Here are some

**EXTRAS**

that WOR hasn’t made any extra noise about

While radio stations, newspapers, magazines and other media throughout the nation have consistently increased their rates during the past 10 years (we know one large advertising medium that jumped its base rate 4 times in the year 1946)...

1. **WOR has not raised its daytime rate one penny since Nov. 14, 1937!**

2. **WOR’s discounts to sponsors have shown no decrease during this same period. In fact, in many instances they have been liberalized 25 to 30%!**

3. **WOR’s nighttime rate has shown no change since Nov. 1, 1943. At that time it was upped to conform to twice the day rate!**

4. **WOR has maintained the second lowest cost-per-thousand rate of any station in the United States!**

Year after year for the past ten years, WOR has consistently waged war on the high cost of selling. WOR has always believed in the old American tradition of competitive volume sale. WOR knows that healthy economic rivalry cannot completely exist in the face of growing manufacturing, distributing and selling costs.

WOR is keeping rates down and sponsors’ sales up. It’s another reason why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

WOR—that power-full station at 1440 Broadway, in New York
John W. Ely has driven a motorbus or streetcar for twenty-five years in Springfield, capital city of Illinois. During that time, he and Mrs. Ely have reared two fine boys: Bob, 22, printer and World War II veteran; and 17-year-old Edward, high school junior.

During the same years, the Ely family has depended on WLS for much of its information, inspiration and entertainment. News Editor Julian Bentley, singers Mac and Bob, staff pastor Dr. Holland, Dinner Bell Director Page ... these are some of their longtime favorites. They saw the WLS National Barn Dance on the stage of the Eighth Street Theater on a 1946 visit to Chicago.

The Elys are homefolks—proud of their comfortable big house at 808 South MacArthur and of their big boys. Mrs. Ely boasts a huge file of recipes from which she feeds her family well; Edward has already set his mind on buying a service station when he finishes school. Bob has a network of intercoms and buzzers throughout the house, as a hobby. Grandpa Switzer, active at 85, has won many local gardening awards.

It is on this home and this family, and the homes and families like them throughout Midwestern America, that the microphones of WLS have been focussed for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS ... and upon loyal listeners depend advertising results.
The Semaphore, as a means of commercial communication, was first introduced in France under the authority of Napoleon in 1792. Its effective use, of course, was restricted by line of sight and weather conditions.

Semaphore today usually means a "stop-and-go" traffic system. As a means of swift and sure commercial communication it has been superseded by broadcasting. Time buyers know that WCBM's signal in metropolitan Baltimore is a sure means of making people "stop" and then "go" buy!
Upcoming


June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 14-15: Assn. of Women Broadcasters, First District Meeting, Bond Hotel, Hartford, Conn.

(Other Upcomings, page 76)

Bulletins

CHAIRMAN Charles A. Wolverton, head of House Interstate & Foreign Commerce Committee, announced that he will finally resign June 6 because of a conflict with the FCC's new Hearing Division. Wolverton's resignation was accepted by the House. Wolverton was appointed to the Hearing Division by Speaker of the House W. F. McCulloch.

HENDRICK BOORAEM Jr., general manager of Hutchins Co., Hollywood, resigned June 6 because of a conflict with the FCC's new Hearing Division. BOORAEM Jr. was appointed to the Hearing Division by Speaker of the House W. F. McCulloch.

RCA DECLARES DIVIDEND
DIVIDEND of 8½% per share declared by RCA on outstanding shares of $3.50 cumulative first preferred stock for second quarter, following June 6 meeting of Board of Directors in New York. Dividend is payable July 1, 1947 to holders of record June 16.

MBS 400th Salute

MUTUAL has chosen week of June 8-14 to salute its 400th affiliate, WMID Atlantic City, which officially joins MBS that week. Special broadcast originating from WMID will be heard June 14, 9-9:30 p.m., with other MBS feature programs during week originating from the station. Curtains to be read after each MBS program during week will be "This is the only network with stations in every State of the nation. This is the World's largest network serving 400 radio stations."

Business Briefly

WHITEHALL RETURNS • Whitehall Pharmaceutical Co., New York (Kolynos, Anacin), which renewed Ellery Queen on NBC 52 weeks, returns program to air Aug. 3, Sun., 6:30-7 p.m., after vacation starting June 15. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

QUAKER RENEWS • Quaker Oats Co., Chicago, July 1 for 52 weeks renews five weekly first 15-minute segment of Ladies Be Seated on ABC, 3:30-3:45 p.m. Agency, LaRoche & Ellis, Chicago.

COAST RENEWAL • General Mills, Minneapolis (Sperry products) June 2 renewed The Woman's Secret 52 weeks on 11 NBC Western stations, with M-Fri., 4:41:55 p.m. (PST). Agency, Knox Reeves, Minneapolis.


ABC CO-OPS SHOWN
MARKED INCREASE IN MAY

WTH 55 new sales in May, ABC cooperative program sponsor list is 25% over same period year ago, according to Harold B. Day, co-op sales and promotion manager. One of largest individual sales during May was Dick Tracy program five times weekly to Fred W. Amend Co. (Chucks candy) in Cleveland, Pittsburgh, Cincinnati and Indianapolis. Agency, Henry, Hurst & McDonald, Chicago.

ABC co-op programs leading in sales during May were Harry Hamner's Sports Show and Dick Tracy each of which added nine new sponsors. Six new sales were reported for Martin Agronsky, with Elmer Davis, Nancy Craig and Headline Edition each adding five sponsors. Four sales were made for both Tennessee Jed and Bauhage.

ARMY STUDIES AGENCY BIDS

ADVERTISING agency to handle advertising for Army was: N. W. Ayer & Son, J. Walter Thompson Co., BBDO, Grant Adv., Biow. N. W. Ayer handled Army account during current year when Army spent total of $5,000,000 on radio with $1,000,000 earmarked for radio. Budget requirement for next year is identical but uncertain as yet what Congress action will be. Proporation for radio will be same despite overall figure.

VESS COLA 49

VESS BEVERAGE Co., St. Louis, for new 20-cents-a-case cola utilizing three-quarters of entire budget for spot campaign, Company conducted test in St. Louis area few months ago which proved so successful it was projected into 26 States. Forty-nine stations now carry campaign. Agency, Ollin Adv. Co., St. Louis.
THE 6 STEINMAN STATIONS

assure PROFITABLE RETURNS

from your advertising dollars... These six stations present your sales message economically in these sales-rich markets—all consistently prosperous because of industrial diversity and advantageous locations. For information—write:

SALES REPRESENTATIVE

RADIO ADVERTISING CO.

