passes a point where a receiver is operating the station to which the radio is tuned and the time and location can be recorded. Application for letters patent on the invention has been filed, Mr. Phillips says.

Talent Unions Committee Sends TV Questionnaire

ALFRED HARDING, of Equity, talent unions' joint television committee secretary, said that a subcommittee headed by Vinton Hawthorn is circulating a questionnaire among members of the AAAA unions asking for details of their video employment, amount and distribution of work currently available in television, and the rates of payment and working conditions in this new field. When the survey has been completed the sub-committee will submit its report to the full committee for use in drafting contract proposals for submission to television broadcasters and other employers of video talent.

The joint committee of AFRA, Actors Equity, Screen Actors Guild and other members of the Associated Actors and Artists of America, parent organization of all AFL talent unions except AFM, has not met for some weeks, according to Mr. Harding.

NOW 5000 WATTS

BIGGER AND BETTER
in IDAHO

TWIN FALLS - IDAHO

WEED & CO., Representatives

BUILDING SAFETY

KPO Gives Time to Help
Reduce Accident Toll

JOHN W. ELWOOD, KPO San Francisco general manager, has announced a month-long campaign by his station to reduce the toll of household, highway and industrial accidents.

In addition to giving safety tips, KPO's programs are vying with each other in raising funds for the National Safety Council, which is currently seeking to expand its membership. All of KPO's public service spot announcements during May are being devoted to the safety campaign, Mr. Elwood said.

New Subscribers to NBC Syndicated Shows Listed

MARKETING of several NBC syndicated programs and sale of network's Thesaurus Library service to seven more subscribers have been announced by Frank Chizilini, manager of NBC Chicago Radio Recording Division.

New Thesaurus subscribers are WLBC Muncie, Ind., KDSI Deadwood, S. D., KRON Fremont, Neb., WBBZ Ponca City, Okla., KJU Huron, S. D., KDKO Carthage, Mo., and WCSI Columbus, Ind.

Also ordered were an NBC package of 15 syndicated programs by WCSI, 117 quarter-hour programs featuring Art Van Damme quartet by WJOB Hammond, and 260 five-minute mystery programs by KELO Sioux Falls, S. D.

"IBCing you"... in INDIANAPOLIS

"P.M. Party" Rates a Hearty Ovation in Hoosierland

After eleven solid months of five fun-fests a week, WIBC's post-show participating show—"P.M. Party"—is still making good use of the studio S.R.O. shingle and pyramiding in popularity with the ever-growing WIBC stay-at-home audience. Heard Monday through Friday from 2:15 to 2:55 p.m., "P.M. Party" features such high-octane talent as Tenor Dave Hamilton, Organist Joe Clauer and the studio orchestra, with Emcee Gene Kelly handling the quick quips and awarding prizes to participants. For full details on how "P.M. Party" can best be used to elevate your Indiana sales standing, see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS News Station

June 2, 1947 • Page 55
CP-construction permit
D-type directional antenna
ERF-effective radiated power
ST-studio-transmitter
synchron. amp. -synchronous amplifier

antenna
D-day
N-night
avr-sural
vis-visual

May 23 Decisions . . .
BY THE COMMISSION
Announced that engineering conference to
counter technical problems inherent in
utilization of frequencies between 42 and
88 mc will be held June 10 and 11. Dis-
cussions will center around allocation of fre-
cuencies to non-Government services.

BY A BOARD
License Renewal
KWGB Los Angeles—Granted renewal of
license for period ending May 1, 1949.
WSHM and WIXX, Portland, Me.—Same.
Harvey Radio Labs, Inc., Cambridge, Mass.—
Granted renewal of license WIXX for
period ending May 1, 1948. Courrier-Journal
and Louisville Times Co.,
Louisville, Ky.—Same. WIXX.
Gale B. Co. Oxnard, Ill.—Same.
WABP New York—Granted renewal of
license for period ending June 1, 1948.
WBBR-FM Chicago—Same.
WCBS-FM New York—Same.
WBCG-BBeam—Same.
WPBF Schenectady, N. Y.—Same.
WLRM Philadelphia—Same.
WBZ-FM Boston—Same.
WBDA-FM Springfield, Mass.—Same.
WRFM-WM Milwaukee, Wisc.—Granted re-
newal of license for regular period.

Modification of License
WHBP Rock Island, Ill.—Granted mod.
licensing change from directional to non-
directional operation during 5 hours.

BY COMMISSIONER HYDE
Watson L. Reed, Petaluma, Calif.—Grant-
ed petition for waiver of rules and accepted
petitioner’s appearance in re application.
Tri-City Bdst. Co., Bel Air, Ohio—Grant-
ed petition for leave to amend its ap-
lication to specify 1500 kw instead of 1000 kw,
and for removal from hearing docket.
Amendment was accepted and application as
amended removed from docket.

Arington-Pairt Bdst. Co., Inc., Ar-
lington, Va.—Granted petition for leave to
amend its application to supply engineer-
ing Information.

KWAB Shreveport, La.—Grant-
ed petition for waiver of rules and accepted
petitioner’s written appearance in re oral
argument upon applications of Syndicate
Theatres Inc. and Universal Bdst. Co. Inc.
Wrest Med., Minn.—Commission, on its own
motion, continued hearing on application
from May 5 to June 5.
John R. Quinn, et al. Lincol, Neb.—De-
crease Power for leave to intervene upon
application of Capital Bdst. Co.

KOIN Portland, Ore.—Granted
petition for leave to intervene in hearing on
application of KAKC.

Arasche Bdst. Co., Inc., Arasche, Pa.—
Granted petition for leave to amend appli-
cation to specify 1420 kw 1 kw unl. instead of
1100 kw 250 kw unl. Amendment was ac-
cepted, and application as amended re-
moved from hearing docket.

Southeastern Bdst. System, East Point,
Ga.—Denied petition for leave to amend
application to specify 1260 kw with 25 w D.
Instead of 1400 kw 250 w unl.

WHP Harrisburg, Pa.—Granted petition
for leave to intervene in hearing upon appli-
cation of Foundation Co. of Washington.

WHEE Erie, Pa.— Granted petition for
leave to intervene in hearing upon appli-
cations of Western Reserve Bdst. Co. and
Civic Breaths, Inc.

WDEL Inc., Tri-State Bdst. Co. Inc., et
al., Wilmington, Del.—Granted petition
for continuance of consolidated hearing from
May 26 to June 9, at Washington.

Lake County Bdst. Fills, Ill.—
Granted petition for leave to amend its ap-
lication to add to application supplemen-
tary engineering statement.

KIFI et al., Idaho Falls, Idaho—Grant-
ed petition for continuance of consolidated
hearing presently scheduled for June 2 and
continued same to June 19.

KSA San Francisco—Granted petition for
extension of time for filing exceptions
and applications for modification was
extended to and including June 11.

May 23 Applications . . .
ACCEPTED FOR FILING
FM-95.5 mc.

WDEL Inc. Wilmington, Del.—CP new
FM station on 44,900 kw AMENDED:
to change frequency to channel 254, 95.5 mc,
change type trans., trans. site, specify ERP
15,300 w and make changes in ant. sys-
tem.

Modification of CP
WPDO Jacksonville, Fla.—Mod. CP as
mod. which authorized change in frequency.
authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

WEST-FM Wauna, Castle, Pa.—Mod. CP which authorized new FM station for extension of completion date.

FM—94.5 mc Reading Bestg., Reading, Pa.—CP new FM station on 48.1 kw—AMENDED to change frequency to channel 255, 84.6 mc, change tower type and trans. site, ERP from 630 w to 16.2 kw and make changes in ant. system.

FM—Unassigned The Saure Printing Co., Saure, Pa.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 270 w.

FM—100.5 mc York Bestg., York, Pa.—CP new FM station on 45,100 kw—AMENDED to change frequency to channel 263, 100.5 mc, change type trans. site, specify ERP as 15 kw and make changes in ant. system.

Modification of CP WNAX Yankeetown, S. D.—Mod. CP which authorized installation of new trans., for extension of completion date.

Remote Pickup Billy Averitt Laurie, area of Jacksonville, Tex.—CP new remote pickup station on 1622, 2058, 2110, 2790 kw, 15 w, emission A3 and hours in accordance with Sec. 4.406.

AM—1590 kw

WLOL Norfolk, Va.—Authority to determine operating power by direct measurement of ant. power.

Tendered for Filing

KFKA Greely, Colo.—CP change frequency from 910 kc to 1210 kc, change hours from 6 A.M. to 12 P.M. and 1 P.M. to 11 P.M. and change tower and trans. location.

Assignment of License, CP

WLAK Lakeland, Fla.—Consent to assignment of license and CP to Lakeland Bestg. Corp.

AM—1580 kw

The Heim Coal Co., York, Pa.—CP standard station 1580 kc 1 kw D.

New FCC Hours OFFICE HOURS OF FCC today, June 2, change to 8:30 a. m. to 5 p. m. (EDST) from former 9:15 a. m. to 5:45 p. m. Commission is open Monday through Friday except legal holidays.

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AM—1170 kc

Fenestra Bestg. Corp., Hampton, Va.—CP new standard station 1179 kc 250 w D.

Modification of CP KFRM Concordia, Kan.—CP to specify main studio location, using 5 kw DA.

AM—1050 kc

The Lancaster Record Co., Lancaster, Ohio—CP new standard station 1080 kc 250 w D.

May 26 Decisions...

Extended to and including June 16 final date for submitting of comments re proposed changes in rules and regulations governing operation of certain licensed stations by unlicensed persons.

May 27 Decisions...

BY THE COMMISSION

Commission on its own motion continuing hearing on promulgation of rules and regulations and standards of good engineering practice concerning daytime offshore trans. of standard stations from June 2 to June 4.

May 27 Applications...

ACCEPTED FOR FILING

Modification of CP KLOX-FM San Jose, Calif.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

TYPE 910-A

get listenthip UP...

noise level DOWN with the

*DYNAMIC NOISE SUPPRESSOR

Needle scratch, bass rumble and all other surface noises are almost completely eliminated in broadcast musical recordings by the *Dynamic Noise Suppressor... and without noticeably altering musical quality. The result is a new kind of realistic reproduction that is building greater audiences for stations equipped with this device.

The controlling factor is an electronic "gates" circuit that automatically, instantaneously and continuously adapts the amplifier band width of the record player to the musical range being reproduced... eliminating both low and high frequency noises.

The *Dynamic Noise Suppressor is the product of more than 15 years of research and testing by its inventor, Herman Hasmer Scott. It is gaining wide use in both AM and FM broadcast stations... and in radio-phonographs.

Send for descriptive folders and prices today.

** Licensed under Herman Hasmer Scott patents pending.

Engineering Representatives:

Chicago: 1024 South Street, Oak Park 37, Illinois. Phone: Village 9245


TECHNOLOGY INSTRUMENT CORP.

BROADCASTING • TELECASTING

WALTHAM 54, MASS.
Survey Shows Standard Stations Doubled Since War's End; FM Proportion Higher

SURVEY of station grants last week showed that almost as many standard outlets have been authorized by FCC since the end of the war as there were in existence during the wartime freeze. The proportion is vastly greater for FM, while television, although expanded, still lacks momentum sufficient to meet the pace of the other services.

There are 1,232 AM stations licensed, 499 holding construction permits and 706 applications pending (of which 418 are in hearing). On Jan. 1, 1942, there were 923 AM stations authorized. This was boosted to 911 licensed and 24 with CPs as of June 30, 1946, just before the end of the war.

On Aug. 7, 1945, when the freeze ended, the AM figure was 916 licensed and 25 with CPs. The upswing is noted during the next year with a June 30, 1946, report showing 911 licensed and 254 holding CPs.

On Feb. 7, 1947, at the start of the expediting procedure, the AM count was up to 1099 licensed and 461 with CPs. During the three month period ending May 1 FCC issued 158 new CPs, most of which came in the very last portion of the time.

At present there are 48 licensed FM stations and 782 initial authorizations. Of the latter, 541 constitute CPs while the rest are conditional grants. However, there are some 200 FM outlets now on the air. On Jan. 1, 1942, only four FM's were licensed. At this time 14 held CPs, including 1 which held CPs but were operating commercially under special temporary authorizations to use former experimental facilities.

At termination of the war freeze, Aug. 7, 1945, there were some 600 FM applications pending. By June 30, 1946, the count was 58 operating, 556 initial CPs or conditional grants and 250 applications pending. Some 48 FM's operated during the war.

Six Video Outlets

On Jan. 1, 1942, there was but one television station licensed. Three commercial CPs were outstanding at this time and the count also included 34 experimental video outlets. FCC states six TV stations operated during the war. On Aug. 7, 1945, 158 TV applications were recorded pending but of these 80 subsequently withdrew, many stating desire to await Commission policy regarding the CBS color system. There presently are six licensed commercial video outlets, 59 holding CPs and nine applications pending. Three of the requests are in hearing.

The tally last week for noncommercial educational CPs or outlets was six licensed, 29 with CPs and 14 applications pending.

A 26 WEEK course in technique of broadcasting is being offered employees of WOW radio station out of Wed. 7. The program includes study covering FM, television, problems and techniques of programming, script writing, TV engineering, recording, research, etc. is offered to WOW studios in its studio.
WILLIAM J. DUNN, former CBS war correspondent, has joined Manila Broadcasting Co., owner of KERN, Manila, P. I., as executive vice president. Mr. Dunn has had almost 25 years of experience in radio, news, advertising and public relations and was responsible for setting up domestic news departments of CBS, where he remained for 10 years, including his war experience.

WALT GAINES, former manager of WLOG Logan, W. Va., has been named manager of WMOC Covington, Ga.

EDGAR KOBAR, MBS president, will receive honorary Doctor of Laws degree from Missouri Valley College, Marshall, Mo., at commencement exercises June 2.

EDWARD R. MURROW, CBS vice president and director of public affairs, has been appointed chairman or program committee of New York Radio Executives Club for the 1947-48 season.

ROBERT LEAHY, assistant chief of Broadcast Div., accounting department of FCC, Washington, has been elected commander of District Dept. of American Veterans of World War II.

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, will attend MBS Board meeting in Chicago June 11-12, department from Hollywood June 3. IVOR BROWN, vice president and assistant general manager, will also attend meetings.

R. H. MASON, general manager of WPWF Raleigh, N. C., has been elected president of Raleigh Ad Club.

IRVING R. ROGERS, president and treasurer of WLAB Lawrence, Mass., and publisher of Lawrence Eagle-Tribune, has been elected to board of governors of New England Daily Newspaper Assn.

WGBS Honored

BECAUSE of the outstanding promotion efforts of WGBS Miami in behalf of the Naval Reserve Recruiting Campaign, the Navy has awarded the station the World War II Victory Medal, the first awarded in Florida. WGBS Sports Editor Bob Lyle received the Medal in recognition of his work for the campaign.

NBC has secured exclusive video rights to the 35th Davis Cup Challenge Round, first to be played in this country since 1939, at Forest Hills, L. I., Aug. 30-Sept. 1.

DAYTON HOST TO ABC'S CENTRAL UNIT MEETING

ABC EXECUTIVES, headed by Mark Woods, president of the network, met in Dayton, Ohio, with affiliated stations in ABC's central group on May 27. Meeting was called by J. P. Williams of WING Dayton, who represents the ABC stations in that area on the network's Stations Planning and Advisory Committee.

ABC officials who attended were: John H. Norton Jr., ABC vice president in charge of stations; Ivor Kenway, director of advertising and promotion for the network; Ernest L. Jahncke, manager of station relations for ABC's Eastern Division, and Otto Brandt of ABC's Stations Dept. Also attending were representatives of ABC's affiliated stations in Michigan, Ohio, Indiana, West Virginia and Kentucky.

The series of meetings which ABC executives have been holding with affiliated stations across the country are designed to give network officials first-hand knowledge of the problems of the individual affiliate and acquaint the stations more fully with network plans and developments.

Dr. Ayres Is Judge

DR. HARRY MORGAN AYRES, Dean of the School of General Studies and director of the summer session at Columbia U., New York, will head the board of judges for the H. P. Davis National Memorial announcers awards, it was announced last week as the 1947 competition opened for the 15th consecutive year. Notice of the competition, which is open to regular staff announcers of all independent stations affiliated with NBC, went out last week. The 1947 winner will be announced this fall.

Radio Copy Lecture

A LECTURE on the technique of writing effective radio advertising copy was featured on second day's sessions of the Allied Stores advertising clinic held in New York May 26-27. The speaker was Walt Dennis, director of radio and television for Allied, which operates a chain of 72 department stores throughout the U. S. Most of the firm's advertising executives and copy writers attended the clinic.

Teaches Announcers

WAZL HAZLETON, Pa., announcers have completed a 26-week course in English. microphone technique, cosmopolitan English, speech delivery, dramatics and the science of phonetics, compliments of the station management. The course was directed by George Winterstein, dramatic, voice and diction instructor at Marywood College, Scranton, Pa., who has been engaged by several eastern stations to train their personnel.

Indian Broadcasts

SATURDAY afternoon news broadcasts in the Navajo language have been launched by KGAK Gallup, N. M., for the area's large Indian population. Gallup is the trade center of vast Indian reservations, of which the Navajo is the largest. News items of special interest to Indians are supplied to KGAK by the Indian agency at Window Rock and by other sources close to Indian affairs. Following each news cast KGAK airs a talk, also in the Navajo tongue by a Navajo active in tribal affairs.

Sportscasters Elect

TED HUSING, WHN New York record m. c. and former CBS sports director, was elected president of the Sports Broadcasting Assn., New York Chapter, at a meeting in New York May 26. Marty Glickman, WHN sports director, was elected vice president, Guy Lebow, WHN sportscaster, was elected second vice president, Andy Lang of Press Assn., was voted treasurer and Joe Hazel, ABC sportscaster, was named secretary.

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Why does Quaker Oats depend on spot radio programs?

Your best results are lasting results.

Use WRNL in Richmond...

Here ... in a market of continual growth, WRNL offers the enterprising advertiser a lasting return on each advertising dollar.

Edward Petry & Co., Inc., National Representatives

Broadcasting • Telecasting

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WHO Entertains in N.Y.
For Agency Radio Group

WHO DES MOINES was host to about 100 agency radio executives last Tuesday at a luncheon at New York's Waldorf-Astoria. Herb Plambeck, WHO's farm service director, described the station's soil conservation campaign and introduced a color sound film of the WHO Fourth Annual Corn Belt Plowing Match and Soil Conservation Day for which station received the duPont award for 1946. Event will be repeated this fall, Mr. Plambeck said.