New York Chicago Los Angeles San Francisco
...not just water over the dam

Yes—power is born here—electric power that not only serves one of the largest industrial plants in the Northwest, but also provides electricity for part of the Twin Cities, as well as for government navigation locks. The above dam—between Minneapolis and Saint Paul—impounds waters of the Mississippi.

Water—in proper harness—like advertising, can produce unlimited amounts of power. A smooth, steady selling program can make your time dollar invested on WDGY pay rich dividends in this billion dollar market. Make sure your advertising will not just be "water over the dam"—but be constant and ever-rolling—call Avery-Knodel today for availabilities on WDGY—the station that gives you Minnesota and then some.
More power to all of us!

Starting June 15, it looks like a big week for Miami. On that day WGBS, Miami's foremost station—the most powerful in Florida—joins CBS, adding its 10,000 watts to the total power of the network. On June 21—the summer solstice—Miami's sun also reaches its highest power.

Sun power is vital to Florida. It produces its annual multi-million-dollar crop of citrus, vegetables and tourists.

But equally important to Florida is the combined power of a great station affiliated with a great network. For out of this vast sun-ripened market WGBS and CBS look to produce new and substantial revenues for America's advertisers. And into the homes and living rooms of this market WGBS and CBS look to bring some of the most exciting news and entertainment on the air today.

Things are clearly reaching their zenith in Miami the week of June 15, and that can mean only one thing. It can only mean more power to all of us.

Columbia Broadcasting System
to be a Successful Advertiser*

with a budget that fits your bankroll

There's one essential of the million-dollar or the hundred-dollar advertising budget—they both have to produce sales. That's why the NBC Western Network has been the first choice of smart sponsors—large, small and in between—for twenty-one years. Firms like Sperry Flour, Tillamook Cheese, Standard Oil of California, Safeway Stores, Wesson Oil and Snowdrift and scores more have proven that the advertising penny becomes the sales dollar quicker, easier and surer when invested in NBC Western Network time.

Richfield Oil Corporation, for example, sponsors radio's oldest network news program. Now in its 17th year on the air, Richfield Reporter has broadcast 5,000 quarter-hours of headlines and human interest stories. Carefully edited and specially written for radio, it is presented every evening at 10, except Saturday.

Rating-wise, Richfield Reporter tops all Pacific Coast news programs with a robust 10.4 (Hooper, Jan. '47 Report), consistently holding 40-50% of sets-in-use for its period. Currently second among quarter-hour regional programs on the Coast, it has several times ranked along with national programs in the "top 15." And listeners are buyers.

Starting on 5 stations in 1931, Richfield Reporter has sparked the steady expansion of Richfield sales territory to its present dimensions: the coverage areas of 14 NBC Western Network stations. It has been an important factor behind the Corporation's 16-year record of increasing sales, profits and dividends. The program represents approximately one-third of the advertising appropriation—it is a potent selling tool.

There's only one Richfield Reporter, but it is also only one of many low-cost NBC Western Network programs whose selling records entitle their sponsors to write "Successful Advertiser" after their names. Wouldn't you like to join them?

*In the Far West

SAN FRANCISCO NBC WESTERN NETWORK
A Service of Radio Corporation of America
What station are you listening to?

WFLA/Is there any other?

IN CELEBRATION of 25 years of broadcasting, WFDF Flint, Mich., reached back through the years and gave its 1947 listeners a duplication of its first program presented July 10, 1922.

The station, operated by the Flint Broadcasting Co., was issued its broadcast license May 25, 1922 and broadcast on an experimental basis until July 10 of that year, when the first regular program was aired.

Participating in the 10:15-11 p.m. reconstruction broadcast, May 26 were: Clarence E. Eddy, musical director, First Presbyterian Church; Mrs. Eddy; Preying D. Fallain, founder and still technical manager, WFDF; Mrs. Emily Hixson, musical director, Court Street Methodist Church, and Eugene Everhart.

Others who appeared on the initial broadcast but were not present for the celebration, are the late Marion Lawson Greenwald, soprano; Ruth McLean, contralto; Mrs. J. C. King, accompanist, and Ellen Marie MacLean pianist. The late George D. Perry, then managing editor of the Flint Journal, introduced the original show.

Sellers of Sales

"SHIPPING" is an important word in the life of William James McIlvain, radio timebuyer in the Chicago office of the Leo Burnett Co. It was that kind of a department in which Bill first got his start in December 1939 with that agency, and in Uncle Sam's Coast Guard Bill encountered for 51 months another and entirely different type of shipping.

In his position as radio timebuyer, Bill McIlvain has dealt with many radio accounts, including those of Pure Oil, Pillsbury, Club Aluminum, and Hormel's. He has assisted on some phases of the network operation of Pure Oil, American Meat Institute, Brown Shoe Co., and Minnesota Valley Canning, as well as in the production of spot announcements during numerous such campaigns.

Personal, black-haired Bill McIlvain was born May 2, 1918, on Chicago's north side, and attended high school at Loyola Academy. From there he continued to move around, putting in a year each at Lindbloom and Senn from where he was graduated. In 1936 he hooked up with the Teletype Corp. where he worked two years in a clerical capacity. In December 1939 Bill landed a job in the shipping department of Leo Burnett, thus enabling him to learn the business—and the agency—from the proverbial ground up. After he mastered that job, he was transferred to the traffic department where he remained until August 1941.

Then Bill, like many another fellow, got the patriotic "itch" so he enlisted in the Coast Guard. He spent two years as a enlisted man, some of that time in Chicago, then attended the Coast Guard Academy in New London, Conn. in May of '43 where he enrolled for a four-month course and came out with his coveted commission.

In September 1943, while Bill was waiting to ship (his ship was in the process of being fitted out) he met his wife-to-be, Pat Murray. She was making a career, at that time, of television, having held down positions on Printer's Ink as television editor and on Frequency (Continued on page 79)

Remember the story about...

THE LION AND

THE MOUSE?

Thanx

They made a monkey out of the mighty monarch of the jungle.

And the radio moral of the story is: Down here in Washington the way to put on the bite, with no strings attached, is by using WWDC. You'll be free of any sales problems with this sales-result station that gives you low cost per sale. WWDC belongs on that next list!

Keep your eye on WWDC

IN WASHINGTON, D. C.

AM and FM

Represented Nationally by

FORJEO & COMPANY

Page 10 • June 9, 1947

BROADCASTING • Telecasting
The invisible part of any Blaw-Knox Radio Tower is the accumulated experience gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
We love you because you report KXOK's total audience has increased 19.1% for Winter-Spring, December 1946 through April 1947, over your same report for the 1945-'46 season . . . because KXOK is the ONLY ST. LOUIS STATION to show an increase in this over-all classification.

We love you because your Winter-Spring (December 1946—April 1947) report shows a 12% audience increase in the Weekday Mornings Period, Monday through Friday, for KXOK over the corresponding period of last year.

We love you because this same report shows KXOK's afternoon audience, Monday through Friday, has increased 30% over last year . . . because Evenings (Sunday through Saturday) show the KXOK audience is 25% larger than last year.

We love you because KXOK's audience gains are most gratifying when the current Winter-Spring report is compared with the preceding Fall-Winter report. In this short period KXOK's "share of audience" in Total Rated Time Periods gained 5% while all other St. Louis network stations lost in the Total Rated Time Periods.

Is it any wonder that sponsors and their agencies love KXOK . . . and the progressive programming policies that have made these spectacular audience gains possible?

630 kc  5000 Watts, full time
Owned and operated by the St. Louis Star-Times

* For complete details, contact your John Blair representative.
No. 12—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

ADAPTABLE!

This rip-snortin’ Texan, friends, is Joe Evans, lately of our Chicago shop, now Manager of our new office in Fort Worth. Though a brand new resident of the Lone Star State for only a few weeks as yet, Joe has an old-timer’s knowledge of radio stations and markets there, and in the 47 other states in the U.S.A. Which proves that F&P Colonels are like the spot-broadcasting they sell—versatile, adaptable and more effective.

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

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

DETROIT: Penobscot Bldg.  FORT WORTH: 406 W. Seventh St.
SAN FRANCISCO: 58 Sutter Street
Radio Races to Meet White Deadline

NAB Leads Fight for Revision After Postponement Denial

By PETER DENZER

AN ALL-OUT EFFORT to revise the White Bill (S-1333) to afford the kind of protection to radio that its author repeatedly has urged, will be undertaken under the aegis of the NAB at Senate subcommittee hearings to get under way June 17.

This course was decided upon by the NAB Legislative Committee at an all-day meeting in Washington last Thursday, after Chairman White (R-Me.) had advised President Justin Miller that his plea for a postponement until July 1, had been rejected. Postponement requests from a dozen other radio entities likewise were rejected. Judge Miller had sought postponement since the present date "provides such short notice that it is impossible to make necessary preparation and arrangements for being in Washington."

Denny, Miller Witnesses

Key witnesses at the hearings, scheduled to run only six days with witnesses limited to about 20 minutes, will be FCC Chairman Charles R. Denny and Judge Miller. Mr. Denny lost no time in requesting first appearance before the subcommittee—now enlarged to seven members—and the request promptly was granted.

Following the Legislative Committee meeting Thursday, Judge Miller again expressed doubt that the industry would be "fully prepared" for the hearings. He said the demanding task of going through the proposed bill had taken up eight hours and that "we have plenty of issues still unresolved." He said that the committee approached the task in the belief that any measure adopted should anticipate that radio must be "in fact as well as in spirit" as free as the press.

Most vigorous opposition to the White bill, as written, centered among the networks, although the industry-wide view was that the measure required major surgery before it could be regarded as remedial. There was general disappointment over the committee's refusal to allow more time to prepare radio's case. It was thought, therefore, that the request might be made to the committee to take further testimony next January—following the summer recess, tentatively planned for late in July.

Such a course was held desirable because the NAB by that time will have drafted its new self-regulation standards, and therefore will be in a better position to present its case against undue control by the licensing authority over normal business and programming operations, which many broadcasters feel are implicit in the White Bill as written.

Decide Against Postponement

Decision of the subcommittee to hold hearings promptly came last Tuesday at an executive session called by Chairman White. Postponement of hearings until the fall—even during the recess—was discussed, but the four members present are understood to have agreed unanimously on the earlier date on the ground that ample notice had been given of Senator White's intention to introduce his bill. Particular point was made of the fact that Chairman Denny sought no postponement, even though he is preoccupied with the chairmanship of the summer-long International Telecommunications Conference in Atlantic City.

Hope for postponement, or possibly a recess after proceedings get under way June 17, was not depair of entirely. There is ample precedent for the latter course and— it is expected that this prospect will be explored with Chairman White by Judge Miller, Niles Trammell, NBC president, Mark Woods, ABC president, Robert D. Swesey, MBS vice president and general manager, and possibly others.

Principal witnesses for the NAB, in addition to Judge Miller, will include Executive Vice President A. D. Willard, General Counsel Don Petty and probably Robert K. Richards, public relations director.

Another 15 to 20 witnesses—individual broadcasters as well as representatives of allied mass media—will be announced within a week, Judge Miller said. It is presumed each will seek the 20-minute al-

(Continued on page 78)

Testimony Invited

INDIVIDUALS and organizations interested in presenting testimony during hearings on the White Communications Bill are urged to wire or phone Ed Cooper at Senate Interstate & Foreign Commerce Committee at the Capitol, National 3120.

They are also reminded that under the Administrative Procedures Act they are required to submit testimony in writing 48 hours in advance of the hearing. Oral testimony should be kept within 20 minutes.

New Senate Subcommittee Members

Sen. HOMER E. CAPEHART (R-Ind.)

Indiana farmer and manufacturer, former head of Capehart Radio & Phonograph Corp., now Capehart Division of Farnsworth Television and Radio Corp. Born 1897 at Algiers, Ind. Elected to Senate in 1944 for term ending January 3, 1951.

Sen. WARREN G. MAGNUSON (D-Wash.)

Lawyer. Born Minnesota 1905. Served as member of Congress from 1937 to 1944. Appointed to fill unexpired term of Homer T. Bone in 1944, elected to Senate November 1944 for full term ending January 3, 1951. Member of House Select Committee to investigate the FCC while in the House.

New Member of House Group

Rep. ALFRED L. BULWINKLE (D-N.C.)

Lawyer. Born 1883. A member of Congress since 1921. Served as chairman of Institute & Foreign Commerce Subcommittee on communications last session.

June 9, 1947 • Page 15
Chicago Store Finds Radio Valuable Aid

P&G Renews Six Daytime Dramatic Shows on NBC

C. Mortimer Named To New GF Duties

Army-NBC-MCA Show

Stanco Discs

Keley Sponsors
Damm Urges New NAB Meeting Plan

Proposes to Abandon District and Area Meetings

ABANDONMENT of the NAB area-district meeting plan and adoption of a week or 10-day convention including separate subconventions are proposed by Walter J. Damm, vice president and general manager of radio, The Journal Co., M. W. K. a. K. e. (WTMJ, WTMJ-FM).

A former NAB president, Mr. Damm has submitted the plan to NAB board members as a means of easing the convention load of station executives, increasing the efficiency of industry gatherings, and cutting the travel burden of the association staff.