Jones Scovorn of Free & Peters, national sales representative for WHO, was toastmaster at the luncheon, at which Paul A. Loyet, WHO vice president, also spoke briefly.

MARY SULLIVAN (second from l), gets congratulations and best wishes from her sponsor, Carter Products Inc., as she starts her second year as ABC's Policewoman. A party in her honor at New York's Tough Club drew the above-well wishers (l to r): Robert E. Kintner, executive vice president, ABC; Edward F. Hudson, vice president, Ted Bates Inc.; Mrs. Grace Layag, daughter of Mrs. Sullivan and only woman hotel detective in New York; Mr. Woods, president, ABC; Mrs. Sullivan, and John B. Erickson, representing Carter Products Inc.
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ADAMS 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., Mi. 4151
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1728 Wood St.
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Michigan 2261

KEAR & KENNEDY
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ARLINGTON, TEXAS

Barclay & Saxon
Radio Engineering Consultants
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Austin, Texas

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**LENS OPPOSES L. A. APPLICANT FOR GRANT**

A RESOLUTION opposing any broadcast station grant to Hollywood Community Radio Group on the ground that several members of the American Legion, has been adopted by the California Department of American Legion.

The Group is one of four AM applicants involved in a competitive proceeding for 1500-1620 kc in the Los Angeles area, and is one of two applicants for one available Class B FM channel. Charges that some of the Group’s members had Communist sympathies were accepted by the FCC consolidated proceeding on the applications last winter [Broadcasting, Dec. 23].

The Legion executive committee felt that if any permit to operate a broadcasting station were issued to [Group], it is reasonably certain that the station would be used to spread the philosophy of Community and the interests of Soviet Russia to the detriment of the United States of America and its form of government and would do incalculable harm to our government and our American institutions.”

Copies of the resolution, signed by Donald A. Clarke, department adjutant, were sent to FCC and members of California’s Congressional delegation. The Group is owned by 37 stockholders headed by Alvin Wilder, commentator.

**CBS Changes**

**EFFECTIVE** June 7 the CBS Sweeney and Marsh Show, which formerly occupied 8:30-9:00 p.m. slot, will move to 6:30-7:00 p.m. slot. This move will be followed by Sweeney and Marsh which switches to ABC, Wednesdays, 9:30-10 p.m., on Oct. 8, under sponsorship of Nozema Chemical Co. The period formerly occupied by Sweeney and Marsh will be occupied by a special show on June 7 in connection with the American Medical Association Convention and beginning June 14 a program titled Oklahoma Roundup goes into that spot.

**Service to Schools**

Calls requesting school closing announcements were received by WCCO Minneapolis during the 1946-1947 school year from 213 schools in Minnesota and 15 in Wisconsin, the station reports. In some instances the schools made requests on more than one occasion for an announcement about closing. The calls came from schools far distant as 175 miles from Minneapolis.
They Say...

"PRIVATE ENTERPRISE is in the public interest. It was only in the minds of the fearful that the two were arrayed as though hostile to one another. . . . The only public interest worthy of the citizens' devotion is that which commands, and in turn is commanded by, respect for the rights of individuals and adherence to orderly conduct of their affairs under uniform laws impartially administered. Private enterprise serves that public interest."


"NOT SHOULD we minimize the value to everyone—farmers, business men, and housewives—of the information received through the sometime annoying commercial announcement. Commercial advertising is the keystone of the large part of the American radio industry. . . . But there is one outstanding service that radio can offer all of us. It can provide all the people of the state in the survivor at one time who are particularly well qualified to discuss public issues. . . . I am sincerely convinced that radio can be and must become a great instrument in the promotion of good government."

Gov. George T. Mickelson, of South Dakota, in address aired by KUSD, non-commercial educational station of the U. of South Dakota, on occasion of KUSD's 25th anniversary. . . .

"RADIO ADVERTISERS do not decide what show to sponsor by throwing darts at a list or by using a ouija board . . . . the selection of radio shows...hit or miss. It is a very complicated and well-thought-out process. And the result is usually a show that will please a great number of Americans...I have come to the conclusion that if...people would do a little more looking around and a little less criticizing they might find out that their criticisms are largely unfounded. . . . If one will only investigate the radio dial one can find almost any kind of show is offered at least a dozen times a week."

Dale Drum, whose letter in reply to sharp criticism of radio by persons he termed "intellectuals" appeared in the Opinion of the People column in the Los Angeles Times.

PROMOTION kit on CBS "House Party" program, heard Mon-Fri., 5-5:30 p.m., and offered for cooperatives able to network affiliates, was mailed last week by CBS co-op division to station managers, local advertising agencies, included in kit were press releases and biography of Art Linkletter. m/c. of show.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

NEW 5-kw transmitter of WSLI Jackson, Miss., will be housed in this modern structure. Station, which has been operating with 250 w on 1450 kc, plans to move to its new frequency, 250 kc, with 5 kw both day and night. When this new operation begins WSLI, an ABC affiliate, will be the only station in Mississippi with 5 kw at night, according to L. M. Sepaugh, manager.

Seven Conditional, Three Full CPs Are Granted in FM by Commission

SEVEN new conditional FM grants were announced by FCC May 22. Three are for Class A facilities while the rest specify Class B assignments. Two of the latter were issued in lieu of previously authorized Class A grants.

Class A grantees:
Camden, N. J.—American Quarta Labs. Inc.

WDAY Contests

CASH and merchandise prizes will go to winners of WDAY Fargo's Mr. WDAY and Mrs. WDAY contests. In the Mr. half of the contest an unknown man is traveling through WDAY's listening area and the person who finds and properly identifies him will receive a $100 bill. Then the winner will be brought to Fargo to receive prizes valued at $4,000 donated by merchants of Fargo and its neighboring cities in Minnesota, Moorhead. WDAY has coined a name for an imaginary Mrs. WDAY and each day is broadcasting one letter of the name. Writer of the first letter to WDAY correctly identifying the mythical Mrs. WDAY will receive prizes similar to those awarded the winner of the Mr. WDAY contest.

Trenton, N. J.—Trent Broadcast Corp., Jerseyee WTTM
Stroudsburg, Pa.—Pocono Broadcasting Co., permitted WHAB.

Class B grantees:
Bome, Ga.—Newspub. Co., permitted WLAQ.
Aberdeen, N. C.—Parker Bros., Inc.
Sioux Falls, S. D.—Tri-State Broadcasting Co., Principals: Don C. Douthit, hotel group interests, 25%; J. E. Nash, owner Theaters Beresford and Canton, S. D., 25%; Wayne A. Donahue, furniture store, 25%; Myron J. Bennett, former producer-conductor "MBB" show on WENI, St. Louis, KENZ Des Moines and WCKY Cincinnati, 9%; W. B. McKenzie, president and half-owner Power City Radio Co., partner: Wohlers Gas and Supply Co. and former half-owner KBGO that city, 4%; Wisconsin Rapids. Wis.—Wm. F. Hufman, licensee WPHK.

At the same time the Commission authorized construction permits to the following (conditions power is given is effective radiated power and antenna height is height above average terrain):
Central California Broadcasters Inc. (KKEF), Berkeley, Calif.—Class B, 6.8 kw, 1,420 ft.
Century Life Insurance Co. (WSO), Columbus, S. C.—Class B, 150 kw, 455 ft.

The Commission also issued CPs in lieu of previous conditions to the following:
KOLO—FM Mason City, Iowa—Class B, 260 kw, 990 ft.
WDQJ—FM Greensboro, N. C.—Class A, 14 kw, 275 ft.
KURB—FM Council, Neb.—Class B, 22 kw, 330 ft.
KERN—FM Des Moines—Class B, 150 kw, 1,580 ft.
KOLD—FM Dallas, Tex.—Class B, 46 kw, 490 ft.
Dubuque Broadcasting Co. (WMLT), Dubuque, Ga.—Class B, 2.5 kw, 310 ft.

* In lieu of previous Class A grant.
AVERY

7000 KILOCYCLES

BROADCASTING

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—National Representative

Mr. Jones

JAMES G. BEARDSLEY will be transferred from Chicago office to Detroit office of Beaumont & Hohman Inc., effective July 1.

ALAN MCKEE, radio production director, and JACK STAFFORD, production and public relations director, respectively, of Smith, Bull & McCrery Adv., Hollywood, have resigned, with their former assignments being taken over by MAYFIELD KAYLOR, agency production manager. Mr. McGee has joined WKBW-Pasadena as account executive. Mr. Stafford will freelance in radio production and announcing.

JIM LUNTZEL has resigned from Hollywood Publicity Assoc. to form own agency in that city under name of Jim Luntzel Assoc.

HAROLD GRAINGER, formerly with adv. board of Wine Institute, San Francisco, has joined Brescher, Van Norden, & Stad in that city, as full representative and merchandising counsel.

DEAN WEINBERG, Army discharged, has joined agency's production staff.

C. D. CALVERLY, former account executive of D'Arcy Adv., Cleveland, has joined L. C. Cole Adv., San Francisco, in similar capacity. EARL HAWLEY, formerly on copy staff of Puifor, San Antonio, also has joined Cole agency.

HAL MOORE, who recently operated in public relations for B. F. Goodrich, has established Acme Adv Agency at 925 SW 13th Ave., Portland, Ore.

DAVE GRIFFITHS, with WORI-Scanton, Pa. for past 10 years as sports commentator, comedy writer, publicity director and production manager, has resigned to open own agency under name of Dave Griffiths, Radio Adv. Consultant. Offices will be located in Brooks Build., Scanton.


HENRIETTA BARNES, formerly with St. George & Keres Inc., New York, has joined St. George's & Keres Adv., New York, as assistant to NANCY HUGHES, director of specialized and fashion advertising.

CHARLES NEWTON, former copywriter at Doherty, Clifford & Shenfield, New York, and prior to that group head at Chas. Geray, Cortell & Newell, New York, has joined copy staff of Duane Jones Co., New York.

PORTER D. BIBB Jr., former head of new business at Lensert & Mitchell, New York, has joined Compton Adv., that city, to head up new business activities.

H. V. PETERSON has rejoined James Fisher Co., Toronto advertising agency, as account executive. He started with Fisher agency 25 years ago, and was a traffic manager of the Montreal office.

AUSTIN H. PETERSON, vice president in charge of Hollywood offices for Ted Bates Inc., is the father of twin boys, John and Christopher.

HUNTER ADV., recently formed by BILLY HUNTER and TOM MILLIROY, has opened offices at 445 S. Hill Los Angeles. Telephone: Mutual 8234.


SIBYL BERNER has joined Seidel Adv., New York, as an account executive.

PETER SCHAFFER, former account executive with J. Walter Thompson Co., New York, and prior to that in advertising department of New York Herald Tribune, has joined Bodine, W. R. & Assoc., New York, as an account executive.

RALPH BENNETT, has resigned as copy chief of Reiss Adv., New York. Future plans not announced, and no replacement has been named.

CANADIAN ASSN. OF BROADCASTERS has franchised the following advertising agencies: Grant Adv. of Canada, Richard Scott Adv., Toronto-Scotia Adv., Toronto; McQuade Adv., Windsor, Ont. and Stewart-Lovick & MacPherson, Vancouver.

BBDO Additions

BATTEN, BARTON, DURSTINE & OSBORNE, Chicago, has announced the following additions to its staff: Harold E. Mittelton, formerly with Rutrath & Ryan, Detroit, as head of copy department; Donald E. Gerhardt, former art director for Needham, Louis & Brophy, as art director; William R. Gillen, former director of public relations and advertising for Chicago & Southern Air Lines, as chief of account handling, and Phelps Johnston, rejoining copy department after military service.


GREY ADV., New York has added four veterans to permanent staff as result of agency's two year on-the-job-training program instituted in May 1946. They are ROBERT CREAMER, in copy department; WILLIAM MANNING, in art department; EDWARD RUSSELL and MAURICE WEISS, as assistant account executives.

RALPH WHITMORE, account executive of The Pulitzer Co., Hollywood, is the father of a girl, born May 21.

TED GAILEY, vice president and account executive of Glaser-Gailey Inc., Los Angeles, is in New York on client business until mid-June.
Tests on 2-Channel FM Separation Started

Tests of two-channel separation for Class A and B FM stations in adjacent cities were started May 25 in the Washington, D. C., area. WGY-FM Silver Spring, operating since April 27 on 104.3 mc, moved to 93.3 mc, separated by only 110 kc, channel from WYX-FM Washington on 92.9 mc.

Because of mutual interference arising from Class B stations operating only two channels apart in the same city, FCC has proposed and is preparing to effectuate an allocation plan providing for a minimum four-channel separation for such stations. [BROADCASTING, April 14]. But it was pointed out that in some cases, particularly in larger cities, it would be necessary to put Class A outlets in one community only two channels away from Class B stations in an adjacent city.

The WGY-WXN FM tests, conducted with the cooperation of FCC and consulting engineers, are expected to aid the Commission in future allocation and assignment problems. WGY-FM, which announced the tests, said it was operating with 440 w effective radiated power and that its signal had been received clearly at Winchester, Va., 75 miles away, where the receiver was at a 400-foot elevation and separated by a 2,000-foot mountain from the line-of-sight radiation of WGY-FM's tower.

Warner Co. Shifts

Luden's Inc., of Reading, Pa., discontinues sponsorship of The Hoagy Carmichael Show on CBS, Sundays, 5:50-6:45 p.m., after the June 15 broadcast. Period will be occupied, beginning June 22, by Jean Sablon Show sponsored by William B. Warner Co., and currently heard on CBS, Saturdays, 7:45-8 p.m. Agency for Luden's is J. M. Mathes Inc. New York, while Kenyon & Eckhardt, New York, handles the Sablon program.

Punch Campaign

Pacific Citrus Products Co., Santa Ana, Calif. (Hawaiian Punch), in a 13 week campaign which started in mid-May is using five weekly transcribed five minute interviews with popular music "name" personalities on stations in selected markets. List includes KGW KPFV KXED KUGN KRCB KTBS KXL KVET WRR KONO KCSA KRUI KREO KLX KUJ KFWL KREM. Other stations are being added. Series is being cut by Lampson Transmission Sales, Hollywood, with placement through Charles E. Perryman Adv., Santa Ana, Calif.

The CBS co-op program department is offering as a service to stations on week days and week ends, a news program featuring Bob Hite, Mon. through Fri., and Bill Rogers on Sat. and Sun., 12-12:15 p.m.

Having acquired Eddie Chase and his popular Make Believe Ballroom, CKLW Windsor-Detroit took full advantage of the situation with an extensive promotion campaign designed to publicize the m.c.'s move.

Newspaper advertising in dailies, weeklies and throwaways, plus billboards, mailing pieces, special stunts and trade paper ads were used to tell about the shift.

One of the stunts Dick Jones, CKLW sales manager and promotion director, used was a two week series of transmitted announcements by name band leaders and vocalists telling Detroit listeners that Eddie Chase was moving.

For several days before the shift, several large moving vans cruised around displaying banners which announced the change. In addition, the station made a tie-up with the Borden Creamery and distributed to 100,000 homes facsimiles of phonograph records imprinted with the phrase, "Eddie Chase Is Moving to CKLW."

Mr. Chase formerly had the program on WXYZ Detroit.
INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS

OF SALES POWER

L.B. Wilson

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

TWIN SHOVELS are handled by J. Frank Jarman (left), manager, WDCN Durham, N.C., and Carl C. Council, president of the Durham Radio Corp., at ground breaking ceremonies for the station's new building which will house the new 5 kw AM and 10 kw FM transmitters. F. G. Wallace (behind the two men), of the Herald Sun Newspapers, and Mrs. E. T. Rollins, vice president and secretary-treasurer of the company, watch the ceremonies.

White Book
(Continued from page 34)

be if the sponsor tried to choose the news.

"Stations and networks have retained the right of editing," he says, "and as far as I know, there has been no actual sponsor interference in news content." He goes on to say that if such a situation did arise, the FCC would "consider it a grave offense and pursue the matter vigorously."

Self-Censorship

Another question involving self-censorship, says Mr. White, involves the latitude to be given news commentators. "Should they," he asks, "be permitted to harangue, to plead, to urge courses of action, to set themselves up as authorities on every conceivable subject?" Limiting commentators, he claims, does not violate the First Amendment on freedom of speech, for "the authors of that amendment had in mind freedom of responsible speech. They didn't intend that anyone should have the right to cry 'fire' in a crowded theatre." Urging caution, Mr. White says, "I think American radio should be careful lest a small group of men indulge in bias to a point where they exert a dominant power over public opinion. Such power in the hands of a few would destroy all fairness on the air—and in a democracy there's no freedom without fairness."

Discussing job opportunities, Mr. White asserts that those who go to schools of journalism, especially those schools that operate radio stations, have a big advantage. But with more and more colleges and even high schools adding radio courses, it's easy to see that the supply of people with some training is outweighing the demand. There are things happening behind the scenes, he says, which may change the situation, but the forecast for the late 1940s is "jobs for only the best."

Elaborating on the behind the scenes aspect, he claims that opportunities for more jobs depend on two things—new inventions and stiffer competition.

Considering the unrest in the world today and the strict censorship practiced by many countries, the closing thought in Mr. White's book seems fitting and appropriate. "I firmly believe that a free and democratic radio, presenting the news as clearly and accurately as possible, is one of the greatest exports we can give the world."

High Power Answer

A PHONE-quizer in Nashville with a slightly red face is being more careful this week about which number she calls. Last week of the program was a four-minute call to a number and asked the usual, "This is a radio survey; what is your favorite morning radio program?"

A man answered, "The only show that could ever be my favorite this time of the year would be one I didn't have to listen to." In answer to her question about the radio's being on, he told her it better be, then explained: "This is Bill Montgomery at the WSM transmitter. I'll let you draw your own conclusion on the station I'm listening to."

Fire at WBT-FM

FIRE swept WBT's Charlotte's 157-acre Spencer Mountain fort nightly ago, seriously threatening WBT's FM transmitter located on the mountain, 12 miles west of Charlotte. WBT broadcast an appeal for volunteer fire fighters, who responded to fight the fire with regular firemen for 17 hours.

Business of Ziv Co. Up

24% in 1947 1st Quarter

THE FREDERIC W. ZIV Co.'s business for the first four months of 1947 is 24% better than during the corresponding period of 1946. John L. Sinn, executive vice president of the company reported last week.

Mr. Sinn explained that the organization now has 21 different programs broadcast on 175 radio stations throughout the United States.

Mr. Sinn also announced that the organization is expanding its sales force and has added two new divisional managers and three salesmen.

The new two divisional managers are Barney Cragston, formerly with ABC, and E. J. Broman, formerly commercial manager of KSL Salt Lake City. The three new salesmen are William Schnaudt, Ray Linton and Guy Zwahlen.

Emerson Guarantee

EXISTING prices on Emerson radio are guaranteed for rest of year, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., has told distributors. Should any downward revisions in price occur, the trade is guaranteed rebate, he stated.

Kols
TRACY MOORE, REPRESENTATIVE

The Voice of Pomona Valley

BROADCASTING • Telecasting

HERBERT ALLEN, former field sales manager of ABC Victor, Camden, N. J., has been appointed vice president of Signature Records, New York.

HARRY S. GOODMAN RADIO PRODUCTIONS, New York, has completed arrangements with RALPH H. JONES Co., Cincinnati, for exclusive distribution rights for two transcribed daytime serials—"Linda's First Love" and "Mary Foster—The Editor's Daughter." Programs will be available to sponsors in all territories except mid-Western areas in which the Kroger Grocery Chain operates, and where it has sponsored both programs for approximately 11 years.

CKAC Montreal, is making available to Canadian stations discs made by professional musicians on its staff and staff of engineers who are building library of sound effects of all kinds. CKAC sound effects laboratory conducts experiments in sound effects not available elsewhere in recorded form.
Ohio Firm Designs a New Type Video Control Room

A NEW TYPE of television control room has been designed by Richard W. Hubbell and Assoc., Cincinnati, for the studios being constructed in that city by Crosley Broadcasting Corp., operator of WLW. "This new design should cut production costs," Mr. Hubbell stated. "Mechanical details of producing a show are simplified. Factors making for nervous strain are minimized."

In order to keep down construction expenses, the design has been arranged so standard units of equipment offered for sale by television manufacturers can be used with slight modification. The new control room design and the improved production system made possible by it are available on a non-exclusive license basis not only to Crosley but also to other clients of the Hubbell firm.

THE "Zane Grey" show, featuring the famous Zane Grey character, Tex Thorne, will begin on Mutual in September. It's 8:30 - 9 p.m. Program will be produced on West Coast through Hawley Publications, publishers of the monthly Zane Grey Magazine, a subsidiary of Stephen Nearing Inc., who will contribute more than half of the show's production costs. Program will be available for sponsorship at reported cost of $4,500 per show.

WLBR AIDS FUND
Station Goes 'All Out' to Help Cancer Society Drive

THE AMERICAN Cancer Society found a real friend and supporter in WLBR Lebanon, Pa., which recently wound up a big "all out" campaign for the Society, according to Julian F. Skinne, the station's operation manager.

Mr. Skinne appointed Chet Hagan, WLBR promotion manager, and Phillip Reilly, local sales manager, to direct the drive. That their efforts paid off is evidenced by the fact that Lebanon County raised its quota of $13,000.

Highlighting the station's promotion was the production of WLBR Radio Varieties, depicting a typical WLBR broadcasting day, and participated in by virtually the entire staff. The show was given in the high school auditorium with all proceeds going to the cancer fund. Two programs, one featuring prominent doctors and citizens of Lebanon and the other using name bands on transcription, were aired daily. In addition, the station played every ET package show by the American Cancer Society and spot announcement produced and put aside a day known as "C" day when every sustaining show and several commercial programs plugged the drive.

A jingle contest drew hundreds of entries, and station advertisers awarded the winners prizes ranging from wrist watches to a puppy. A mystery tune contest brought 80 listeners a total of $800 in cash prizes, with most of the winners in cities outside of Lebanon.
Fielding Is Promoted By RCA Record Dept.
RICHARD M. FIELDS, former assistant advertising and promotion manager of the RCA Victor Record Dept., Camden, N. J., has been appointed advertising and promotion manager of the department, succeeding J. M. Williams who was named advertising manager of RCA's Home Instruments Dept.

Prior to joining RCA Victor in 1946, Mr. Fielding served for more than three years as a lieutenant commander in the U. S. Naval Reserve, and before that was with the real estate firm of Mears and Brown in a sales and promotion capacity. He began his career in advertising with the Philadelphia Electric Co., and in 1930 formed the advertising agency of Wood and Fielding, Philadelphia.

'See Lines' Appears
VOLUME I Number 1 of Bee Lines, McClatchy house organ, was sent out to the Bee Line newspapers and stations (KERN KFBK KMJ KOH KWG) for the first time with the May issue. A 16-page slick-paper magazine, it is fully illustrated with scenes and pictures concerning the McClatchy group throughout the Sacramento Valley. The magazine contains news and feature stories, in addition to columns that will appear monthly.

Further Details on the Des Moines Tribune radio column poll are included in a promotion tie-in the Tribune. WHO, Des Moines NBC outlet, is distributing. The piece presents re-productions of Mary Little's radio column in the Tribune reporting on the survey, with additional information pointing out how many of the top honors went to WHO and NBC.

WHO is credited with 11 first places, 12 seconds and nine thirds, while the station with the next best record is given seven first places, three seconds and eight thirds. Among local announcers, for example, the promotion sheet points out, WHO's Ernie Sanders emerged in first place four votes ahead of Bobby Griffin, also of WHO.

WHO also rated first and second in the local news men classification, with Jack Sheely taking top honors and M. L. Nelson runner-up. The network newsmen voted first place to Ernie Sanders, in the Des Moines poll—H. V. Kallenberg and Alex Drier—also are heard over WHO.

In the quiz show classification WHO and NBC likewise were heavy favorites. First place went to the Quiz Kids program.

Favorite network sportswoman was Bill Stern of NBC while the most popular daytime show also was an NBC-WHO program, the Fred Waring Show.

Most impressive record in a single classification went to WHO in the comic and comedy team group, where the station copped the first nine places. NBO's Fuller McGee and Molly and Amos 'n Andy ranked first and second, respectively.

The champion vote getter, however, was Bing Crosby [Broadcasting, May 5], heard over the Des Moines ABC outlet, KRNT.

Mr. Crosby polled 523 more votes than his nearest competitors, Fibber McGee and Molly; and George Burns.

Total response in poll was 3500, according to reliable sources, with 1900 votes outside Des Moines and 1600 in that city. Ten to 12 counties were involved in polling, it was further said.

CHAK Opens
MOST NORTHERLY North American Station, a new Canadian broadcasting station has been opened at Aklavik, Northwest Territories, 200 miles north of Arctic Circle, at mouth of Mackenzie River. Station call letters are CHAK, and it operates under Canadian Army auspices. It was built by five members of the Canadian Army signals section at Aklavik from amateur station parts, is powered at 30 watts, and gives service to the 150 people at Aklavik and as many more in the nearby trading posts and traplines. Army men who built the station and operate it, are Sgt.-Major R. A. MacLeod, Sgt. J. W. Willis, Cpl. K. N. Murley, Cpl. M. J. Benoit and Pvt. G. E. Stonier.

Tubes in Demand
A STEADY high-level demand for radio tubes is anticipated during the rest of 1947 by manufacturers, according to a statement last week by M. F. Balcom, chairman of the Radio Assn. tube committee and vice president and treasurer of Sylvan Electric Products, Inc. He said that high tube production rates will be sustained by the increased demand for FM and video sets and an active export trade.

Coverage from Within of Four New Mexico Major Markets

Is Possible Only With the Only Regional Network in New Mexico

Zia Network

Represented by Homer Griffith Co. Inc.
Recreation Fund TO HELP raise funds for the city's summer recreational program, KSIB Creston, Iowa donated an hour and a quarter of air time to bolster an all request program. Listeners were asked to telephone in requests for Creston business men and residents to sing, recite poems, or any other type of entertainment. Each request was accompanied by a donation to the recreation fund. The Creston recreation council had cars standing by to pick up the donations and to bring the pets asked to perform to the broadcast. If the person requested to perform refused, he was assessed the amount offered by the listener. By the end of the broadcast, nearly $500 had been raised.

* * *

Personal Message MAIN recreation of Bobby Walsh, a 12-year-old victim of rheumatic fever who lives in Geneva, N. Y., is listening to the radio. After Bobby told his teacher that his particular favorite is Jack Deal, who broadcasts over WHCU Ithaca, the teacher contacted Mr. Deal, who sent a personal message to Bobby on his program the following day. A few days later Mr. Deal went to Geneva for an hour's visit with Bobby. Results of this special attention are revealed in a telegram which the station received from Bobby's parents, stating: "Through the kindness of your Jack Deal, the doctors and family can report an improvement and beneficial effects on son seriously ill with rheumatic fever and mental depression. Deepest and sincere thanks and appreciation of family to Mr. Deal and WHCU."

* * *

Urges Price Reduction MILWAUKEE merchants are being urged to reduce prices through persuasive and spot announcements scattered through the broadcast.

PEOPLE of Rochester look up to WHAM, or at least to its advertising. Latest stunt in the station's "WHAM Tops Them All" campaign is the above billboard, 50 feet long and 15 feet high, and located on the city's busiest corners. Copy is changed daily and pertains to both local and network programs.

Tommy Dorsey Series WMCA New York has signed five-year contract with Louis G. Cowan, New York, for exclusive rights to air Tommy Dorsey disc m.c. program in New York area. Beginning in early September Mr. Dorsey will be heard two hours daily on WJZ, sponsored discs, with premire on Sept. 8 broadcast live from the WMCX studios. Mr. Dorsey reportedly is getting minimum of $50,000 a year from WMCA.

Spoonamore Promoted APPOINTMENT of E. B. Spoona- more as advertising manager of Seiberling Rubber Co., Akron, Ohio, to fill a vacancy created by the resignation of Earl H. Cook has been announced by L. M. Seiberling, company's sales manager. Mr. Spoonamore joined Seiberling in October 1946 after two years with an Akron advertising agency and previ- ous experience in the advertising department of Goodyear Tire & Rubber Co. Moving into the merchandising sales promotion position vacated by Mr. Spoonamore is John Paul Kelley, who joined Seiberling in July 1946 after his release from Army service. G. F. Weisenbach continues as director of advertising and merchandising.

25th Year Promotion SPECIAL PROMOTIONS are marking observances of 25 years of radio service by The Milwaukee Journal and its radio stations, WTMJ and WTMJ-FM. Since May 1 both stations have been using a station-break line such as, "The silver tone of 25 years of Journal radio service, 1922 to 1947," every hour on the hour. This will continue until mid-June, along with other promotions including special features appearing in the Journal, advertisements, window displays and special stationery, the Journal has announced.

AC-DC Receivers AC-DC radio-phonograph combinations will be displayed at the Freed-Eisemann exhibit at the National Assn. of Music Merchants convention in Chicago today (June 2), according to Arthur Freed, vice president and general manager, Freed Radio Corp. Distribution of the AC-DC combinations to dealers will begin shortly and will receive strong dealer promotion, Mr. Freed states. The new radio-phonographs will be priced at approximately 10% over the equivalent AC models.

You've Been Asking FOR THIS SERVICE

KFH PROVIDES IT
- When Broadcasting Magazine polled agencies all over the country, they found that 66% of them favored newspaper promotion in building up interest of radio listeners.
- KFH is the Southwest's only station backing good shows with consistent station-sponsored newspaper promotion. Ads and publicity in major daily and weekly newspapers in the KFH primary, secondary and tertiary areas give blanket coverage.
- That's real service -- and that's why KFH. That Selling Station for the Southwest, can put your product on top in this market -- and keep it there!

WICHITA IS A HOPPER-LED CITY

CBS . 5000 WATTS DAY AND NIGHT . CALL ANY FOR MY OFFICE

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BROADCASTING • Telecasting
Making the best even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 6"x9" set of Original Songs The Texas Rangers Sing and scrap book album. Sponsored programs of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

KWSS SURVEY SHOWS SUNDAY PREFERENCES

BASEBALL is tops with 57.5% of Sunday radio listeners in Pittsburgh, according to Frank R. Smith, general manager, KWSS, who last week announced the results of what he termed "the most complete telephone coincidental radio survey to be taken in Pittsburgh."

The Sullivan-Rayshub research advertising agency, which conducted the test for KWSS, made 1,506 phone calls to residence of the city between 2-7 p.m. on Sunday, May 18. Ratings varied from 23.3 to 15.8, but the final conclusion was that 57.5% were listening to the ball game. Low period was 4:00-6 p.m. when the station carried "I Am An American Day" ceremonies between the doubleheader.

The survey was made on a warm sunny day, the station pointed out, and 33,000 potential listeners were at the ball park watching. Pittsburgh baseball broadcasts are co-sponsored by General Mills and Atlantic Refining Co.

KFI-AMF Agreement

KFI Los Angeles and Musicians Mutual Protective Assn. Local 47, AFM, have agreed on new wage scale for 14 musicians, director and arranger. Agreement calls for raises under 16% which up to $75 weekly, with 15% for casuals.

A STRATEGIC SPOT

May you're not sure sometimes how to play your radio shots so you won't miss. Down here in this important ONE Big Market... THREE KEY CITIES... Beaumont, Port Arthur, and Orange... your sure shot is KFDM! Has the audience, day and night... gets results!

KFDM TEXAS

FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

BROADCASTING • Telecasting

AD: PENFIELD, news, sports and special event director of WJSY and WSNY-FM Rochester, N. Y., has been named program director of the two stations.

JOE ANTHONY has joined announcing staff of WCVB, Boston, Mass.

LORETTA BAKER has joined KALL Salt Lake City as member of continuity department, and ELIZABETH CALDER has joined station's production staff.

SAM J. SLATE, acting head of NBC's New York program department, has been appointed program director. He succeeds STEPHEN FRY who last November, Mr. Slate will supervise all major programs about British for American British listeners and all westbound shows about Britain for Americas.

TONY WHEELER, formerly with WPLL Philadelphia, has joined announcing staff of WNBX Springfield, N. Y.

BILL LINDSEY, formerly with KYUM Yuma, Ariz., has been named program manager of the old new KIYI Broadcasting Co. station now under construction at Yuma. FRANCIS WANTZ, wife of Mr. Lindsey and former with KMPC Hollywood, has also joined KIYI as office manager.

ANDY BENEDICT, after radio work with the Army, gains announcing staff of WBNR Norristown, Pa.

ROBERT EWING BROWN, Army veteran, has been named announcing staff of KTHS Hot Springs, Ark.

BUD RICK, formerly of WBAL Baltimore and WBNY New York, has joined announcing staff of WINX and WINX-FM Washington.

BILL DEMARSE, formerly of WROM Rome, Ga., and WHBC Rochester, N. Y., has joined WNYT Rochester, as announcer.

JOHN G. VROTSOS, former chief li- brarian of American Forces Network, has been appointed chief announcer at AFN Frankfurt, Germany. He is a civilian employee of AFN and has been in radio for ten years, working as announcer at KFJO Mason City, Iowa, WBBI and KDTH Dubuque, lowa.

ROGER RAYMOND, announcer at WIND Chicago, is the father of a girl, Judith Ann.

JERRY FIELDS, Merchant Marine vet- eran and formerly with KOIF Hollywood, has joined announcing staff of KEOR Long Beach, Calif., as record m.c.

ART LINKLETTE, m.c. of NBC "People are Funniest" and "House Party," is doing dramatic lead in transcribed "Hollywood Agent" for Skippy Theatre of the Air.

TOM PALMER, formerly with WMVG Milwaukee, Ga., has joined WMOV Covington, Ga., as program director.

VERNE WILLIAMS, announcer at WVAC Boston, is the father of a boy, Scott.

WALTER SMITH, music librarian at KTWH Philadelphia, is the father of a girl.

HELEN SUGG, freelance script writer, joins WROX Clarkdale, M. Ia., as continuity and promotion director, effective June 15.

BILL RYAN, veteran of AFRS, has joined announcing staff of WLBR Le- banon, Pa.

KEN ANDERSON has been named to do comedy-concert on five weekly KFDM "Breakfast in Hollywood."

SID PETERSON and LARRY HARRIS, on writing staff of CBS "Joan Davis Show," have joined. Signed. In capacity for NBC "Jack Paar Show," summer replacement for Jack Benny.

ALFRED PETERSON, manager of the Hollywood music library, is the father of a boy, born May 26.

BILL GOODWIN, announcer-comedian, has been signed for major role in Enterprise Slim, "Wild Calendar," starring Ginger Rogers.

GEORGE A. GRAHAM Jr., writer-announcer of KOFY Phoenix, and Jean Smiths were married in Wickensburg, Ark., May 17.

EVERETT FREEMAN, chief writer on CBS "Hollywood Show," has joined WOR New York, New York actress, has announced program appointment.

JOHN BISHOPRIC, formerly of COCA Edmonton, has joined CMB Montreal, as announcer.

THIS IS CHEETA, KFPH Wichita's as- sistant director. Cheeta helps an- nouncer Allan Dale by carrying rec- ore, putting out tapes and odd jobs—and what's more, she works for more than union scale. It only goes to prove that radio is really going to the dogs.

CHARLES LANGLEY, freelance an- nouncer, has rejoined Disc Jockey- casting System, Hollywood. He replaces MARSHA WERNER, known as "G. I. Jinx" on AFRS programs, is the mother of a girl, born May 20.

GENE BAKER has replaced PAUL RICHEKIND as announcer on MBS "Heart's Desire."

FRANK WHISTON has joined CMB Montreal, as production assistant.

AL MAITLAND, veteran of Royal Ca- nadian Navy, has joined announcing staff of CBO Ottawa.

HUNTER GALLOWAY, producer of AFRS Los Angeles, and Kay Swift, song writer, were married in Beverly Hills, Calif., May 17.

JOHN MURRAY, writer on NBC "Red Skeleton Show," has written novel "Front Boy," to be published by Lip- pincott for winter release. BEN FREE- MAN, also writer on that show, is co-author of best-seller, "Mr. Mike."

AL D'EON, veteran of RCAF and for- merly with CJLS Yarmouth, N. S., has joined KPXQ in Provo, Utah, chief grad- ed by Que.

ORA HOWARD, known professionally as Joanne Taylor of "Fashion Flasher" on program of KMOB Kansas City (BROADCASTING, May 26), has been re-elected president of Kansas City Women's Chamber of Commerce.

JACK GREGSON has been signed to conduct a three-hour "Disc Jockey Review" daily show on KSFO San Fran- cisco.

BUDD HULICK, of radio pioneering team of Stoogepage and Budd, has joined WCAP Ashbury Park, N. J., doing one hour nightly show at 11 p.m.