Since the board has decided to hold NAB conventions in the spring after this year, with area-district meetings in the autumn, Mr. Damm suggests that a definite two-week period be set aside in which the convention is to be held each year, using the same location.

The main convention would be surrounded by entirely separate satellite meetings such as sales managers, program managers and engineers subconventions, along with related sessions of network affiliate groups, BMI, BMB and others. Mr. Damm proposes that exhibits, with the social activity that they entail, be removed from the convention (see exhibit story page 22).

Exactly new procedure for election of district directors is proposed by Mr. Damm. (NAB's legal staff is rewriting the by-laws to revitalize the convention according to board instructions which will be submitted to the membership in June or early July).

Poor Attendance Cited

Under his proposal, which is based on the fact that business sessions held late in the convention are often poorly attended, elections of directors would be held by mail or at a special convention session. At present each district elects its own director, with others elected at conventions. Proposed by-laws changes, which would be approved by the board, would have directors-at-large and directors representing special groups elected by groups rather than by whole membership.

The idea of subconventions, which is followed on a limited basis by NAB, is based on procedure of the newspaper industry. Mr. Damm says it would save time and not require the simultaneous presence of three or four station executives at the convention. More intensive consideration could be given problems of specialized groups such as engineers, sales and program managers at subconventions.

Mr. Damm's position is that the annual convention should concern itself with top industry executives. He says this year's special session on small stations, following the ANPA procedure for small newspapers, BMI, BMB and others could participate in the subconventions, he said. The board would conform to the engineering session since they do not appeal to owners or station executives as a rule.

NAB's conventions have been crowded with topics of interest to more and more station personnel, according to Mr. Damm, the increased staff attendance disrupting station operations and creating an "unhealthy situation." Only subjects of prime importance to owners and executives should be considered at the main convention, he argued. The annual banquet would be retained.

All committee meetings should be held in Washington, he said, cutting the travel burden of the NAB staff. He added: "If a study were made of the number of men days that members of the NAB staff have been away from their desks in Washington where their work could be done and of the amount of money spent for traveling by the staff to various meetings, I believe it would show astounding figures."

Record M.C.'s Setting a Fast Pace

Million - Dollar Per Year Salaries for Elite Disc Spinners

By EDWIN H. JAMES

RADIO'S ECONOMICS, often difficult of explanation, last week were as giddy as an asthmatic man trying to read the label on a spinning phonograph record.

From the ranks of radio talent, a new aristocracy had emerged—the elite of record m. c.'s who suddenly were earning or about to earn million-dollar salaries for the seemingly inconceivable job of acting as toastsmaster to a stack of shellac.

To the presumable delight of the Collector of Internal Revenue, at least half a dozen of such m. c.'s were in position to earn $150,000 or more a year. One of them, Martin Block, stands to make nearly a million annually if the program he has committed to Mutual [BROADCASTING, June 2] attracts national sponsors as his local shows have.

Mr. Block, who originated Make Believe Ballroom on WNEW New York in 1935, may earn $912,000 a year from his programs on WNEW, KFWB Hollywood and Mutual and his weekly appearances on the Chesterfield Supper Club over CBS within three years under his present contractual arrangement.

Although no other impresario of the turntables can match bank accounts with Mr. Block, several may be considered safe from immediate penury. Tommy Dorsey, who will act as m. c. on a transmitted show—possibly the ultimate in mechanical programming—has been guaranteed earnings of $1,500,000 in five years and $5,000,000 in 10 by Louis G. Cowan Inc., producer of the series [BROADCASTING, May 15].

Paul Whitman will get $206,000 a year as ABC's entry in the disc m. c. sweepstakes. He will continue to receive his reported $50,000 as year salary as music director of the network.

Ted Husing, Too

Ted Husing, former CBS sports director, who has been spinning records at WHN New York since last fall, will earn about $130,000 in his first year as a disc m. c., or about $100,000 more than his former salary at CBS.

Andre Baruch and his wife, Bea Wain, disc m. c. team on WMCA New York, reportedly will collect between $130,000 and $150,000 in their first year at the golden business.

The sudden riches promised to successful record m. c.'s were expected in some radio quarters to attract other big-name talent to this somewhat incomprehensible arena of the entertainment scene. Mr. Block said Mr. Husing gloomily observed that if the trend toward platters and patter continued, radio would become nothing more than a giant joke box.

AFRA Concerned

A manager of a New York independent station which "pioneered" in the disc m. c. field was understood to be fearful that the aggrandizement of that business by success would have independents with new and painful programming headaches. Independents have usually broadcast record m. c. shows in hopes of capturing the residual trade. One prominent executive gloomily observed that if the trend toward platters and patters continued, radio would become nothing more than a giant joke box.

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Labor Committee Gets Petrillo Report

Truman Mum on Whether He Will Veto Compromise Labor Bill

SECRET REPORT on the activities of James Caesar Petrillo and the American Federation of Musicians and their relationship with the House Labor Committee last Thursday by Rep. Richard M. Nixon (R-Cal.).

The report was the result of several weeks of intensive investigation by the subcommittee of the Labor group, and will form the basis for one of the most thorough probes ever made of "union racketeering."

The report contains so much "dynamite" that parts of it will probably never be made public since some of the musicians who contributed to it are fearful of retaliation by the music union bosses.

Labor Committee sources said they expected the Supreme Court to hand down its decision on the Petrillo Case within the next two weeks, possibly today (June 9). Mr. Petrillo has been subpoenaed to appear before the subcommittee on the Monday following the Supreme Court's decision.

Thorough Preparation

Chairman Carroll D. Kearns (R-Pa.) of the subcommittee has left no stone unturned in preparing for the grilling of the union leader. He mailed a detailed questionnaire concerning employment of musicians by radio stations to a cross section of stations throughout the country last week, asking for speedy reply so that a compilation can be made by June 15. The questionnaire is aimed to determine: 1.) to what extent stations are forced into featherbedding contracts; 2.) unfair restrictions upon the use of musicians by stations; 3.) whether stations have been prevented from broadcasting live military or religious musical programs "because of rulings or requirements of the union"; 4.) to what extent standbys are employed, and the cost of such arrangements; 5.) the strength of AFM in radio.

NAB President Justin Miller urged all broadcasters to cooperate with the subcommittee. He said he had ascertained from Chairman Kearns that the call letters of Mr. Petrillo and the identity of station owners will not be used, if requested, unless the owner is under a subpoena.

At the same time he revealed that the Committee is grateful for the response of broadcasters. Meanwhile, President Truman was guardian of a well-kept secret today—whether or not he will veto (Continued on page 78)
**Proposed Coaxial Rates Draw Fire**

**Video Network Meeting Expected to Take Up Problem**

Proposed rate schedule for use of coaxial cable for commercial television networks, filed last week with the FCC by American Telephone & Telegraph Co., will be protested as excessively high by New York-Philadelphia sight-and-sound hookup, were described by one video broadcaster as "the best chance for programming television by films that have been advanced so far." Others predicted that such charges would speed the development of radio relays for network television programs, presumably at lower rates.

Proposed rate schedule was presented to representatives of the companies which have made use of the company's New York-Washington cable on an experimental basis coincident with the filing of the application with the Commission. Meeting was held last Monday in the office of John J. Lowman, CBS vice president in charge of television, and was attended by Leonard Cramer, vice president of Allen B. Du Mont Laboratories, and his executive assistant, Paul Eshleman; Charles Bevis, executive assistant to John Royal, NBC vice president, and Carleton D. Smith, general manager of WRC, NBC's affiliated station in Washington; Mr. Lowman, and F. R. MacFarland, AT&T program service manager, who outlined the rate schedule.

Telephone company, which for the past year has been transmitting television programs over its cable between New York and Washington on an experimental basis without charge, proposes that this service become commercial on Aug. 1.

**Proposed Rates**

Company outlined rates as follows:

"For occasional, or part-time service, an inter-exchange video channel (a transmission link between cities) will cost $1.25 per circuit mile for the first hour of use and $0.325 for each additional minute of use. Add-one-quarter of that amount for each additional 15 minutes of use. In addition there is, for each city, a monthly station connection charge of $80, plus $15 for each hour of use." For monthly service the charge will be $40 a month per circuit mile for eight consecutive hours daily plus $2 a month for each additional consecutive hour. For each station connected on a monthly basis the charge will be $750 a month for eight consecutive hours daily and $50 a month for each additional consecutive hour.

For monthly rate coverage, video transmission in one direction only, with an additional video channel facility and separate station connections required if service in the opposite direction is desired, one additional channel is available at regular rates, $6 a mile a month for eight hours consecutive daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company states.

AT&T pointed out that these rates are tentative and will be reviewed from time to time as experience is acquired with the use of coaxial channels for television program transmission. Until more facilities are available, company stated, some sharing of circuits will be necessary. Presumably this will be done by the mutual consent of the prospective users of video networks, who question the propriety of establishing a commercial service until enough facilities are available to provide service to a number of competitive clients.

If only the New York-Washington area is considered, construction permits already granted will raise the number of television stations to seven in New York, five in Baltimore and Philadelphia. Each of the existing AM networks is presumed to be interested in extending its services to television, with Allen B. Du Mont Laboratories also an awed entry into the video network field. A number of other companies have also expressed some interest.

**Plan 2 More Circuits**

AT&T now can offer television networks several circuits from the way between New York and Washington, but it will be fall (Oct. 1), the company estimates, before it will be able to provide for booking Philadelphia stations into those circuits. Two additional one-way New York-Washington circuits will be added by the middle of 1948, probably both running from New York to Washington.

This would mean that by the summer of 1948, if all goes well, three channels from New York to Washington and one channel from Washington to New York, in addition to the video network use. This would be a bare minimum for three competing networks, according to officials of prospective video network companies, who declared that time-sharing would be a hazardous way of starting a network.

As an example of video network costs under its proposed rates, AT&T's statement cited a two-station hook-up between New York and Philadelphia. For an hour's

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**Hearings on Daytime Skywave Opened By FCC**

THE HEARING that will determine at least the immediate future of scores of daytime clear-channel stations, grantees and applicants—FCC's daytime skywave hearing—opened before three Commissioners last Wednesday.

At the end of two days of highly technical testimony, evidence in the still-unfinished proceeding indicated consistent agreement that daytime skywave does exist (it isn't recognized by present FCC rules), but there were varying beliefs regarding its effects, particularly at various frequencies.

**Clear Channel Broadcasting Service, whose member stations have been fighting daytime clear-channel grants on grounds of interference from daytime skywave, submitted a series of recommendations including:**

1. That FCC abandon its policy of requiring daytime or limited-time clear channel applicants to be within 750 kilowatts of the station and, instead, require 1,200-mile minimum separation plus consideration of power and hours of operation;

2. That FCC reassign existing daytime and limited-time clear channel stations so they will be at least 1,200 miles from the domi-

nated, and that this be done before action is taken on any pending applications for daytime or limited-time interference at 1-A frequencies.

3. That in the process of reassigning these stations, "further study" be given their power and hours of operation to insure adequate protection to the dominant stations.

4. That this protection include, for 1-A's, protection from skywave and groundwave interference (from two hours before sunrise to two hours after sunset) for Baltimore and a microvolt per meter groundwave contours calculated at an operating power of 750 kw.

5. That the same protection be given at least four 1-B stations.

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**BCG**

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135,000 Wild Horses

That's a generator room at Bonneville Dam, out in Oregon. One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station, here in this sixth largest city that means real power when it comes to sales.

For this successful independent in Baltimore, is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you. Smart time buyers have learned this ... even in the most competitive fields. If you've got something to sell ... W-I-T-H can sell it.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  Headley-Reed, National Representatives

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Clear Channel Hearings Now Set Sept. 17
With Further Postponement Expected

RESUMPTION of the clear-channel hearing was postponed by FCC last week from July 7 to Sept. 17 [CLOSED CIRCUIT, June 2]; the further postponement appeared imminent.

The Sept. 17 date falls during NAB's annual convention, to be held Sept. 15-18 at Atlantic City. The resumption of the hearing was tendered before the June 1 deadline set by FCC for acceptance of such requests.

Healey is president and 22.66% owner of Governor Dongan Broadcasting Corp., a group of 31 WORAM facilities. Healey is owner of WBZ New York, which broadcasts on the licensed to Grant Miller, of the Commission and their key staff members to attend the convention.

It was predicted that resumption of the hearings would be delayed for a short time, probably starting the latter part of September or the first of October. A formal postponement order for the hearing will be issued when it has been set. Meanwhile, officials held out little hope that time would permit issuance of a formal decision in the case before the start of the NARBA engineering conference in Havana, currently scheduled for Nov. 1.

But it was felt that the Commission would be able to formulate tentative plans for use of the various channels in the event the case is settled, if any, should be broken down; maximum permissible power, etc.—and that this should be sufficient for the purposes of the NARBA engineers in pending issuance of a final formal decision.

The resumption date had been set for June 2. On petition of the Clear Channel Broadcasting Society, it was postponed first July 7 before last week's action put the date at Sept. 17. CCBS had sought postponement to Oct. 15 if possible, to give its chief counsel, Louis G. Caldwell, additional time to recuperate from his recent illness.