DR. DAVID K. WEBLER has been ap- pointed public service counselor of WGBI, Baltimore.

ELAINE GERHARD, member of program department at KFTH Philadelphia, and WOR New York, are to be married June 8.

DIEGMILLER has joined WBC Cincinnati, Ohio, as secretary to RICHARD NIBER, program director.

BRUCE CHAPMAN, producer of the WOR New York "Answer Me!" pro- gram, is the author of a book, "Why Do We Say Such Things?" published by Doubleday and Company.

TOM CAPPERTY, staff announcer at WGN Chicagow, has resigned to join WAFL Salt Lake City, as program director.

NEW SERIES of "Congress Reports" program, featuring members of Congress, aired by WOR Washington last year during Congressional sessions, has returned to the air on same station, Thurs. 10 p.m.
Jasper Registration
(Continued from page 22)

G. F., All-Canada Radio Facilities; Hoppes, Mr. and Mrs., CFBN; House, Dr. C., CHNC; Hunt, J. N., CMMO; Hutton, L. A. B., G. N. Telegraph.

I
Irvine, C. L., Northern Broadcasting.

J
Jeffrey, O. D., CKPR.

K

L

M
Maione, T. P., Adam, Jr., Young Inc.; Mayne, L., Canadian Marconi Co.; Makepeace, F. G., Canadian, R. E., Empire Broadcasting Corp.; Miller, Judge Justice, K.A.B., Tom, Inc. and Mrs., Broadcasting; Moore, L., and Mrs., CFBN; Molloy, P. and Mrs., Winnipeg; Murphy, A. A. and Mrs., CFPC; Murphy, W. H. and Mrs., CFBN; Murphy, W., Radio Regina, Scott, P. T., RCA Victor Co.; Murphy, H. O., CFPC; Moore, L., and Wm, CJDC.

Mac
MacKenzile, A. R., All-Canada Radio Facilities; MacKinnon, L., CFBN.

Mc

N
Nell, D. Malcolm and party, CFNB; Nell, W. D., P. Communications; Nelson, G. O. and Mrs., CFPC.

P
Parsons, W. B., NBC Radio Recording Division; Pease, C. M., McLaren Advertising Co.; Patterson, S. O., Rogers Majestic Ltd.; Pease, A. E., All-Canada Radio; Peet, G. E. and Mrs., CJBR; Pesick, G. H. C., P. Communications, Phipps, E. and Mrs., Canadian Cellophone Products, BBM; Pollet, Benjamin, Compton Adv.; Pollock, C. A. and Mrs., Dominion Electrophone Co.

Q
Quinney, G. B., CFAR.

R
Rea, W. and Mrs., CKNW; Rea, Miss, CJAV; Rice, G. R. A. and Mrs., CFBN; Rogers, K. B. and Mrs., CFPC; Rogers, William E., CFPC; Rosenfeld, M. McLear AB.; Russell Young Inc.; Rawlinson, E. A., CKBI.

S
Scott, E. L., Broadcast Services, C. P. Communications; Scholfield, W. D., Canadian General Electric; Schick, G. O., Douglas, Director of Advertising, CAB; Schneider, E. E., Lt. Col., CGB; Schroeder, B. H., CJCB; Shaw, Fred, CFAC; Sherwood, J. A., Standard Radio; Shaw, J. A., CFPC; Sifton, Clifford and Mrs., Armadale Corp.; Slater, J., Radio Representatives, Skyblue, C. O. and Mrs., Morse International; Smith, G. E. and Mrs., and party, CFOR; Sobie, R. D. and Mrs., CHML; Soucy, W. F., Canadian Marconi Co.; Stedman, R., CFOS; Spiewak, W., CKCR; Stovin, H. N., Horace N. Stovin & Co.; Stovin, W. H. CJBR; Stuart, Miss Bricke, Horace N. Stovin & Co.; Sweeney, Jack, British United Press.

T
Talbot, S. and Mrs., Publisher, BROADCASTING, Templeton, Gilbert, Templeton Ltd.; Thivierge, J. A., CHRC; Thomas, Miss H. A., Adam J. Young Inc.; Temkins, T., BMT; Tonkkin, G. E., CJBR; Trembley, C. E., Canadian Marconi Co.; Trowhill, G. T. and Mrs., Chief of Transco, C. N. Telegraph.

V
Varcoe, Mr., Northern Electric Co.

W
Walker, H. S., RCA Victor; Watrous, Mrs. Pauline, Chicago; Weed, J. J., Weed & Co.

Y
Young, A. J. and Mrs., Adam J. Young Inc.; Young, B. and Mrs., CBC; Yuill, J. H. and Mrs., CHAT.

CANADA INDEPENDENTS' STORY
Newspaper Ads Supplement Radio in Campaign
For Revision of Canadian Radio Laws

IN A SERIES of advertisements appearing in newspapers throughout Canada where there are member stations of the Canadian Assn. of Broadcasters, the independent commercial stations of Canada are telling their story to the public. Supplemeting the story being told on radio stations, the advertisements are timed to appear before, during and immediately after the presentation of the CAB brief to the Parliamentary Committee on June 3 at Ottawa (see story, page 42). First advertisement appeared in newspapers of May 28, and was headed "Are Crystal Set Radio Laws Good Enough For Canadians?"

Copy deals in general with the "Jumble of hand-down legislation" from the early days of radio, and specifically with freedom of speech on the air. Copy reads: There is no legal right to freedom of speech on the air in Canada. As matters stand, any 'government of the day' could prevent expression by radio of any opinion other than its own . . . . The situation has arisen simply because the laws were made from time to time like a patchwork quilt. "The independent commercial radio stations of Canada believe the Canadian radio listener will take lively interest in the suggestion that Canada's radio laws should be overhauled."

Other advertisements in the series will deal with freedom of choice, monopoly, control by government-of-the-day, and the CAB solution of a Parliament-appointed regulatory and licensing body.

Box on each advertisement states that the advertisement is one of series published by the 89 member stations of CAB, and names local member stations.

CABC Airs Politics

A SUMMER AND AUTUMN series of free political broadcasts has been announced by the Canadian Broadcasting Corp. for the western stations of Trans-Canada network. There are 30 quarter-hour broadcasts in the series, from May 21 to Dec. 10, with 12 broadcasts for the Liberals, 9 for the Progressive-Conservatives, 6 for the Co-operative Commonwealth Federation (socialist), and 3 for the Social Credit party. The series is entitled The Nation's Business.

AT & T Dividends

QUARTERLY DIVIDEND of $2.25 per share has been declared by American Telephone & Telegraph Co. Dividend is payable July 15, 1947, to stockholders of record at the close of business on June 16, 1947.

They, too, are MEN WHO KNOW HOW FROM EXPERIENCE... the associates of JOHN BLAIR, who already had an enviable background in radio and advertising when he founded John Blair & Co. 14 years ago. With complete confidence, we invite national advertisers and agencies to ASK A JOHN BLAIR MAN.
MAXWELL I. SCHULTZ, executive vice president of Adam Hat Stores, New York, has been elected president of the company, succeeding ELIAS LUSBITO, president for 13 years, who has been elevated to new office of chairman of board and chief executive officer.

CLARENCE E. (Tony) HALE, advertising manager of Golden Gate Co., San Francisco (dairy products), has been named promotion and advertising manager. Added responsibilities include test market coordination, merchandising and sales programs and sales training.

CALIFORNIA FIG INSTITUTE, Fresno, Calif., (cooperative), members have recommended unanimously establishment of $100,000 industry advertising program for 1947-48 marketing season. Agency: Elwood J. Robinson Adv., Los Angeles.

PAN AMERICAN CIA. Argentina De Petroleos S. A., will sponsor new program, "Ruta Musical Pan American," starring Oscar Almanza, effective June 1, Sun. 9:30-10 p.m., on Radio Splendid, chain of stations in Buenos Aires, for 16 weeks. Agency: McCann-Erickson, Buenos Aires.

NATIONAL PRESSURE COOKER Co., (Canada), Wallaceburg, Ont. (Presto cooker), has appointed Spitzer & Mills, Toronto. Plans are now underway for new campaigns.

GOOD HUMOR ICE CREAM Co., Los Angeles (mfr.), June 15 starts six week spot announcement campaign on three San Diego stations. KFSD RGB KBFB.

TRIDENT IMPORTERS Inc., Los Angeles (Texas beer), has appointed Jere Ryan, Los Angeles, to handle advertising. With annual advertising budget in excess of $250,000, radio will continue to be used along with other media.

W. K. BUCKLEY Inc., Canada (Buckley's Dough Mixture), has appointed new York office of Grant Adv. to handle domestic advertising. Company plans extensive campaign in U. S. beginning this fall utilizing radio and other media.

PHILADELPHIA BREWING Co., Philadelphia (Philladelphia Old Stock Beer and Ale), has appointed Booth, Vickey & Schwind, New York, to handle advertising.


GILLETTE SAFETY RAZOR Co., Boston, will sponsor half-hour broadcast of U. S. Open Golf Tournament, June 14-16, 6-8:30 p.m. on ABC, Agency: Maxon Inc., New York.


SOLARINE Co., Baltimore, Md. (household polishes), has appointed Courtland L. Ferguson Inc., Washington, to handle advertising. Radio will be used.

E. KOK St. Louis was presented by U. S. Strategic Bombing Bureau of Navy Personnel & Certificate of Achievement in recognition of "outstanding services to Navy Personnel during World War II."

WFMR Offering Atomic Disc Programs at Cost

WFMR (FM) New Bedford, Mass., has scheduled the series of four 15-minute programs on atomic energy to begin in the near future, based on a group of articles written for the Christian Science Monitor by William H. Stronger. Radio adaptation of the articles is made possible by special permission of the Monitor. Series covers the possible future of atomic energy, a nuclear utility system, Atomic Energy Commission, and how atom power may be an aid to weather conditions, etc.

The station is offering the transcribed series or the scripts to any other station requesting them, on a cost plus shipping charge basis. Orders will be accepted until Monday, June 16. Cost is estimated to be $25 for transcriptions, plus express: $1.50 for the scripts complete. However, to make the material available at the lowest possible figure, the station will rate cost on the basis of the total orders received by noon, June 16, and bill accordingly. Only credit required will be to the Christian Science Monitor, and it is understood that the series will be public service, non-commercial, as stipulated by the newspaper.

BROADCASTS of ABC "Breakfast Club" will originate from 5th St. Theatre, New York, for week beginning June 16, with exception of June 18 broadcast which will be staged before audience of Philco dealers in Atlantic City, N. J., at corporation's annual convention. Philco Corp. sponsors 8:45-9 a.m. (CDST) portion of show.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

New Business


NEW ACCOUNTS


ROBIN HOD FLOUR MILL, Montreal (flour), May 14, 1948, Claire Wallace's "They Tell Me" on 30 Trans-Canada network stations, Mon.-Fri., 9-9:30 p.m. Agency Young & Rubicam, Toronto.

VICTOR BEER (cigaretes and tobacco), Sept 17 renews for 39 weeks for "Duffy's Tavern" on 35 Dominion network stations, Wed. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

MARKETING

P ROCTER & GAMBLE Co., Cincinnati (Camay), June 28 drops "This is Hollywood"-4:30 p.m., Mon.-Fri., 13-15 a.m., to rubber, ship- ment of "Inner Sanctum" on CBS, Mon., 10-10:30 p.m., to NBC, same time. "Finnigan" occupies period currently occupied by the Procter & Gambl "Drew Show" which is being discontinued July 20. Agency for Eversharp is the Slow Co., New York.

TUCKER'S INC., Los Angeles, June 15 drops "Hoagy Carmichael Show" on CBS, Sun., 5-6 p.m., to agency, J. M. Mathes Inc., New York.

EMERSON DRUG Co., Baltimore, switches rebroadcast time of "Inner Sanctum" on CBS, Mon., from 12:30-1 a.m. to 12-12:30 a.m. Early broadcast is Mon. 8-8:30 p.m. Agency: BBD, New York.

WILLIAM R. WARNER & Co., New York (pharmaceuticals), June 22 switches "Jean Sablon Show" on CBS, from Sat. 7:45-8 p.m. to Sun. 5:30-5:45 p.m. Agency: New York.

MARS Inc., Chicago. July 7 switches "Dr. Q." Mon., 10:30-11 p.m. to Mon., 9:30-10 p.m. Also, spot being vacated by Boony-Vacuum "Victor Borgs Show" which will be discontinued, Mars agency is Grant Adv., Chicago.

LIEKER BROS., Cambridge, Mass. (Rina), June 3 for 17 weeks replaces "Amos 'n Andy" with "Call the Police" on 168 NBC stations. Tues. 9-9:30 p.m. Agency: Rithrauf & Rahn, New York.

EXCESS INSURANCE COVERS

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details on both stations.

 excess insurance covering

BROADCASTING • Teletacing
Skywave Hearing Postponed
To Allow Full Preparation

REPORTELY to give some of the 37 participants additional time to prepare their cases, FCC last week ordered postponement of the daytime skywave hearing from today, June 2, to Wednesday.

An engineering battle over the existence and effect of daytime skywave emissions is expected.

The battle will be between clear channel stations, which claim daytime skywave should be recognized and that they should be protected from it, and grantees and applicants for daytime or limited-time use of clear channels. Hearing will be held at Conference Room B, Departmental Auditorium, 13th and Constitution Ave., N.W., Washington, beginning at 10 a.m.

It is not expected that the full Commission will attend the hearing since Chairman Charles R. Denny and certain other Commissioners may be in Atlantic City at the International Radio Conference.

Mr. Denny’s absence Actl Chairman Ray C. Wakefield would preside.

Clear Channel Broadcasting Service, which first petitioned for an investigation of daytime skywave, was made a party to the proceeding when the hearing was ordered [Broadcasting, May 12]. CCBS will represent its following members, all clear channel stations: KFI WFAA WSM WHAS WHAM WJR WOAI WBAP WCAU WWL WHO WB WGN WLW WLS KDKA.

The others which have indicated formally they would participate:

NBD (WNBC New York); CBS (WCSB New York); WQXR New York; WIP Philadelphia; WBIVCreve, Va.; WCKY Cincinnati; KFES St. Joseph, Mo.; WCVY Centra, Ill.; WZAI Louisville; KFBI Wichita; KKBS Dallas; WAHL Arlington, Va.; KEL Salt Lake City; WDBF Tarboro, N.C.; WCFL Chicago; KETP St. Paul; WLAD Nashville; WLDLS Jacksonville, Ill.; WSVF Pekin, Ill.


MBS has indicated that it will attend as an observer.
8:30 A.M. Early-morning work-session plans day's assignments. In addition to Leonard, program employs four reporter-writers, two secretaries.

11:00 A.M. "This is New York" staff visits fire houses and police stations throughout city, finds them prolific source of human interest material.

12:30 P.M. Recipes submitted by listeners are selected for broadcast on "This is New York" only after bona fide test in the Leonards' kitchen.

3:00 P.M. Doormen, like cab drivers, are always full of news. "This is New York" jeep, Leonard at the wheel, is familiar sight on city's streets.

Unique radio program uncovers facts, figures, fictions and people in world's biggest, busiest city.

"THIS IS NEW YORK"

A three-alamer breaks out in Brooklyn...The curtain goes up on a Broadway first night...A police siren pierces the Manhattan dawn...A celebrity sweeps through the town.

The following morning, New Yorkers who are tuned to "THIS IS NEW YORK, Bill Leonard Reporting" (9:15-10:00 A.M.) get a first-hand account of the incident, and frequently meet the people involved!

Leonard and his staff of newswise reporters have been providing this unique, personalized radio service for more than a year now. Equipped with tape recorders for on-the-spot interviews, they cover New York 24 hours a day, 7 days a week.

Daily, Bill brings before the mike a popular personality; reviews the news; passes judgment on a current book, play, or movie; tosses table tips to gourmets; proffers a platter or two of delightful music. To his legion of fans, he's a one-man Chamber of Commerce...an indisputable authority on their home town!

And for the participating sponsors on his program, he's a skillful, effective salesman. A few participations are still available. If you're interested, WCBS or Radio Sales will gladly supply full details on "THIS IS NEW YORK".
4:30 P.M. Portable tape recorder, used frequently for “outside” interviews and coverage, catches screen star Eddie Albert singing ditty from Alice in Wonderland. Program’s guests are drawn from every sphere of activity, reflect the multitude of events in entertainment, culture, education, science, sports, industry and public affairs which occur in New York City daily.

7:00 P.M. Daily research into city’s restaurants reveals features like “Pierre’s” Wine Room.

11:00 P.M. A well-known figure at all Broadway openings, Leonard has won reputation as radio’s keenest, most objective critic.

9:15 A.M. THE FOLLOWING MORNING. YESTERDAY’S ACTIVITIES ARE PORTRAYED VIVIDLY ON “THIS IS NEW YORK, BILL LEONARD REPORTING”.
KFMB
sells
SAN
DIEGO

San Diego Shoppers are intensely loyal to
San Diego stores and "shop" to the
tune of $246,694,400 a year—you can
reap PLUS sales in this prosperous market with
KFMB-reaching these buyers from "within".

Represented BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Bill Opposition
(Continued from page 18)
One network's official pointed out that in practice networks which
built strong blocks of programs might encourage affiliates to ac-
cept them for longer than the two-
hour periods. But the uncertainties
inherent in such an arrangement
would inhibit sales of time, it was
feared, since without options net-
works could not guarantee the pre-
cise number of stations which
would carry the network programs
beyond the two-hour limit.

Another official expressed the
view that a day-time kind of an-
rangement, small stations would be
likely to accept more than two con-
secutive hours of network program-
making, but that large ones, willing
and eager to sell local shows, would
be apt to reject network programs
broadcast at times which were not
under option.

A general feeling of dissatisfaction
with sections of the proposed legis-
ation was evident at network
executives, and it seemed doubt-
less that the major companies
would voice active opposition to
these sections in the hearings
which are scheduled before Con-
gressional action is taken.

One network executive regarded
the bill as "something of a catch-
all," and he indicated that he
thought it hardly seemed capable
of clarifying radio regulations, as
the industry had hoped it would.

While it was generally conceded
that the bill in its present form
presents many sources of contro-
versy, it was felt in many quarters
that despite its controversial points
it does provide a "starting point"
from which needed and improved
legislation may be fashioned if the
industry will approach the task
constructively.

NAB withheld comment, but is
expected to take a stand on the
measure after the Legislative Com-
mitee met Thursday at NAB
headquarters in Washington. Presi-
dent Justin Miller, Executive Vice
President A. D. Willard Jr. and
General Counsel Don Petty are
studying the bill and will have an
analysis ready for the committee.

First informal reactions at NAB
were that while the bill to some
extent trims FCC control over
programming and business, it needs
stiffening at many points to
insure protection of the right of
free speech. Members of the NAB
committee are:
J. Harold Ryan, WBPD Toledo, chair-
man; WPGD Dey, WNWX Washington; Don S. Elise, WWNC Asheville; Herbert
Hollister, KBOI Boulder, Colo.; Clair
R. McCollough, WGAN Lancaster; Jo-
seph Hiram, CBS; Frank M. Russell,
NABC; G. Richard Shaffer, WJS Colum-
bus, S. C.; Robert D. Sweeney, MBB; G.
L. (Ted) Taylor, KOWC Amarillo, Tex.;
Warner, KGO Spokane; Joe B. Carri-
gan, KFPT Wichita Falls, Tex.

The Radio Correspondents Assn.,
meanwhile, in a meeting last
Wednesday directed its executive
board to make a study of the bill's provisions requiring that in news-
casts and commentaries the source

Loser in Allentown-Easton
Decision Cites Service Need

FCC WAS told last week that it
should consider the amount of FM
service available in comparison
AM applications in given areas.

Easton (Pa.) Publishing Co.,
new AM applicant which lost a
proposed decision to Allentown
(Pa.) Broadcasting Corp., filed ex-
ceptions and asked for oral argu-
ment, declaring:

Sec. 307 (b) of the Communications
Act admonishes the Commission to
"make such distribution of licenses,
frequency, hours of operation, and
of power among the several states
and communities to ensure a fair,
efficient, and equitable distribution
of radio service to each of the states
and communities." The latter
"radio service" is not restricted
in the Act to broadcast stations and
is therefore considered to be a
public service, and the Commission
is to "make such distribution as
may be required to accomplish
public service, and the Commission
is to "make such distribution as
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ANNUAL CHANCE to say hello to his sponsor was afforded Jean Hershal (seated), who plays title role in CBS' Dr. Christian, when he took his show from Hollywood to New York for six weeks. Standing (1 to r) are: H. K. McCann, president of McCann-Erickson Inc, agency handling account; Rosemary DeCamp, who plays Judy in show; Basil L. Emery, vice president and director of advertising and sales for Chesbrough Manufacturing Co., Consolidated, the sponsor; Mrs. McCann, and Arthur B. Richardson, president of Chesbrough.

Circuses Placing Spots On N. Y. Area Stations

THE YANKEE STADIUM Rodeo and Thrill Circus and the Roy Rogers Thrill Circus both have turned to New York radio in intensive campaigns to promote their New York run.

The Yankee Stadium rodeo concern, through Jerome Layton, New York, has placed approximately $24,000 worth of radio billing in minute and half minute spots totaling about 550 per week on nine New York independent stations and WPAT and WAAT in New Jersey. Campaign started May 18 and runs to June 7.

The Roy Rogers Thrill Circus, through Blaine Thompson Co., New York, has placed more than $27,000 worth of radio billing using one minute and 15 second spots and newscasts on WCBS WNBC WJZ, WOR WMCM WHN WINS WNEW WAAT and WQXR. Contract which calls for 146 spots on all the stations weekly, started May 27 and will run through June 30.

Good Returns

TUCK'S TRANSFER, car- age firm of Moneton, N. B., recently started Sunday after noon quarter-hour musical program on CKCW Moneton. After first broadcast, the firm received phone orders Monday morning, before 9:30 a.m., for business amounting to more than twice the cost of the entire three months' contract for the program on CKCW.

Radio Columns

INDICATION of the rising interest of the press in radio has be- come apparent. Newsweek magazine began in its May 26 issue a weekly radio review column, The New York Times began a daily radio news column on May 19 and Associated Press was reported experiment with a daily radio column. Jack Gould, Times radio editor, writes new Times column.

Radio Is Defended In Ratner Article

"McCalls" Feature Explains Crime Show Problems

"THE PROBLEM of the mystery-crime radio shows is a problem which must be shared, and solved, both by broadcasters and parents," says Victor M. Ratner in his article "Crime Wave on the Air Waves," scheduled for appearance in the July McCalls.

Mr. Ratner, former CBS promotion manager, delves into the whole problem of crime shows, citing the increasing number, the reasons for the uptrend, the inherent faults in many of the shows, and possible solutions.

As evidence of his article's title, Mr. Ratner points out that "in the past two years, the number of mystery-crime programs on the four major networks has almost doubled, and they are more likely to increase than diminish." The reasons, according to the author: (1) sponsors find them less expensive to put on the air than more elaborate radio features; (2) lots of listeners like these programs. What's more, it's no longer a case of "children's programs vs. "adult programs," he says, "for research shows that virtually as many children under 18 years of age listen to the radio after 9 p.m. as before; and that holds true even when only children under 12 years of age are counted."

More Violent

Radio crime stories are far more violent than books or movies, says the author, largely because they are squeezed into such tight little pieces of time and there seems to be no time for anything but action, with almost no details of character or incident to spread the violence thinner. A half hour program, says Mr. Ratner, may contain as many as eight murders. This makes murder seem very casual, he says, and almost always, it is murder with no sense of pity indicated anywhere.

The broadcasters, according to Mr. Ratner, have a definite area of responsibility toward correcting these faults. The self-imposed code being talked about goes part of the way, but questions of taste or art cannot be solved by codes. "And," he adds, "any code takes a long time to develop, so it will solve no parent's radio problem today."

The majority of children are not harmed by these shows, says the author, the much more serious problem is not "what" they listen to but how much. Radio, according to the author, should not be allowed to cut into the development of the child's other skills, but should take its proper, limited place in their life. This part of the problem, says Mr. Ratner, is the parents' responsibility.
House Concedes to Senate Labor Bill

Politics Influencing Pending Decision, GOP Admits

HOUSE MEMBERS of a Joint Labor Committee made major concessions last week in the interest of a bill which, at the least, can be passed over a Presidential veto. After disclosures that the House members would be willing to make the Senate "mild" labor bill the basis for final compromise, the conference group retired into almost complete secrecy. Reports that concessions to "expediency"—that is, the White House—were being made netted the conference and drew talk of a deadlock which may delay final decision for another week.

To date the House members, led by Rep. Fred A. Hartley, Jr. (R-N.J.), have agreed to drop three major curbs—against industry-wide bargaining, a provision permitting the issuance of injunctions against strikers, and a ban on mass picketing.

Political considerations were totally admitted to being influencing the pending compromise. Republicans close to Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee, admitted that his treatment of the labor bill is conditioned by 1948 considerations. At the same time, however, they claim that the unions do not control a critical number of votes, so that any White House action looking toward capturing a labor vote can be discounted in the construction of legislation.

The willingness of House conferees to compromise has stirred some resentment among advocates of the House "tough" labor bill, but concessions already made by House members have indicated a possibility of success which conferees feel cannot be overlooked if there is to be a labor law this year.

There has been a persistent increase of reports from the direction of the White House pointing to a Presidential inclination to look more favorably upon a labor bill such as was approved by the Senate. Some GOP quartermasters have interpreted these reports as a hint that the President would be willing to sign a measure which incorporates some suggestions President Truman himself has made. In addition, some of the President's advisors feel that union vote control is exaggerated. Their argument is not whether the unions can swing a large bloc of votes on the strength of the kind of labor legislation the President is willing to accept, but whether the final bill is tough enough to raise real resentment in the rank and file of labor.

The White House also appears anxious to avoid making labor a campaign issue, which it would be if the fight over legislation is not resolved before Congress recesses this summer.

AIR SHIP-TRAIN CONVERSATION

Dignitaries Aboard British Liner, GM 'Train of Tomorrow'

Join in WGN-MBS Broadcast

HISTORIC BROADCAST, in which two-way conversations took place between a General Motors executive on General Motors' "Train of Tomorrow" and dignitaries aboard the Queen Elizabeth, was presented May 28 over WGN Chicago and MBS.

Special feature actually was transcribed May 27 for broadcast the following afternoon, and originated from the train as it made its press run between French Lick, Ind., and Chicago. Luxury liner at that time was approximately 1,800 miles out of New York enroute to England.

Cyrus R. Osborne, General Motors vice president, talked with personalities aboard the Queen Elizabeth including Sir Alexander Cadogan, permanent British UN delegate; Leo Carroll, stage and screen actor; (Babe) Didrickson Zaharias, prominent sports figure, and others.

In establishing contact with the ship WGN-MBS used an extensive relay system. Signal from the train was picked up at a relay point in Calumet City, Ind., on a central station receiver then relayed to WGN via telephone lines.

It was sent, in turn, via the network's land wires to New York where it was re-transmitted to the Queen Elizabeth at sea. With use of the duplex system, by which receivers on both train and ship were simultaneously kept on the air, and two WGN experimental high frequencies, 156 and 161 mc, speakers were able to exchange greetings and interrupt each other.

Robert F. Hurleigh, WGN news director, who conducted program, and Jack Paige, special events director of MBS, also described the train's many innovations, including the "astradome" which gives passengers a combined view of sky and countryside. Mr. Hurleigh interviewed Mr. Osborne, who told listeners of the research, over a four-year period, that went into the development of the "Train of Tomorrow." The GM official supervised the construction of the new four-car train.
Philco Introduces $395 Television Set; Training Servicing Personnel

PHILCO has just introduced its first television receiver, incorporating electronic control, a 10-inch picture and automatic tuning. The set will sell for $395 plus $45 for installation charges.

Although no public announcement of the new Philco model will be made for the present the company is inaugurating a sales and service training campaign in the Philadelphia area with the idea of using the trainees there to introduce the sets in other parts of the country when it is introduced generally.

Company officials said that there was no production problem on the sets and that they would be ready to go into large scale production as soon as sufficient servicing and sales personnel were trained.

Local Concentration

The model, No. 1000, was announced last week by James H. Carmine, vice president in charge of merchandising.

In presenting the first Philco television receiver ever offered to the public we are concentrating our sales and installation program in the Philadelphia television area for the present," Mr. Carmine declared. "To outline our television sales and installation program we held two meetings at the end of last week," he continued. "These meetings were attended by Philco dealers from the Philadelphia television areas." Speakers included: Larry E. Gubb, chairman of the board; John Ballantyne, president; Thomas A. Kennally, vice president; John Moran, general manager; Sol Schiff and John Moran, the general manager and sales manager, respectively, of Philco Distributors Inc., of Philadelphia.

At these meetings Mr. Carmine explained the policy of limiting sales and installations of television receivers in the Philadelphia area for the present. He said the company intends to utilize the area as a training ground.

This training program, already under way for several weeks in Philadelphia is two-fold. One phase of it is training all dealers with qualified service organizations in the installation and maintenance of the new receivers. The second part is a sales training plan to prepare Philco dealers and their salesmen to sell the new receivers.

"To help dealers in demonstrating and selling the new receivers we are holding a continuing series of sales training meetings to run in conjunction with the service school and field training," Mr. Carmine said. "In addition Philco television station WPZT, Philadelphia, already broadcasting regular afternoon and evening programs will further increase its schedule of telecasts."

He emphasized that no public announcement of the new Philco model will be made until the local dealers sales and service organizations are thoroughly trained.

Set Features

Features of the set include the Philco electronic control, a development that the company says brings the television picture into sharp focus, the moment it is switched on.

They claim the electronic circuit brings in each channel precisely tuned with pictures automatically focused and the television picture stays synchronized and in focus without attention from the user. They boast the development of simplified tuning of which there are only five manual controls. An automatic level control keeps the pictures sharp and brilliant and the sound clear and strong despite signal variations.

The set is incorporated in a mahogany table and is 20⅛ inches high, 22⅝ inches wide and 19-9/16 inches deep.

Gifts Showered as Tyson Marks 25 Years at WWJ

DETOIT CITIZENS, from Mayor Edward J. Jeffries on down, paid tribute to and showered gifts on Ty Tyson, WWJ Detroit sports editor, in honor of his 25th anniversary with the Detroit News station last Monday [Broadcasting, May 26].

The mayor started things off with an official proclamation designating May 26 as "Ty Tyson Day." After a full day of broadcasts and interviews, Mr. Tyson attended a banquet given by 125 of his old friends and received a variety of gifts, which included an RCA television receiver from WWJ, a gold lifetime pass from the Detroit Tigers, a silver cigarette box from the Detroit Lions, a lifetime pass from Olympia Stadium and a plaque made of 25 silver dollars coined in 1922 from Fred Matthei, a local sports enthusiast.

Teacher Wins Prize

A FOURTH grade Jackson, Miss., public school teacher, Miss Aline Neal, was selected as the outstanding teacher of 1947 in a nationwide contest conducted by the Quiz Kids and announced on their June 1 NBC program. Miss Neal will be flown to Chicago for a guest appearance with the Quiz Kids where Charles Beardasley, president of Miles Laboratories, program sponsor, will present her with the $2600 first prize.

HONEY BEE SHOW

KSIB Sunday Afternoon Series

Beamed to Rural Listeners

IMPORTANCE of the honey bee as a producer of nutritious food and as leader in the insect pollination group is stressed in a semi-light classical music program, Honey Time, heard Sundays 1:45-2 p.m. over KSIB Creston, Iowa, on a 52-week basis under sponsorship of C. R. Corey Bee Co., Creston.

Brief sponsor identification is presented at beginning and end of program, and there is one twenty minute middle announcement. Listeners are given information as to the care and habits of the honey bee and are invited to write to KSIB for more information.

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for low-cost advertising
in BEAUMONT

TEXAS

it's

KRIC

FOOD $+
103.9%

Beaumont Food Sales exceed 1940 Census figures by 103.9% (based on Sales Mgt. Estimate 1946).

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WRITE MEUP=

NAB Mapping Annual

New Method of Clinics Included on Agenda

For September

NEW TYPE of specialized clinics, to provide broadcasters with latest information on scientific, management and business trends will be staged at NAB's 25th annual convention to be held Sept. 16-18 at Convention Hall, Atlantic City.

Arrangements for the convention are going forward rapidly, with C. E. Arney Jr., NAB secretary-treasurer, already having negotiations for the meeting well under control.

The clinic idea is an elaboration of the specialized broadcast advertising and small market sessions held at Chicago last October. These sessions were separate segments of the convention agenda.

Under the new plan, four clinics will be held Monday Sept. 15. Ordinarily Monday is devoted to committee meetings. At Chicago special FM and facsimile meetings were held Monday afternoon, followed by the board meeting in the evening.

Meeting on Sunday

Tentative plans for the 1947 convention call for a meeting of the old board Sunday, with the new board gathering at the close of the four day proceedings. Small market meeting occupied Wednesday morning at Chicago, with retail advertising and sales managers sessions filling most of the Thursday schedule. Thus far these segments of the agenda have not been definitely placed.

At the Monday engineering clinic, Royal V. Howard, Director of Engineering, is to present lectures on important engineering problems, with emphasis on care and maintenance of directional antenna, FM and television.

The program clinic will be featured by a leading speaker, with ample time allowed for no-punches-pulled exchanges on programming practices. Harold E. Fair, Director of Programs, will conduct.

Similar arrangements will be made by Franklin E. Pelegrin, Director of Broadcast Advertising, and Richard B. Doherty, Director of Employer-Employer Relations. The idea of merging the program and advertising clinics after separate sessions is being considered.

Under the registration plan, special $5 fee will be charged for participation in a Monday clinic. This will include lunch, since the clinics will be continuous.

Registration fee for the regular convention proceedings will be $27.50 if made on the prescribed registration form between mid-June and Aug. 16. It will be $30 after Aug. 15. Standard forms will be mailed to all members and only room requests made on these forms will be processed. No requests will be honored by NAB unless they are submitted on the regular forms.

Mr. Arney said these would be available about June 15.

NAB is contracting with seven or eight hotels near Convention Hall to set aside blocks of rooms for those attending the convention. These hotels will not honor reservation requests unless they are routed through regular NAB channels.

The general registration fee covers attendance at the convention, three luncheons and the annual banquet.

First Choice

Early registrants will get preference consideration in hotel assignments.

Several industry groups plan to hold separate meetings in advance of the convention. These include the four networks, since ABC will be an associate member by midsummer should the proposed NAB bylaws changes be approved by referendum.

Space for exhibits will be provided on the arena floor, with meetings to be held in the auditorium on the second floor. Smaller meeting rooms are available. The auditorium can be broken into two sections to provide separate space for meetings and luncheons.

Arrangements are being made with caterers to handle the Monday clinic luncheons, regular luncheons the next three days, and the banquet.

OFFER TO BUY WPEN MADE BY KLEIN, SYLK

OFFER to purchase the 5 kw WPEN Philadelphia from the Philadelphia Bulletin has been made by Philip Klein, head of Klein-Kleiner Advertising, Philadelphia, and Albert Syk, executive of Sun Ray Drug Co. The offer is understood to be approximately $80,000.

Mr. Klein and Mr. Syk made the offer on a roughly 50-50 basis, it is understood, to Albert M. Greenfield & Co., exclusive agents for the Bulletin. Details of the sale remain to be worked out, according to a spokesman for the Greenfield company, and may require anywhere from 48 hours to a fortnight. At the Bulletin it was indicated the deal was virtually complete except for actual signing.

The Klein agency, of which Mr. Klein is active head, is owned jointly by Mr. and Mrs. Klein as partners. Mr. Klein is secretary of Junto, charitable corporation holding a CP for an FM noncommercial educational station in Philadelphia. Junto operates an adult school.

The Bulletin put WPEN on the market when it acquired the 50-kw WCAU with purchase of the Philadelphia Record.
Nation’s Retailers To Back Radio Week

RETAILERS of the nation have been enlisted in early promotion activities in connection with National Radio Merchants Oct. 26-28 event. Last week informed the Joint NAB-RMA Radio Week Committee that they plan to join the drive to build up the week into a major national event.

Taking part will be the National Assn. of Music Merchants, National Retail Furniture Assn., and National Retail Dry Goods Assn. These associations will furnish their 30,000 or more member stores with promotion kits including posters, streamers and suggestions for local observation in cooperation with broadcasters.

FM Assn. will take part in the week’s events and is planning to promote a special FM day, according to Roy Hofheinz, KOPY Houston, FMA president. He proposed full participation in the celebration. All broadcast services, including facsimile and television, will be represented in the overall campaign.

Acting on behalf of other groups are William A. Mills, executive secretary of the music association; James F. Oliver, manager of Merchandising of Furniture Assn., and Howard P. Abrahams, NRDGA sales promotion manager.