Sarnoff Salary Reported At $132,703 as RCA Head

DAVID SARNOFF last year received $132,703 as president of Radio Corp. of America and director of National Broadcasting Co. and RCA Communications, according to an RCA report filed with Securities and Exchange Commission, Philadelphia.

Also reported by RCA were gross salaries of Niles Trammell, president of NBC and director of RCA, $90,460, and Frank M. Folsom, executive vice president in charge of RCA Victor Division, $75,460.

HEARING On NAB BILL HEARING COMPLETION

HOUSE JUDICIARY subcommittee is planning to wind up its hearings on two bills sponsored by the National Association of Performing Artists to increase royalties to performers who make recordings of any kind.

Two more hearings are planned for this week—today (June 11) and a final panel of proponents, and Wednesday (June 12) to hear additional opposition.

The legislation in question, H. R. 1500 and 1501, is Introduced by Rep. Hugh D. Scott Jr., (R-Pa.) at the request of NAPA. Identical legislation has been introduced 11 times in Congress but never until this year received a hearing before a committee.

The American Society of Composers, Authors and Publishers took the spotlight in hearings last week when its president, Deems Taylor, declared that copyrights should be completely in the control of the author.

If the NAPA-sponsored legislation is killed in committee, told the committee, composers might be sue for playing interpretations of their own work.

Isaiah Marks, of Decca Records, opposed the plan to give copy privileges to authors, suggesting that such rights be given recording companies as a protection against the NAPA plan. Record companies then could set fees for broadcast performance. Kenneth Raine, for Columbia Records, supported the position taken by Miss Marks.

John Schuman, general counsel of Songwriters Protective Assn., opposed the copyright bill but favored the plan to give composers a share of Jukebox fees. Sydney Waterman, of American Society of Music Publishers Protective Assn., opposed the measures.

MBS Renewals

RONSON Art Metal Works, Newark, N.J., and American Safety Razor, Brooklyn, have renewed their programs on MBS for 52 weeks. July 1 Ronson renews Twenty Questions, Saturdays 8-8:30 p.m. through Cecil & Presby, New York. American Safety Razor, July 5, renews Adventures of the Falcon, Tuesdays, 8:30-9 p.m., through Federal Advertising, New York.

NBC Tele Shift

GENERAL FOODS Corp., New York, on July 3 starts a video version of Author Meets the Critics, NBC Sunday afternoon program, 10-11 a.m. Eastern Standard time, 8-9:30 p.m. m. New program, scheduled to run for seven weeks, will advertise Maxwell House Coffee. It replaces Juvenile Jury, which for the past few months has occupied that WBNT spot for another GF product, Gaines Dog Food. Benton & Bowles, New York, as the agency on both accounts.
With the POWER of its programming, WKY mass-produces the raw material of selling ... Listeners.

WKY programs, enjoying top audience ratings 93.3% of the time, attract an average 41.8% share of audience in the 30 counties of the Oklahoma City area according to a diary study conducted by Audience Surveys, Inc.

Programs, audience, sales ... they're inseparable and proportional. WKY, with an average share of audience three to four times that of any other station heard in this area, should and DOES out perform all stations in delivering the raw material of selling ... LISTENERS.
Volunteer Broadcasting Co. Is Again Given Proposed Grant for Nashville

FCC PROPOSED ANEW last week to grant the application of Volunteer State Broadcasting Co. for a new 5-kw station on 1300 ke at Nashville, Tenn. (fulltime, directionized), and that of Newman Broadcasting Co. for a new 250-w fulltime operation on 1400 kc at Newman, Ga.

The proposal was identical with that which arose out of the earlier proposed decision [BROADCASTING, Jan. 20, Feb. 3]. It followed a hearing called to hear protests of WATL Atlanta and WJHO Opelika, Ala. The stations claimed they might receive objectionable daytime adjacent-channel and co-channel interference, respectively, from the proposed Newman operation [BROADCASTING, March 10].

In its supplemental proposed decision, released last Monday, FCC said the interference would affect about 385 WATL listeners and 2,458 in the WJHO area. Other service is available to these listeners, the Commission pointed out.

Both Newman Broadcasting and Volunteer State originally sought 1300 kc, the former with 1 kw and the latter with 5 kw. In its first proposed decision, FCC concluded that Newman's need for a station was greater than Nashville's. But it left the way open for a grant of 1300 kc to Nashville if a local channel could be found for Newman. Volunteer State suggested 1400 kc, which is being vacated in WATL's switch to 1380 kc. Newman Broadcasting agreed, and FCC made the grants on that basis, until the WATL and WJHO petitions were received.

The grant to Volunteer State, if made final, will culminate a warborn dream of Frank W. Mayborn, Texas broadcaster and publisher, and Edward M. Kirby, public relations counsel, two of the company's principals. They served in the War Dept. together and were on General Eisenhower's staff at SHAEF. Mr. Mayborn is president and half owner of the proposed grantee corporation; Mr. Kirby, former Nashville resident, owns 40% and is executive vice president and general manager. The remaining interest is owned by Earl C. Arnold, dean emeritus of Vanderbilt U. Law School.

Mayborn Interests

Mr. Mayborn owns and operates KTEM Temple, Tex., and publishes the Temple Telegram and Sherman News. During the war he was executive officer to the Chief of the News Division, War Dept. Bureau of Public Relations, and deputy public relations officer, Supreme Headquarters, with rank of major. He won the Bronze Star for his work in establishing communications out of Paris for radio and press even before the Germans had completely evacuated the city.

Mr. Kirby, former public relations director of National Life & Accident Insurance Co. (WSM Nashville), joined NAB in 1938 as its first Director of Public Relations. He had a large part in developing the first industry-wide code of self-regulation. In 1941 he was made civilian radio adviser to the Secretary of War, and after Pearl Harbor he received an Army commission, rising to the rank of Colonel. He was chief of the Radio Branch of the War Dept's Bureau of Public Relations and later was chosen to establish an Allied radio service for the troops under General Eisenhower. He was awarded the Legion of Merit and received the Peabody Award for "Yankee Ingenuity on a Global Scale."

He is a co-founder representative for C. P. MacGregor, Hollywood transcription organization.

Newman Broadcasting Co. is owned by D. T. Mangert, cotton merchant, who has one-third interest; Evan W. Thomas and his son, James, owner of the weekly Newman Times, who have one-third and one-sixth, respectively, in the radio company; and Ida A. Thomas, wife of James, one-sixth interest. Newman, a town of approximately 7,200 population, now has no stations; Nashville, with a population of about 176,500, has four.

Heads Nebraska Group

HARRY PECK, manager of KFOR Lincoln, has been elevated from vice president to president of the Nebraska Assn. of Broadcasters. Previous to becoming KFOR manager in April 1946 Mr. Peck, who has been in radio 14 years, served in various capacities at KFOR's affiliated Charles T. Stuart station in Omaha, KOIL.

ASSOCIATE membership in Institute of Radio Engineers, rare distinction for a woman, has been vouched Gladys Bunim, who does allocations and radio wave propagation work in CBS' Radio Frequency Division. Only 15 of 18,000 engineers in IRE are women. Miss Bunim is only woman engineer in CBS General Engineering Dept.

Celebrating this June
15 Years of Progress

The fact that CKLW is here, and celebrating its 15th Anniversary this month, is the result of a few important, basic beliefs. They are . . .

• We believe that our radio station must always fulfill its obligation to accept leadership in matters pertaining to the "public interest, convenience and necessity".

• We believe any tendency to be satisfied with the commonplace is dangerous. Our programming staff must be alert to even new and changing condition in the fast-moving field of broadcasting.

• Collectively, our entire staff shall have and keep a sensitive awareness of what people want, sympathetically reflected in their voice and actions.

That it works out well for everybody is repeatedly proven by countless listener surveys and 101 enviable sponsor success stories!

in the Detroit Area, it's . . .

5,000 Watts at 800 kc.
Day and Night

J. E. Campeau, Managing Director • Mutual System
Mr. RONALD COLMAN

YOUR HOST ON RADIO'S MOST BRILLIANT DRAMATIC PROGRAM

NOW... TRANSCRIBED FOR LOCAL SPONSORSHIP
Never before! A TRANSCRIPTIONED

Famous NAMES
THE FAVORITE STORY CHOICES OF:
- SPENCER TRACY
- INGRID BERGMAN
- ARTHUR GARDNER
- FRED ALLEN
- SHIRLEY TEMPLE
- IRVING BERLIN
- ORSON WELLES
- SINCLAIR LEWIS
- RAY MILLAND
- CECIL B. DEMILLE
- VALENTINA TERESKOFF
- GLADYS SWARTHOUT
- DEANNA TAYLOR
AND MANY MORE!

Unforgettable STORIES
THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUMINATING WRITERS:
- CYRANO DE BERGERAC
- JANE EYRE
- LITTLE WOMEN
- HUCKLEBERRY FINN
- LES MISERABLES
- WUTHERING HEIGHTS
- 20,000 LEAGUES UNDER THE SEA
- A CONNECTICUT YANKEE IN KING ARTHUR'S COURT
AND MANY MORE! MAGNIFICENTLY DRAMATIZED FOR RADIO

Superb ACTORS
IN ADDITION TO MR. RONALD COOLAN, "Favorite Story" features America's finest radio actors. Among them are Emily Tuttle, "first lady of radio", Howard Duff, "Sam Spade" on the network, Janet Waldo, lovely young star of "Corliss Archer" are just three of the dozens of leading favorites who propel each story with vigor, imagination, and genuine artistry.

Magnificent MUSIC
A FIFTEEN-PIECE ORCHESTRA makes the musical background of "Favorite Story" one of unprecedented lavishness. The daring and original scores ... arranged by Claude Sweezen and Robert Mitchell of the Rob't Mitchell Boys are thrillingly eloquent... for each gem-like dramatization.

52 HALF HOURS NOW AVAILABLE
SHOW OF THIS MAGNITUDE . . . .

Mr. RONALD COLMAN in

Favorite Story

A RARE COMBINATION OF PRESTIGE AND DYNAMIC ENTERTAINMENT . . . AN UNPARALLELED TRIUMPH OF TRANSCRIBED SHOWMANSHIP!

FREDERICK W. ZIV COMPANY
Radio Productions
555 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • CHICAGO • HOLLYWOOD
JULY 1 DEBUT PLANNED
BY KGON OREGON CITY

KGON expects to go on the air July 1 as a 250-w fulltime outlet on 1230 kc at Oregon City, Ore., according to Hale Byron, general manager. Station's modernistic studio-transmitter building is a mile north of Oregon City.

All of KGON's advertising contracts are on a full-year basis, Mr. Byron states, and the station has adopted a policy of accepting no advertising that will compete with advertising from its primary area. Located 10 miles from metropolitan Portland, KGON has the cooperation of both Oregon City newspapers, which have agreed to run daily quarter-hour program listings, as well as spots, according to Mr. Byron.

The staff, in addition to Mr. Byron, who formerly was commercial manager of KNAK Salt Lake City, includes: Cy Smith, program director; Ray Cummins, chief operator; John Ford, operator; Rod Cain, announcer; Doug Bates, news editor; Cathleen Dasch, traffic manager; Lawrence Reed, continuity editor; Temple V. Ehmsen, chief engineer, and H. I. Jackson, account executive.

NAB Group to Meet

PROBLEMS of small market stations (under 5000 w in cities under 50,000) will be taken up by the NAB Small Market Stations Committee, which meets June 19-20 at NAB headquarters in Washington.

WPTF first with the NEWS!

Complete news coverage helps make WPTF the number one salesman in North Carolina. the South's number one state.

WPTF has 11 station editors, reporters, and commentators ... UP and AP ... wire recorder ... plus world wide NBC sustaining and commercial news. They bring the news while it's news to 457,840 radio families in WPTF's BMB area.

FRANK JETER
Farm Editor

CARL GOERCH
State Features

PHIL ELLIS
Director, Special Events

TOMMY WILLIAMS
Regional Reporter

HARRIET PRESSLY
Women's Editor

JIM REID
Sports Editor

ED KIRK
News Editor

BILL HILLIARD
Asst., News Editor

W. E. DEBNAM
Commentator

Scoop Shupe

THOUGH he's only 11, Richard Shupe is getting a good start for a newsman. The son of Everett Shupe, KVOR Colorado Springs, Col. station manager, the youngster saw the ambulance go past their home on Cheyenne Blvd. and called KVOR to alert the news staff to a story. He then went out to gather some of the details on the fall from the Pillars of Hercules in south Cheyenne Canyon of 16-year-old Donald Lee DeMark, of Colorado Springs. Donald was killed instantly in the 400-foot fall. KVOR, thanks to the younger Shupe, carried the first reports of the accident, the station reports.

Staff Named for KOCO,
New Salem, Ore. Station

AL SCHUSS, sportscaster and until recently associated with a Portland advertising agency, has been appointed commercial manager of KOCO, new 250-w Salem, Ore., station on 1490 kc, now under construction. Loving Schmidt, licensee, announced appointment.