Plans Studied

Plans were gone over at a meeting of the joint committee last Tuesday at NAB headquarters. Participation of agencies and advertisers will be arranged at a meeting tentatively scheduled June 19 in New York at the offices of Fred Eldean Org., agency in charge of the week and RMA’s set-selling campaign.

Attending the Tuesday meeting were: For NAB—Robert K. Richards, Hugh Higgins; Arthur C. Stringer, Robert T. Bartley, For RMA-W. B. McGill, Westinghouse Radio Stations, Radio Week sub-committee chairman, and James D. Secrest. For FMA—Mr. Hofheinz; Ben Strouse, WWDW Washington. For Fred Eldean Org.—Melva Chesron, W. B. Christ.

U. S. Steel Plans

U. S. Steel Co.’s Theatre Guild on the Air Sundays, 10-11 p.m. on ABC will be heard on its last broadcast this season June 29. A summer replacement has not been set. Last summer company sponsored a mystery series. Fall plans are currently being considered by U. S. Steel with a definite decision scheduled to be made early part of this week. It is reported that company is considering the possibility of transferring the Theatre Guild to another network.

Liberal Explains His Unliberal Attitude In Barring Radio at Press Conference

HENRY A. WALLACE, former Vice President, explained his objections to a wire recorder being used at his press conferences when he was in San Francisco late in May.

His wire-recorded exclusive statement was obtained by Grant Holcomb Jr., KQW reporter, and was released on a KQW newscast the same evening.

Recently in Chicago and previously in Washington, Mr. Wallace refused to allow radio newsmen to cover his press conferences with anything other than pencil and paper. He stood on an MBS microphone during the Washington conference.

Mr. Holcomb obtained the wire recorded Wallace statement when he pointed out to the ex-Vice President during the course of a press conference at the San Francisco Press Club that to that time Mr. Wallace had failed to explain his objections to using a wire recorder at his press conferences. Mr. Holcomb said: “The radio public would be interested in knowing why the former Vice President had so severely clamped down on such an accurate means of news reporting.”

The full text of Mr. Wallace’s recorded statement follows: “In the first place I have found that when I first faced a wire recorder in a news conference, the press men themselves were rather irritated; they felt that it destroyed the informality of the meeting—that there was a tendency on the part of the gentlemen being interviewed to talk to the radio audience which would amount to many hundreds of thousands and perhaps to millions, rather than to that little group of press men amounting to twelve or fifteen.” And I found in that one experience (which was in my home state of Iowa, by the way) that there were certain technological difficulties; the questions, due to the way in which the boys were placed around the room, did not come in clearly.

“I’m of course strong for the maximum reporting of events over the radio. I’ve advocated, in fact, that we follow the system employed in New Zealand and have our congressional debates broadcast over the air. But I do feel that it is much better to separate the two arts for news purposes (that is, the wire recording art and the press art) and not try to do them both at the same time. It’s just too much to meet the requirements of the newspaper reporters at the same time that you’re broadcasting to people all over the United States by means of the wire recorder.”

“If you could do a first class technical job, it might not be so bad. But in my observation the job technically is often times so poor that it is necessary to delete rather large segments, and that results of course in considerable choice of just what was said, and sometimes misapprehension as to exactly what was said. “Well, that’s the exact experience that caused me to feel that it would be better to have the news conference first and then have the wire recording second, and that is what I did in Chicago. I had a wire recording immediately afterward, and the gentleman from the radio who was there had heard the press conference and I was able to answer questions much as I did in the press conference—but shaping it up in mind of the particular audience with which I was talking. In other words, I hate to talk to two audiences at the same time—the one audience before me and the other audience a long way off.”

Crisis on Route 5

THE COMMUNITY certainly takes an interest in the MFA Neighbors program down at KFRU Columbia, Mo. Proving that just about everybody listens to the program, KFRU got a letter the other day from Lyle Chatfield, a farmer on Route 6, Columbia. Mr. Chaney wrote: “I want to thank you again for helping me find the parts to my truck which I lost between Columbia and home. I advertised for them in the paper without result. Then I decided to try radio. While I was still talking to Harold Douglas, on MFA Neighbors, the party who found the missing parts phone in and I have my truck running again.”

Agency Reorganizes

BUTLER, PARKER & NEWLIN Adv. Agency, Portland, Ore., has announced a reorganization and has changed its name to Butler-Emmett, Advertising Consultants. A former partner, Don Parker has resigned to become associated with Nutritional Products Company, Portland. James Emmett, formerly with public relations of Kaiser Co., is now associated with Ben Butler, firm president.

U. S. Steel’s Theatre Guild on the Air Sundays, 10-11 p.m. on ABC will be heard on its last broadcast this season June 29.

When in Rome, Do as the Romans Do . . .

PUT YOUR MONEY ON THE WINR

When in Rome, Do as the Romans Do...

WINR. Binghamton, N. Y.

Binghamton's Largest Department Store

Fowler, Dick & Walker

has sponsored WINR’s 6 P.M. News with Charles Hobart ever since WINR went on the air last August.

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District sales managers chairman.

Mr. Pellegren listed sales aids provided by NAB and urged cooperation in the campaign to be conducted jointly by NAB and RMA to promote sale of sets for every room.

Tuesday's sessions also included review of the NORC public opinion survey by Dr. Baker and a review of the labor situation by Richard P. Doherty, NAB Director of Employee-Employer Relations.

Dr. Baker said a second public opinion survey, as authorized the previous week by the NAB board, will be conducted in November if arrangements can be made by that time. This would provide comparability with the 1945 study, conducted by NORC. Though NORC has not been consulted, use of the same survey group will add to comparability, he suggested. The board's action vests the public opinion study with an added element of permanency.

Review Capital Scene

At the Tuesday luncheon A. D. Willard Jr., executive vice president, reviewed the legislative situation in Washington and gave a brief discussion of the White bill to revise the Communications Act. Clair R. McCollough, WGAL Lancaster, director-at-large for small stations, introduced Mr. Willard.

John Elmer, WCBM Baltimore, a former NAB president, presided at the afternoon labor discussion.

Unlike preceding area and district meetings, the District 3 session adopted a resolution in favor of broadcasting on daylight time when such time is in common usage "in their respective communities." At other meetings the NAB headquarters stand in favor of uniform time has been endorsed.

Other resolutions commended work of the NAB staff under President Justin Miller; endorsed use of BMI music and renewal of contracts; commended President Miller's efforts on behalf of freedom of speech; opposed the 2% agency discount; praised Director Coleman for his leadership; commended Baltimore broadcasters for their convention hospitality.

Members of the resolutions committee were: C. G. Moss, WBKO Harrisburg, chairman; Hope Ball, WBFR Baltimore; Louis Baltimore, WBRE Wilkes-Barre; J. Gornman Walsh, WDEL Wilmington, Del.

Members of the nominating committee were Frank F. Smith, WWSW Pittsburgh, chairman; George H. Roeder, WCBM Baltimore; Raymond A. Gaul, WRAW Reading.

Chairman of the Baltimore host committee was L. Waters Milbourne, WCAO; Harold Burke, WBAL; Mr. Barroll; Thomas G. Tinsley, WITH-FM.

Early experiences in operating the former WEAR Baltimore in the early 20s were narrated by Walter Vanaman, secretary to Mayor Thomas D'Alessandro of Baltimore.

Monday Morning Session

Three NAB department heads conducted the Monday morning meeting. Robert K. Richards, Director of Public Relations, urged all members of station staffs to become active in community affairs and to conduct the NAB public relations campaign at the local level.

Community activity may mean the difference between success and failure in the future, he suggested. Reviewing the overall NAB public relations plans he said aid of other media in meeting threats to freedom of speech is being enlisted. He mentioned a plan, still in the discussion stage, by which NAB would combat the "popular college pastime of torturing radio."

Harold Fair, Director, Program Dept., promised early action on the new standards of practice. He forew

saw the danger of "a lot of jolly programs" in the next year as the number of stations doubles. "The broadcaster who does a sound programming job will survive," he said. Dr. Fair reviewed juvenile delinquency and other program activities. A joint program-sales session is planned at the Atlantic City NAB convention, he added.

Roy V. Howard, NAB Director of Engineering, was hopeful that the American delegation would be granted a request to open 540 kc. He said NAB plans to issue regular bulletins with technical information to meet the need of broadcast engineers. He reviewed progress of international recording standards. NAB will interpret FCC rules and give engineers help in avoiding citations and handling daily technical problems.

'Voice' Worthwhile

At the luncheon Richard C. Hottelet, CBS correspondent, told of difficulty of getting news out of Russia. Answering a question by Edward L. Anzmann, WCAO Baltimore, he said the "Voice of America" broadcasts are worthwhile even if only an insignificant number of the "elite" are contacted, since the "spark of doubt" will be kept alive.

Other luncheon speakers were Carl Haverlin, BMI president, who told how industry resistance to ASCAP some years ago had prevented the society from increasing rates to as much as 15%. Kolin Hager, assistant to the president, SESAC, suggested that stations use the best possible material to improve their musical programming.

Monday afternoon was devoted to a session on small market stations. George E. Joy, WRAK Williamsport, Pa., district small market chairman, introduced J. Allen Brown, NAB Assistant Director of Broadcast Advertising, who presided. Mr. Brown pointed to sales opportunities in the local field, where newspapers outsell radio 6 to 1.
and to the fact that the average small market station gets only $12,000 out of an $87,000 gross from national advertising.

J. Robert Gulick, WGL Lancaster, Pa., advised planned program selling, with the entire sales staff concentrating on the project for several days. He urged sale of programs as against spots and suggested advantage of getting prospects into the studio for auditions.

Program success stories were explained by David M. Baltimore, WBRE Wilkes-Barre, Pa.; H. S. Caldwell, WPBZ Lock Haven, Homer Smith, WKOK Sunbury, Pa.; Phillip J. Reilly, WLBR Lebanon, Pa., and C. B. Heller, WJPA Washington, Pa. They cited benefits obtained from using the station itself to promote radio selling.

David Rosenblum WISR Butler, Pa., said he had been successful in selling department stores by holding transcribed auditions in store executive's offices. He said local department stores began using the station after Pittsburgh stores had bought time. WISR has a regional rate for stores outside Butler.

Tom Carr, WANN Annapolis, Md. and Victor C. Diehm, WAZL Hazleton, discussed the problem. Mr. Diehm described WAZL participation in community activities.

Robert S. Keller, head of the consultant firm by that name, told of the effect of sales promotion on national advertisers and agencies. Mr. Joy led a discussion of rate structure, with Messrs. Brown and Baltimore participating. Richard P. Doherty, NAB Director of Employee - Employer Relations, joined a roundtable on announcers' fees. A. K. Redman, WHF Harrisburg, and Morris H. Blum, WANN Annapolis, took part.

Arthur W. Graham, WKST New Castle, Mr. Rosenblum and Mr. Reilly discussed newspaper lists.

In a discussion of religious programming Bennett Larson, WPEN Philadelphia, said the station tried to buy over $150,000 of religious commercials to obtain balanced programming. Religion is now limited to 10% of program content. Arthur MacCracken, WPQA Bethlehem, opposed commercial religious programming. Objection by stations to religious commercials centered around the fact that sponsors soliciting funds in the name of the holy is much of the money to the stations for more time, opening the stations to criticism in many cases.

Baltimore stations were hosts Monday evening at a cocktail party and supper.

CAMERAMAN CAUGHT this cluster of delegates at District 3 meeting (seated, 1 to r): Arthur McCracken, WGPA Bethlehem, Pa.; Lee Keller, UP; A. K. Redmond, WHF Harrisburg, Pa.; C. G. Moss, WKBW Harrisburg, Standing (1 to r): J. Gorman Walsh, WDEL Wilmington, Del.; J. Robert Gulick, WGL Lancaster, Pa.; Francis Brinkley, WILM Wilmington; Julian Skinell, WLBR Lebanon, Pa.; L. J. Moore, Radio Advertising Inc.
Help Wanted

Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. 

Wanted immediately—Engineer with 1st class ticket by WLCX, La Crosse, Wisc. Give details and salary required in first letter.

Topoch program director needed. 5 kw midwest network station now 250 miles east of our city. Position includes building, salary, benefits and program director's room. Letter describing qualifications should be sent to Box 460, BROADCASTING.

Womens' editor for established New England 5000 watt. Qualifications: good voice, personality, proven writing ability. Handle some continuity, broadcast daily. 80% salary. Box 464, BROADCASTING.

Think you can fill early morning jockey spot? Man we want is short on experience but long on personality for established talent-paying show. Send disc and telemetry papers. Give all details in first letter. WLCX, La Crosse, Wisc.

Commercial manager by Pennsylvanias' largest network affiliate. 250 mile relay with city of 50,000. 2nd station in town. On the air about 15 minutes daily. Drawing accounts and commission. Give all details in first letter. Box 492, BROADCASTING.

Wanted immediately—Salesman for 250 watt station in southwest Ohio close to Cincinnati and Columbus. Experience must be at least 3 years. Good chance to build up his own territory. Excellent opportunity for aggressive salesman and one who can sell. Give reference and experience. Box 447, BROADCASTING.

Wanted—Immediately Combination men and one continuity writer. Good salary to right people. AM and PM station under construction. Experience in network management, sales, programming, station management construction. Prefer western market. Box 485, BROADCASTING.

CASH—No hagglng if price right for control or minority interests in going AM or FM stations or construction permits. Please give complete details, frequency, power and population. Box 187, BROADCASTING.

Station manager available July 15. Nine months experience in network and network operation. Expert in personnel, sales and advertising. Excellent opportunity for aggressive. Box 315, BROADCASTING.

I WANT TO SELL TIME Young, alert, aggressive college student wanted with some sales riding and radio experience. Ability plus enthusiasm sought for a national fsc station willing to trade co-op for initiative and hard work. Box 315, BROADCASTING.

ANYONE TODAY We have voices and ideas for you. The sellers are trained announcers and continuity writers. If you want them to sell for you write Box 435, BROADCASTING.

Stations Wanted

Situation: W. Va. Radio Station—250 watts—W. Va. Graduate—box—will be available immediately. Box 458, BROADCASTING.

Help Wanted

Help Wanted (Cont'd)

Local network station in southwest needs an Announcer-engineer. circles $350 per month or better for 45 hours per week. Have handling musical programs, news, interviews, features and other on-air work. Give complete resume now. Send letter with details of experience and qualifications. Key station regional network. Speed essential. Box 572, BROADCASTING.

Wanted—Experienced transmitter engineer for permanent position with regional network. Has experience in all phases of transmission and audio engineering. No transients. WGAC, Augusta, Ga.

Wanted—Announcer-engineer with first class ticket for 1000 watt metropolitan station. Box 580, BROADCASTING.

Commercial manager and program director. New to Va. Valley market. Has some experience in radio operation. Box 581, BROADCASTING.

I'm looking for a better job. Young, alert veteran, presently employed as commercial manager of local FM station. If you want a working companion, make an offer. Box 553, BROADCASTING.

Station manager-program director. Now in supervisory capacity at NBC outlet. Ten years experience, selling, production and management work. Can organize new operation. Married man, family. Box 553, BROADCASTING.

College graduate—Announcing background included. Newscasts, copy, continuity, commercials, Salary available. Interested after July 1. Write Box 430, BROADCASTING.

Manager desires change. No high pressure soups or soups. Young man, 32, several years in sales and management. Qualified in all phases of operation. Free lance, sales, or any other type of position. Better letter will tell the story. Write Box 468, BROADCASTING.

Manager with license. Can sell, announce, and run your station in the correct manner. Years of experience in radio. Box 495, BROADCASTING.

Looking for top-flight announcer or program supervisor? Try me. Thirteen years experience, ten years with same network. Has plenty more to offer in special events. Send details and transcription upon request. Box 486, BROADCASTING.

Topnotch announcer, versatile, reliable, experienced major markets, desires immediate change. Minimum $350 week. Will consider temporary job in un- 25050 spot. Box 502, BROADCASTING.

Experienced chief engineer desires position with a strong, growing station. Has stock for sale. Box 521, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Anywhere. Box 524, BROADCASTING.


Continuity writer available immediately. Single. 24. University grad. accredited radio school. Box 526, BROADCASTING.

Young man, single, who grew up in radio with CBS, desires announcing position. Has written, produced shows. Also, announcing and acting experience. Will work in Detroit. Disc and photo on request. Box 528, BROADCASTING.

Capable radio trained veteran desires connection in western locale as continuity writing or public relations. Photo, transcription on request. Box 530, BROADCASTING.

Announcer-engineer, first class phone, 4 years experience, would like permanent position with established station. Young, ambitious, articulate. Will make a go of it. Want $65.00 weekly for good chance for advancement. Available two weeks notice. Box 531, BROADCASTING.

Announcer—23, single with plans, college, veteran, three and one half years newspaper experience. Available July 1st. Available three weeks after offer. Box 532, BROADCASTING.

Manager—Will soon complete contract with new independent station in highly competitive market where profits have been exceptional from start. 15 years experience qualify me for the job of getting your station on the air at a profit. Box 544, BROADCASTING.

Station Manager

No Salary

I know that the next five years in radio are going to be tougher, profit-wise, than the last ten. I know, too, that simply means more intelligence, more knowledge and more sweat will be necessary than ever before.

I've been in radio for fifteen years, most of them for one employer. I've worked with stations of almost every size and type in every part of the country. I know management, sales, programming, promotion. And I know how to hold a loyal staff together.

I want to talk to some licensee about managing his station on a percentage, stock participation, over-ride or any other basis that will permit me to earn only in ratio to what I make for the owner.

Negotiations will be confidential, of course. And should we get together I can start at any- time.

Box 370 BROADCASTING
Situation Wanted (Cont'd)

Engineer- 20 years experience testing, installing and operating broadcast equipment. Seeking present or progressive station—new or established. Formerly employed by August 1, Box 534, BROADCASTING.

Program director desires permanency and opportunity rather than excessive assignment. Being experienced. Box 535, BROADCASTING.

Do you need an all-round announcer specializing in sports, play-by-play and special events, married, with 18 years experience? Will travel. Box 538, BROADCASTING.

Station manager with permits for large agency. Box 539, BROADCASTING.

Ex-GI desires job on the training as salesman or assistant manager under OJ Bill. Formerly assistant manager of AADS affiliate. Experienced control room, recording, remotes, news department, sports, traffic prior to service. Age 27, married, not a fighter. Box 540, BROADCASTING.

Operator—Young vet with two years military experience in operating, graduation from special radio school. First class ticket. Desires employment in states. Box 541, BROADCASTING.

Announcer—Experienced, dependable. Excel in news, special events, music. Would like to return to active progressive organization. Box 542, BROADCASTING.

Manager, PD, production, special events, announcing, writing, salesmen, advertising, jointly or separately—I can qualify under any of these capacities. If present position of staff announcer on large network or commercial and college grad and seven years experience, am now drawing $8,000. Let's talk it over during my vacation this summer. Box 543, BROADCASTING.

Manager—Two stations which I have opened have made money from the start. Will do the same for you. Desires position in western states. Box 545, BROADCASTING.

Radio-advertising, Scriptwriter with ideas and production experience, seeking a broader opportunity. Also employed as writer-assistant producer by large agency. Former comedy-variety writer for Ted Mack, The Chimes. Dramatic writing experience on executive level. Also an expert on voice-overs and jingles. APRS station manager while in service. College graduate single with newspaper, radio, and advertising sales background. Has background which permits interest in varied openings with continuous growth. Interested parties please reply promptly. Box 546, BROADCASTING.

Station manager with long record of successful pre-war management in connection with progressive station. Can meet and exceed your budget and if your proposition is sound. Let me give you a letter of recommendation. I can do Box 554, BROADCASTING.

Script—continuity writer, veteran, 24, single, with considerable production work with two major stations, now at aggressive progressive station anywhere. Announcing or management. Desires position in Los Angeles area. Box 555, BROADCASTING.

Two announcers—Seek station preferably in California where there are at least some well-credentialed Hollywood radio school. Responsible, dependable. Adv. rates. Box 556, BROADCASTING.

RCA graduate, 1st class phone, veteran. 2nd. Good references. Midwest preferred. Box 557, BROADCASTING.

Experienced operator with first class ticket desires position. North central states or west coast preferred. No answer—assurance. Box 558, BROADCASTING.

Station manager available—Recently put new station on air, 10 years experience in advertising, time sales, promotion and station management. Desires. Box 559, BROADCASTING.

Attention New England stations. Want a versatile man, seven years experience in radio, TV and news work. Capable of play-by-play all sports. Experienced in voice-overs, a convincingly good talker, and an experienced programme-produce, top references. Nestor W. Venable, 1611 Carroll St., Brooklyn 13, N. Y.

Announcer, 22, short on experience, long on ambition and talent. Operate continuous on-air shows. Write direct. Send samples of work. Box 560, BROADCASTING.


Program director experienced in planning, contacting, supervising well-known artist and executive. Will be available July 1. Box 568, BROADCASTING.

Announcer—Veteran, limited experience, but plenty of ambition. Desires position with progressive 250 watt station with opportunity for advancement. Can fill all phases of announcing. Will go anywhere on a trial basis. Write or wire Arthur W. Krebs, 5639 Everhart Rd., Toledo, Ohio.

Program director—Solid background, RR, Personnel Service Box 413, Philadelphia.

Announcers—Experienced—from $60 to $100 per week. Philadelphia Service Box 413, Philadelphia.

Manager-engineer, experienced, seek advertising manager. Philadelphia Personnel Service, Box 413, Philadelphia.


Announcer, Style and personality easily identified with voice. Trained in all phases of announcing. Available now 24 hours college, Disc and photo on request. Contact Bud Gelfund, 600 West Lansdowne Ave., Chicago, Illinois.

Minor league baseball player, football and basketball coach desires radio announcing position. Will move. Have done major league exhibition game announcing. Can work in any field, good voice and delivery. March schedule will be advertised. Box 569, Brooklyn, N. Y. Snyder, 8440 4th St., N., St. Pete, Fla.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hensley, Chief Engineer, Commercial 4th and Wyandotte, Kansas City, Missouri.

Hal Styles may solve your problem with your station. 20 years experience as announcer or congrat, who has been in radio for a total of eight or nine years. For last 11 years by radio professionals in all capacities, from announcing to continuation and continuity writing. Write or wire Hal Styles. Hal Styles School of Broadcasting, 912 S. Wabash Ave., Chicago, Ill.

Young woman, well trained in all phases of studio and field work, current on commercial collection in western local. Has excellent references. Also is skilled. Adequate experience as business woman and able of writing and directing all types of material. Photos, transcriptions on request. Sylvia Barlow, 7901 Ridge- land, Chicago, Ill.


Announcer-writer, College education, radio experience, now in Brazil, has foreign language pronunciation. Interested in combining writing with goal of production. South- east coast desired. Salary $150,000. Box 573, BROADCASTING. Will accept reasonable salary to suit station. Upon arrival in New York will travel at own expense for personal audition, photo and detailed qualifications upon request. Best references. Box 574, BROADCASTING.

Announcer, Vet, 27, married. One year leading radio school. Record on request. Box 575, BROADCASTING.

Announcer with network caliber voice, dictation and interpretation. Several years background at network affiliates handling news, commercials, interviews, etc. Box 576, BROADCASTING.

Engineer—First class radio telephone operator for over 10 years experience, preferably northeast U. S. location. Available immediately. WBGQ, Elizabeth, Georgia.

RCA 250-K 250 watt transmitter, RCA monitoring amplifiers and rack cabinets. Current owner is distributingiger. No current use. Box 577, BROADCASTING.


New 380 foot guyed tower, complete with all guys and lighting equipment. Top half utilized for Western Electric 6 bay Cloverleaf system. Suitable for immediate shipment. Write, wire or phone WBC, New York.

Two Despec Western Electric D-3000 vertical heads, ears and equalizers. Apply WKEY, P.O. Box 659, Covington, Va.

For sale—Complete Presto recording equipment, including recording and transcription. Also intercontinental Engineering Equipment Co., 101 Preston, St. Louis, Missouri.

Raytheon 250 watt transistor $3,000. Immediate delivery. Wire or phone Mark Bullock, Chief Engineer, KPAB Broadcasting Company, Lincoln, Nebraska.

Gates limiting amplifier Model 27-C operating, will make your station equal to five or more microphones with three microphones. Write for complete specifications. Available immediately. Box 579, P.O. KBTM, Junction, Arkansas.

WANTED TO BUY

Wanted—Used equipment for new radio station. 25 watt. Replying give make, years old, purchase price, present price. Box 494, BROADCASTING.

Wanted—Good used 1 or 5 kw AM transmitter approved. Box 564, BROADCASTING.

Wanted Used studio console at bargain price. Must have two to three microphone channels, two to four tape channels and one remote channel. Turntable and microphone must be included or will accept without. Rex, 1972 Second Ave.

Wanted: RCA OR-1 A complete portable recording system or Presto 6 No portable recording system, 6 amplifier and universal vertical, lateral playback and 8 track, complete. R. M. Beer, Manager WATO, Ashland, Ohio.

New 25 or 50 kw modulation transformer and reactor. State price, conditions and specifications. Box 571, BROADCASTING.

Insulated self feeding 200 foot tower with lights. Box 570, BROADCASTING.

Miscellaneous

Selling radio advertising—new book of improved self—help to profit. 60 years of advice for salesmen. $5, Box 553, Mem-phis.

Mr. Engineer: Do you have complete schematics of all your equipment? We can furnish you ink tracing from your information or pencil diagrams. Immediate action given all inquiries. Box 215, Marion, Iowa.

For sale—One General Radio type 720-A distortion meter, $125.00. Write. Lloyd Sigmun, Chief Engineer, KMPK, Los Angeles, Calif.

For sale—First Signal takes one 555-A 50 ohm Shure, one 725 50 ohm Electro-Voice and one 500A microphone. Radio Station KFDR, Alexandria, Georgia.


For sale: 3 WE 9-A reproduces complete, new heads, coils, switches, 1775 G. O. 4000, new 8 each. One RCA 84 amplifier, new, $85 each. One kit of 400 watt strips, new, complete $35. 2 RCA 1982 receivers, f.o.b. Dallas, 1573 24th Avenue, San Francisco 31, California.

For sale: Disposal $1,500 takes 185 foot steel tubular antenna, complete with lights and flasher, guy wires and insulator. Immediate action. 1st F.O.B. W.A.S.K., La. Picayune, Louisiana.

250 watt transmitter, complete with 1600 kO crystals, approved by FEC. Me used less than 6 months. Heavy duty power pack, new. Will trade for the spare modulation transformer. Ideal for station in vicinity. Available immediately. WBGQ, Elizabeth, Georgia.

WANTED (Cont’d)

Situation Wanted (Cont’d)

For Sale (Cont’d)

Situation Wanted (Cont’d)

For Sale (Cont’d)

Situation Wanted (Cont’d)

For Sale (Cont’d)
WFIL Buys 5-kw Video Transmitter, Plans To Have It Operating by Early Autumn

PURCHASE by WFIL Philadelphia of a 5-kw television transmitter and field television equipment from RCA was announced this week by Kenneth W. Stowman, station television director.

The 5-kw transmitter will be installed this month at the station's Quaker City, WPTZ (Philco) already is in operation.

Even before announcement of the purchase, WFIL in a promotional stunt revealed publicly for the first time the call letters for its television station. They are WFTLV.

The station removed the wraps from the call letters May 23 at a television demonstration at the University Club, Philadelphia before old grads of the U. of Pennsylvania. The 13th floor of the handson, and complete studio and into a model television studio, and a fashion show was produced in cooperation with Bonwit Teller of Philadelphia. A Frank and Elizabette Maintenon marquise show also was presented. Penn alumni could watch production and then walk into neighboring rooms and see the fidelity of reproduction in three receivers.

Construction Started

Mr. Stowman announced at the University Club that the station already has started construction preparatory to installation of the television transmitter.

The construction permit for a television station to be operated on Philadelphia Channel No. 6 was granted to the Philadelphia Inquirer Division of Triangle Publications Inc., owners of WFIL.

The WFIL video equipment includes one RCA transmitter, model TT-5, complete with a three-day superturnstile antenna and a supervisory control console. Studio equipment includes two Type TK-30A image orthicon camera chains, one iconoscope film camera chain, and two film projectors.

Field equipment includes an RCA mobile television unit with two image-orthicon cameras for remote telecasts. WFIL also bought microwave link equipment (Transmitter Model TTR-1A, and Receiver Model TRR-1A) for the relay of television pictures from remote pickup points to the studio. The relay apparatus also will link the mobile unit with the studio.

Installation of the equipment and construction is under supervision of WFIL's chief engineer, Louis E. Littlejohn, a former member of the RCA Television Dept. Aiding him will be David J. Miller, Jr., assistant chief engineer in charge of television for the station.

WJMO IN CLEVELAND

STARTED YESTERDAY

Cleveland's fifth radio station went on the air Sunday (June 1) when the new WJMO began operation on 1540 kc with 1 kw daytime. Station was granted last December to W. J. Marshall (Broadcasting, April 28), is headed by Dave Baylor as vice-president and general manager (Broadcasting, April 28).

Opening day festivities included a 4 to 5 p.m. broadcast in which all of the outstanding features of the new outlet were presented in capsule form.

Robert D. Tchon has been named sales manager of the station in charge of local and national sales. Chief engineer is Larry Shipley, formerly with Cleveland stations.

Bowers Joins WESC

CLIFF W. BOWERS, formerly head of the sales dept., WAGC Chattanooga, became sales manager of WESC Nashville, S. C. last week. Mr. Bowers was with WDDO Chattanooga for six years before entering the naval service in World War II as communications officer. Upon being discharged, he joined WAGC where he remained until his affiliation with WESC.

Both FCC and WCP's had fought WJR's request for a stay order, which once before had been denied. The station asked that WJR be required to post $65,000 bond to cover WCP's' operating losses while off the air, if it were required to stop operating, but this request was not granted.

A petition asking the Court to dissolve the stay order was prepared by Frank U. Fletcher, Washington counsel for the daytime outlet, immediately after the court granted the petition to postpone effectiveness of the order. The postponement was announced late Tuesday, just as FCC was preparing to issue an order telling the station to leave the air.

WCP's expected to shift from 700 to 570 kc over the weekend.

John C. Hanner, WCP's manager, one of the owners, and treasurer of its permittee company, Coastal Plains Broadcasting Co., told the Court in an affidavit that the station has been on the air since Jan. 28, 1947, at an investment of up to $150,000 worth of business with 149 business firms within a 50-mile radius of Tarboro.

Other Stay Orders

The stay order against WCP's, issued pending a decision in WJR's appeal from the FCC grant under which WCP's operates, was one of three issued by the Court. One was against Southeastern Broadcasting Co., permittee for a 500-kw daytime station at WJR's channel at Clanton, Ala., and another was against Radio Virginia Inc., permittee for WFFV Richmond, which is authorized to use WGN Chica
go's 720-kw clear channel with 1 kw, daytime-only. Neither the Clanton nor the Richmond operation is yet on the air.

Earlier, the Court had ordered FCC to stop the effectiveness of a grant to Patrick Joseph Stanton, Philadelphia, for 10-kw daytime operation on 1550 kc, a Class 1-B channel used by WCKY Cincinnati (Broadcasting, April 28). All the stay orders were issued pending conclusion of pending litigation.
FMA
(Continued from page 19)
ports from Congressional and other quarters about the low cost of FM installation and station operation. To establish FM nationally requires the kind of ingenuity not extant in AM, he said, pointing out that with the wholesale licensing of stations there will be three stations fighting for the business of each single pre-war outlet. Judge Hohfeld praised the FCC for what he described as the salutary effort of the Blue Book upon stations and in the upbuilding of public service. He said no industry had received greater cooperation from a government agency.

Ted Leitzell, public relations director of Zenith and manager of its FM station WEFM, told of the improved FM superiority over AM, pointing out that it is exceeding even the pace estimated last January. An FM "pioneer" radio is "no flash in the pan," he asserted. FM is "no flash in the pan," he said, but warned there are "problems" which must be connected. Dealer end distribution problems must be settled, and service clinics established to assure a service service from receivers installed in FMradios. An instrument, he pointed out, particularly in the 100 mc band, and quality must be watched if FM is not to "fizzle out."

Signal Superiority
C. M. Jansky Jr., senior partner of Jansky & Bailey, Washington consulting engineers and an FM pioneer, delivered a "chalk talk" to show that FM service is "far superior" to AM. Asserting that FM is "no flash in the pan," he assailed FM AM in larger coverage; identical day and night coverage, and in being susceptible of automatic interconnection by radio relay, or through satellite stations for economical coverage of substantial areas.

A 50 microvolt FM signal is as good as a 500 microvolt AM signal in rural coverage, Dr. Jansky said. Everett L. Hart, president of Commercial Radio Equipment Co., and operator of FM stations WASH Washington and KOZY Kansas City, explained the phenomenal results in setting up the Continental FM Network along the Eastern seaboard three months ago. That network of four stations was set up in 10 days. Next

Vallee in New Role
TWISTING usual disc m. c. format, Rudy Vallee is currently being offered to advertising agencies as five-weekly half-hour, featuring nostalgic music and secondary theme of "discoveries," technique popularized by crooner in past. John Guedel Radio Productions, Hollywood, is handling deal.

McNeil Is WABD Manager; Outlines Primary Objectives
JOHN H. McNEIL, former general manager of WZJ New York, has been appointed general manager of WABD New York, video station of Allen B. Du Mont Laboratories. The station is a member of the Du Mont Television Network. His appointment was announced to the station managers of WJZ's autonomous activities, of the network transmission, and to an adjustment of station management duties assumed several months ago following the resignation of Samuel H. Cuff from the station manager's post.

Mr. McNeil resigned as head of WZJ operations early in January following a disagreement with ABC executives over station policies (BROADCASTING, Jan. 13). He had advocated a series of station management suits against WZJ's autonomous activities, but the network embarked on a program of closer union between stations and network operations. He had been station manager of WJZ since its operations were separated from those of the network early in 1942 when ABC's predecessor, the National Broadcasting Co., had been supplanted by the Du Mont Television Network, and not as one of two NBC networks.

With the development of sales week, he said, a new series of FM regional programs will be inaugurated with 17 stations aligned—most of them by radio relay. Since the initial experiment another 24 stations have been added to participate.

The network was formed, not as a nationwide venture, Mr. Dillard said, but to demonstrate the potential and the flexibility of FM as a medium for commercial purposes. Advertisers felt the claim that there are no good live FM programs. The radio relays, he said, provide better quality than wire lines, and are capable of the clarity of the FM signals which can be rebroadcast with little loss in quality. These signals, he said, are bounted from city to city, mountaintop to mountaintop and state to state and can be extended as far as the station can transmit its signal. He predicted extensive development of regional relays in 1948, when there will be 700 stations on the air, calling it a challenge to all AM broadcasters.

Leonard Marks, partner of Cohn & Marks, Washington law firm, and FMA general counsel, cited the strides made by FMA in the "100 days" since its organization. He commended highly the work of J. M. (Bill) Bailey, executive director, who, he said, had accomplished since last January what it took years for other trade groups to achieve.

He alluded to FMA collaboration...
Advertising to Push Public Relations

Radio is to Continue Its Participation, AFA Convention Told

THE ADVERTISING business will again operate a public relations program, with radio slated to continue its participation, 1,000 advertising executives were told at the 43rd convention of the Advertising Federation of America, held May 25-28 at the Hotel Statler, Boston.

Slogan of the drive to sell advertising to the public is, "Advertising, by selling more goods to more people, makes your job more secure." Radio's "BROADCASTING, TELL THE PUBLIC" campaign, started last year, was outlined in the AFA's annual report.

Material offered by the Federation was requested by 602 stations. "Several hundred million people have heard these radio messages," according to Ralph Smith, executive vice president of Duane Jones Co., New York, and chairman of the Committee for the Broadcasting Relations in Advertising. He said the same theme should be continued, and suggested advertisements be presented in a new "party dress." The kits will be similar to those used last year, when each station received 35 pieces of copy and a recording of nine announcements.

At the broadcast advertising conference Dr. Kenneth H. Baker, NAB Director of Research, gave his slide presentation on the NORC public opinion survey. Hugh Felits, BMB president, outlined the bureau's program and explained its operations. Frank P. Bellegrin, NAB Director of Broadcast Advertising, discussed radio as a medium for retailers, with emphasis on findings of the Joske clinic.

Campaign Cost $6,000
Elon G. Borton, AFA president and general manager, said actual cost of the promoting campaign was $6,000, with about $5,000 worth of space and time were given to spread this strategic story," he said. "The outlay was small in proportion to results."

Mr. Borton asked more cooperation from ad clubs with Advertising Council campaigns. "I told you last year that the council had asked our clubs through us to handle the local end of their campaigns," he recalled. "Twenty-six clubs formed public service committees and we hope to see them in the campaign guides of the council. Some of the clubs adopted and promoted some of these campaigns. But somewhere along the line the formal effort was not as successful as it should have been. This was probably ours in lack of proper presentation and interpretation. It is a problem which we must solve better this coming year and particularly so in connection with the coming council campaign to promote better understanding of our economic system."

Allen T. Preyer, chairman of Morse International, was reelected chairman of AFA. Other officers reelected were Mrs. B. J. Kidd, of Lewis & Gilman, Philadelphia, secretary, and Robert S. Peare, vice president of General Electric Co., treasurer. Mr. Borton continues as president and general manager.

Louis D. Young, advertising director of the Indianapolis Times, was reelected chairman of the Council on Advertising Clubs. Kari T. Finee, Cincinnati Times-Star, and Paul C. Smith, Caterpillar Tractor Co., Peoria, were elected vice chairmen.

Curtis Heads Employe Group Asking Facilities of WOKO

A NEW APPLICATION for WOKO Albany's facilities was filed last week by a corporation controlled by Raymond M. Curtis, one of the present principals, and a group of 25 employees of the station.

The new firm, Joseph Henry Broadcasting Co., is headed by Deuel Richardson, WOKO assistant manager. He is treasurer as well as president of the new company and owns 4.5% of the maximum held by any employee. Mr. Curtis has 50% of voting stock; employees, 50%.

Employee-stockholders also include John S. Herrick Jr., sports announcer, who is vice president and owns 2%, and Kathleen Felley, traffic supervisor, who is secretary and has 5.1%. With two exceptions, the 22 other employee-stockholders have worked at WOKO for at least five years. The stock plan requires employees, upon leaving the station, to sell back any shares they own for redistribution to remaining employees.

WOKO, facing deletion Aug. 31 for concealment of stock ownership in reports to FCC, operates with 1 kw day and 500 w night on 1460 kc. The new company requests 1460 kc with 6 kw fulltime, and also seeks a license to operate WOKO present facilities until the 5 kw operation could be set up.

In denying renewal to WOKO, FCC deferred action on a pending application of Van Curter Broadcasting Corp. for the station's assignment. [BROADCASTING, April 14]. The Commission said it would accept other applications, for comparative consideration with Van Curter's, until June 1. The Joseph Henry Broadcasting Co. application was filed last Wednesday.

AM Grant Proposed For Middletown, O.

Dayton Application for Same Facilities Would Be Denied

PAUL F. BRADEN, consulting radio engineer, last week received a proposed grant by FCC for a new standard station in Middletown, Ohio, on 1 kw with 1 kw daytime.

A proposal of similar facilities at Dayton, Ohio, was given to I and E Broadcasting Co.

The Commission's conclusions were based on the "distribution" portion of the Communications Act of 1934, Sec. 307 (b), as basis for its favoring of the Middletown grant. The section calls for "fair, efficient and equitable distribution of radio service" between communities.

FCC said that two stations are operating fulltime in Dayton and the Middletown area has none. In authorizing a daytime station for the latter community the "opportunity for local radio expression" would be given that area, FCC said.

Serve 1½ Million people
Both of the proposed stations would serve substantially the same number of persons—a million and a half. Both Dayton and Middletown receive service from a number of stations located elsewhere, the Commission report cited, and the areas and populations which the proposed outlets would serve receive substantially the same number of services.

Mr. Braden formerly had been an engineer at WING Dayton, and he was in charge of the installation of WIZE Springfield, Ohio. During the war Mr. Braden was an instructor in radio at the U of Dayton. He presently lives in Dayton and will move to Middletown as general manager of the proposed outlet.

Principals in I and E Broadcasting are: Frank Murphy, Pittsburgh theatre manager for Loew's Inc., president; Jack Ramen, general manager, of New York "a" station program publishing firm, vice president; Lawrence Wosfon, Chicopeee Falls, Mass., attorney, secretary-treasurer; Howard L. Cole, Akron photo studio manager, assistant secretary-treasurer. Each has one-quarter interest.

Books for Looks

WMT Cedar Rapids thinks Iowa girls should have beauty and brains, so the station is offering a $2000 College Scholarship to the winner of the "Miss Eastern Iowa" beauty contest, which will be held in conjunction with the 1947 Iowa Big Dance Festival on June 7. Event is sponsored by the Young Men's Bureau of the Chamber of Commerce.
Floor Action Soon On OIC Proposals

Rules Committee of House Gives Green Light

GREEN LIGHT was given by the House Rules Committee last Wednesday afternoon to the bill providing for special legislation to "legitimize" the "Voice of America" and other State Dept. cultural activities.

Chairman Leo Allen (R-Ill.) of the Rules Committee said, in introducing the bill, introduced by Karl E. Mundt (R- S.D.), to the floor with a rule permitting two hours of debate. The bill has been reported out of the House Foreign Affairs Committee by a unanimous vote.

Rules Committee sources, however, told BROADCASTING that the rule giving House time to the bill "was by no means unanimously accepted." These sources interpreted opposition to the committee as a possible sign that there would be heavy opposition to legitimating the "Voice of America."

The "Voice of America" has gained considerable support within the past month [BROADCASTING, May 28] as indicated by the Foreign Affairs Committee treatment of the Mundt bill. But it still faces many enemies, among whom is powerful Rep. John Ta- ber (R-N.Y.) chairman of the Appropriations Committee which earlier [BROADCASTING, May 12] eliminated the OIC budget of $51,000,000 in a clean sweep.

Meanwhile, Sen. Carl A. Hatch (D-N.Mex.) introduced a Concurrent Resolution to establish a Joint Committee on Government Infor- mation Programs to "make a full and complete study and investigation" of all government information programs. The Joint Commit- tee could be given subpoena power for any persons or documents required in such an investiga-

White Bill

(Continued from page 8)

be invoked, for the purpose of reviewing any de- cision or order entered by the Commission in pro- ceedings instituted by the Commission which have as their object and purpose the revocation of an existing license or any decision or order entered by the Commission. A petition involving the failure or refusal of the Commission to renew an existing license shall be directed to the filing of an application therefor or notice thereof within thirty days after the date of the judg- ment sought to be reviewed, and in the event such an appeal is taken the record shall be made up and then be deeded doubled in the Supreme Court of the United States within sixty days from the time the petition is filed. The time for appealing such rules may be prescribed.

In all other cases, review by the Supreme Court of the United States shall be upon writ of certiorari under section 340 of the Judicial Code, as amended, by the appellee, by the Commission or by any party inter- vening in the appeal or by certification by the court pursuant to the provision of section 239 of the Judicial Code, as amended.

Section 23

Sec. 23. Section 405 of such Act is amended to read as follows:

Sec. 405. After a decision, order, or requirement has been made by the Commission or any Division thereof in any proceeding, any party thereto or any other person then or thereafter entitled to receive such order of the subject matter or by any person or any qualified employee of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may sign and issue subpoenas for the attendance of witnesses or for the production of relevant records or evidence at any place in the United States designated by the Commission. In all cases, when evidence is taken by the Commission or a Division thereof or by any member or qualified employee of the Commission, the person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all basic or evidentiary facts developed by the evidence as well as conclusions of fact and of law upon each issue submitted for hearing. In all cases the Commission, or the Division having jurisdiction thereof, shall, upon request of any party to the proceeding, hear or designate an administrative law judge to take full testimony on oral or written conduct any development of testimony as the case may require. Any question of law shall be passed. Hearings shall be governed by such general rules as the Commission may establish. The time within which an appeal must be taken under section 290 (b) hereof shall be computed from the date upon which the Commission issues its order disposing of all petitions for rehearing made in any case, but any such appeal made after such rehearing, refusing, reversing, changing, or modifying the order or requirement shall be sub- ject to the same provisions as an original appeal.

Section 24

Sec. 24. Subsection (a) of section 409 of such Act is amended to read as follows:

(a) In all cases where a hearing is required by the provisions of this Act, any applicable provisions of law, such hearing shall be a full and fair hearing.hearings may be determined by the Commission or a Division thereof having jurisdiction

of the subject matter or by any person or any qualified employee of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may sign and issue subpoenas for the attendance of witnesses or for the production of relevant records or evidence at any place in the United States designated by the Commission. In all cases, when evidence is taken by the Commission or a Division thereof or by any member or qualified employee of the Commission, the person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all basic or evidentiary facts developed by the evidence as well as conclusions of fact and of law upon each issue submitted for hearing. In all cases the Commission, or the Division having jurisdiction thereof, shall, upon request of any party to the proceeding, hear or designate an administrative law judge to take full testimony on oral or written conduct any development of testimony as the case may require. Any question of law shall be passed. Hearings shall be governed by such general rules as the Commission may establish. The time within which an appeal must be taken under section 290 (b) hereof shall be computed from the date upon which the Commission issues its order disposing of all petitions for rehearing made in any case, but any such appeal made after such rehearing, refusing, reversing, changing, or modifying the order or requirement shall be sub- ject to the same provisions as an original appeal.

Section 25

Sec. 25. Title IV of such Act is amended by adding at the end thereof of a new section as follows:

Sec. 418. The Commission shall make or promul- gate such rules, regulations, orders, or other substance or procedures, the purpose or effect of which will or may be to affect a discrimination between persons based upon race, or religious or political affiliation, or any kind of lawful occupation, or any custom, tradition, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown.
BMB TO STUDY DAILY DATA, CONTINUOUS FINANCING

BMB sent letter Thursday to all subscribers quoting NAB board resolution urging long-range BMB plan for periodic station audience studies and continuing activities and asking BMB to postpone next study from 1948 to 1949. Special NAB committee to work with BMB on long-term financing will meet with BMB Finance Committee June 10 and likely attend BMB board meeting June 20.

Technical Research Committee of BMB decided to test inclusion of questions on listening 1-2 days, 3-5 days, 6-7 days and less than once weekly on second ballot.

C. E. Hooper presented new economical method to get station listening audience data whereby limitations to telephone homes, large cities and hours between 8 a.m. and 10 p.m. could be eliminated.

In addition to general acceptance, he said the plan would produce results, county by county, more economically than ballot used in first BMB study and provide base for reporting total listening homes in station area for any stations.

Kenneth Baker, NAB research director and chairman of BMB committee, reported group “slightly afraid” plan might be too much influenced by program popularity. They asked Mr. Hooper to present further data. He said he had “stumbled into this new method” which he now thinks is better than diary for BMB purposes. Tests now underway. BMB Finance Committee will study Canadian BMB plan of continuous financing with studies made as desired.

FCC THURSDAY issued orders suspending effectiveness of construction permits for new daytime stations on clear channels issued Southeastern Broadcasting Co., Clanton, Ala. (780 kc, 500 w); Radio Virginia Inc., Richmond (720 kc, 1 kw), and WCPS Tarboro, N. C. (780 kc, 1 kw). Action in accord with stay orders of D. C. Court of Appeals (see early story page 18). WCPS license also set aside.

N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8

AVERAGE quarter-hour sets-in-use for May 1947 in New York area remained at 24.8, same figure reported for April 1947 and May 1946. The Pulse Inc., New York, reported last week.

Leading 10 evening shows listed in the report for May were: Jack Benny 26.1, Lux Theatre 24.9, Bob Hope 21.3, Fred Allen 20.7, Fibber McGee and Molly 18.0, Chase-Sanborn Program 19.7, Red Skelton 16.0


Saturday and Sunday daytime programs listed were: The Shadow 5.0, Counterspy 5.0, House of Mystery 7.1, True Detective Mysterious 7.1, House of Mystery 7.0, Family Hour 6.3, Quick as a Flash 6.0, Yankees at Chicago 6.0, Children's Hour 5.7, Quiz Kids 5.7, Safflower Parade 5.7, F. H. LaGuardia 5.7.

FEDERAL DISMISSES 6,000

FEDERAL Telephone & Radio Corp., dismissed 6,000 workers May 29 for indefinite period from Clifton and East Newark, N. J. plants. Move attributed to union-sponsored slowdowns and general interference with production. Union chiefs disagree on action, with local head condemning action as “lock out” and district headquarters giving decline of activity as reason.

CBS, IBEW SIGN CONTRACT

CBS and IBEW signed a two-year contract Thursday night, with raises retroactive to April 1. No major working changes in contract.

HOUSEHOLD FINANCE Corp., Chicago, renewed the offer letter, Thurs. 10:30-11:00 p.m. CBS, for 52 weeks June 25. Agency, Shaw-Levally, Chicago.

MILLER SEES CHANCE FOR GOOD LAW

CHANCE to get new law recognizing free speech rights found in White-Wolvertin Bill by Justin Miller, NAB president, in statement issued late Thursday (see earlier story page 18). He called all broadcasters to study bill carefully and make views known.

“Practical and acceptable” measure can emerge, Judge Miller said, expressing hope that ample hearings will be held. He mentioned “monumental effort” made by drafters of bill to introduce it before Congress.

Text of statement follows:

The White Bill (S-1333) and the Wolverton Bill (HR-3551) now pending before the Congress offer an opportunity to make a monumental effort which will recognize beyond a shadow of doubt that the First Amendment guarantees in express terms a radio and press and further that it is not an abandonment as any other form of speech or press.

Broadcasters will not be satisfied with the White-Wolvertin Bill as now written. It is our intention that no party to the legislation will be completely satisfied, not excepting the authorship themselves. Senator White has said frequently that his purpose in introducing this legislation was to afford equal opportunity to all for extensive hearings. From the evidence accumulated, a practical and acceptable measure can emerge.

It should be remembered that Senator White has pioneered radio legislation. He is a statesman of consummate fairness. The membership of the Senate Interstate & Foreign Commerce Committee (of which Senator White is chairman) and the House Interstate & Foreign Commerce Committee (of which Representative Wolverton is chairman), comprises some of the best legislative minds in our Congress.

I am confident that all who are interested in new radio legislation, will be welcomed before the committees when hearings are held, and that their viewpoint will be given full consideration. These bills have been produced only after monumental effort to facilitate introduction before the Congressional recess.

I am hopeful that hearings will not be held hastily, but that all preliminary will be made to prepare carefully. I say this in consideration not only of the NAB, but also of the FCC, three of whose members are engaged in a summer-long conference on radio channel uses in Atlantic City—a vital proceeding which will have important effect on radio here and throughout the world.

Senator White and Representative Wolverton have made it possible to obtain new legislation. I call upon all broadcasters at this time to study the pending measures and express their opinions of them frankly and fully.

NAB’s Legislative Committee will meet Thursday June 8 at NAB headquarters 1771 N St., NW to examine the proposed measures thoroughly.

MUTUAL, MARTIN BLOCK SIGN RECORD SHOW CONTRACT

CONTRACT between Martin Block, WNEW New York and KFWB Hollywood disc jockey, and NAB to produce network record show starting June 16 and guaranteeing Mr. Block reported $1,500 per week even if show is unsponsored was signed Friday.

Show will be broadcast Mondays through Fridays 2:30-3:00 p.m., originating from KFWB by special arrangement between that independent and Mutual. Mutual’s Los Angeles outlet, KXJ, undecided whether to take show while it remains sustaining, but will broadcast transcription of it at 2:30-3:00 Pacific time if it is to be broadcast at all.

Mr. Block’s present transmitted programs on WNEW New York, daily at 10:11-11:30 a.m. and 5:35-7:30 p.m., continue. Mutual’s New York station, WOR, will not broadcast show until it is sold. WNEW contract with Mr. Block represents his broadcasting on other New York station under sponsorship of advertisers competing or competing with those sponsoring his WNEW programs.

Mutual’s block program will be sold in 15-minute segments.

FM SERVICE SURVEY

REPORT of FCC Thursday showed 500 different communities in 47 States, D. C. and Puerto Rico would be served by nearly 1,000 authorized or projected FM stations. Of near 800 conditional grants, some 215 are for air service, some for commercial.

WALTER COMPTON, commentator, June 10 starts Tues.-Fri. 6:45 p.m. television quarter-hour on WTTG Washington. Extension to New York possible. Series will include interviews with stars and on-spot film pickups within eight hours.

Illness of Chief Counsel Louis G. Caldwell, is again petitioning for continuation to Sept. 15 and preferably Oct. 15. FCC reportedly disposed to approve delay to about Sept. 15 but no longer, in view of need for at least tentative decision on U. S. channel uses by time of NARBA engineering conference in Havana, now slated Nov. 1.

THOUGH set makers are stepping up FM output rapidly, number of large producers still have “show me” attitude and won’t loose full opportunity until satisfied that FM programming will be of calibre to insure wide demand for receivers with upper band.


REFUSAL of a leading firm to take part in spot radio promotion organization among station representatives [Closed Circuit, May 26] still stymie organization. Contrary to some speculation this firm is not Edward Petry & Co. Mr. Petry says he has not been approached on such an organization in past ten years.

CLOSED CIRCUIT

(Continued from Page 4)

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BROADCASTING • Telecasting
The word “rock” means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to 500-odd WLW employees it means only one thing: “Rock” is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation. A remarkable gentleman, this Rockwell. Lurking behind that huge Sherlock Holmes pipe is, we’re convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who’s never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual... certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country’s high-power international broadcast stations. In 1944 he completed the design and installation of the famous “Voice of America” plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant—WLW, WLWK, WLWO and W8XAL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and W8XCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINS, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn’t handle it all by himself. He has scores of capable assistants—98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you’d think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.
This April, Kate Smith celebrated her Sixteenth Radio Anniversary. Through the years, Kate has become not only a radio star, but the “first lady of radio”—a great personality whose listeners are numbered in the tens of millions. More than that, Kate is a friend and an influence in countless lives—she is an “institution”.

On June 23, Kate Smith starts a new phase of her brilliant career. On that day, Kate’s daytime commentary “KATE SMITH SPEAKS” begins its five-year engagement on Mutual. And Mutual raises more than 400 voices in welcome.

“KATE SMITH SPEAKS” first went on the air in 1938—and almost immediately became the sensation of daytime programs. The show’s popularity increased steadily and today “KATE SMITH SPEAKS” is one of the top daytime shows. It is frequently in first place.

“KATE SMITH SPEAKS”—with Kate and Ted Collins, in their daily discussion—will be heard Monday through Friday at 12:00 noon to 12:15 p.m. EDT—the time which has been Kate’s for nearly ten years.

The program is a Mutual Co-op. For full information concerning rates and markets in which the program is still available for local sponsorship, write, wire or telephone your local Mutual affiliate or Mutual’s Cooperative Program Department.