RCA equipped throughout, station will start operation in mid-June, according to Mr. Schmidt.

Dave House, recently released from Coast Guard after 41 months service, and prior to that on staff of KORE Eugene and KSLM Salem, is the younger Oregon stations, has been made production manager of KOCO. Dwight Loomis, consulting engineer and one-time technician of KGW and KEX Portland, has joined station as chief engineer.

Building of KFAM’s New FM Outlet to Begin Soon

CONSTRUCTION will commence soon on KFAM-FM St. Cloud, Minn., new $100,000, outlet of the Times Publishing Co., according to an announcement by the firm last week.

Station's new FM tower, to be erected just south of the city, will rise three times the height of its present AM tower, or 525 feet, the company said. Some equipment already has arrived, and the remainder is expected within the next few months.

To Represent WTNT

APPOINTMENT of Taylor-Howe Snowden Radio Sales Inc. as national representatives for WTNT Augusta, Ga., was announced last week by Walter J. Brown, chairman of the board. Arrangements were completed by Mr. Brown with Alex Keese, T-H-S general manager. WTNT, an NBC outlet, began operation last January. Edgar W. Teasley, nephew of Mr. Brown, is vice president and general manager of the station.
You can’t cover California’s Bonanza Beeline without on-the-spot radio

If you wanted to address a crowd in the Yale Bowl, would you stand outside and shout? Well, the 2 Billion Dollar Beeline market—California’s valleys plus Reno—is roughly bowl shaped. So in this mountain-circled market the only effective radio coverage comes from stations inside... on-the-spot radio.

The combination is simple: In the Beeline market, use the five BEELINE stations because no other group of stations can match their coverage.

Each Beeline station is the oldest in its area, each the local favorite. For example, figures based on BMB reports show station KFBK Sacramento with a 78% daytime-nighttime average rating for the home-county audience. Why not find out what any or all of these Beeline stations can do for you?

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
LET'S GO AMERICA

INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

C.B.L.
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISHER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

Represented by ETRY

For Special Mills

Page 28 • June 9, 1947
NORMAN MacKAY, 47, commercial manager of WBAY Coral Gables, Fla., was killed May 30 in the Eastern Airlines Maryland crash. He was returning to Florida after having accompanied Capt. Eddie Rickenbacker's party on its record-breaking Constellation flight to New York May 28.

Mr. MacKay had been director of advertising and programs for WQAM Miami for 15 years prior to July 1, 1945, when he resigned to go to New York to organize a broadcasting division for the American Advertising Federation. He was in Hollywood briefly, but returned to Florida to help organize WIRA Fort Pierce. Last September he joined the new WBAY as commercial manager. He was past governor of the Florida Advertising Federation.

He was born in Wollaston, Mass., and was graduated from Brown U., Providence, where he played the drums in a dance band. He went to Miami in 1929, and his first job there was in the classified department of the Miami Herald. With Joseph Cotten, now a film star, Mr. Norton participated in several dramatic presentations of the Miami Civic Theatre.

Besides Mrs. MacKay, he is survived by two sons: Donald, a Navy veteran, and Douglas, honor graduate of Miami Senior High School. WBAY dedicated a memorial period, 6:15-6:30 p.m. May 31 in honor of Mr. MacKay.

**MEASURED RESULTS**

Weighing the facts helps us to make decisions. But measured results give the true answer.

The facts conclude that WMC is first in the Mid-South's Billion Dollar market. Results will confirm them!

**WMC**

"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

Affiliate

When it's Memphis you want . . . . . .
It's WMC you need.

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57.5%

OF THE PITTSBURGH AUDIENCE

With a baseball broadcast Sunday, May 18, WWSW held 57.5% of the radio audience for five hours* — this against NBC, CBS, MBS, ABC and other Independent outlets in Pittsburgh and a home game with 32,996 fans at the Pittsburgh ball park. Further proof and justification for our being Pittsburgh's sports station with 15 years of baseball broadcasts, 13 years of football, 14 years of hockey plus comprehensive coverage of all other sports, collegiate, scholastic and professional.

Yet our programming has a wide, popular appeal around the clock. We think the best indication of this is in satisfied sponsors. WWSW has more big department store time than all other stations combined. WWSW has a major part of the beverage business — all airline radio promotion in the city for over a year and on and on — but ask Forjoe & Co.

Baseball Co-sponsored by The Atlantic Refining Co. and General Mills, Inc.

MORE LISTENERS PER DOLLAR IN PITTSBURGH

WWSW & FM WMOT

* Survey based on 1395 telephone calls (coincidental radio survey) conducted by Sullivan-Rayhawk. Reports of survey are available here and at Forjoe for the asking.
CAB's Jasper Sessions Open Today

Reports and Business Meeting on Agenda
First Day

[Advance registration and story, BROADCASTING, June 3]

PANEL DISCUSSIONS on radio selling, FM, and research, as well as business sessions dealing with Parliamentary Radio Committee, electrical transcription network, musicians problems, copyright fees, and a full report on BMI Canada and Bureau of Broadcast Measurement are on the agenda of the 13th annual meeting of the Canadian A.S.S. of Broadcasters at Jasper Park Lodge, Jasper Park, Alta., June 9-12.

Lt. Col. Rogers, CFCY Charlottetown, and CAB president, will open meetings at 10 a.m. today, and morning session will be devoted to business meeting. Harry Sedgwick, CFRB Toronto, and CAB board chairman, will welcome delegates, after which Henry S. Dawson, CAB manager, will make his report, new members will be introduced and committees appointed. Afternoon session will be devoted to reports from CAB executives, report on performing rights fees, date and place of next annual meeting, directors' recommendations, discussion on Parliamentary Radio Committee presentation.

Lunchon will be addressed by John Esau, managing editor of the Toronto Star, and Harry Sedgwick, CAB counsel, on "The Parliamentary Radio Committee." Western Assn. of Broadcasters will give a cocktail party, and evening session will be devoted to three panel sessions -- "Radio for Retailers" with Douglas Scott, CAB director of broadcast advertising, as commentator.

Second Day

Second day of convention will be devoted to morning session on radio sales, with Bert Cairns, CFAC Calgary, as chairman, and speakers including W. McQuillen, Cockfield Brown & Co., Toronto; Ted Campeau, CKLW Windsor-Detroit; William Guild, CJOC Lethbridge; Guy F. Herbert, All-Canada Radio Facilities, Toronto; Douglas Scott, CAB, Toronto.

Luncheon, under chairmanship of Dick Rice, CFRN Edmonton, will be addressed by John J. Gillin, WOW Omaha, on "International Aspects of Broadcasting."

Tuesday afternoon will be turned over for annual meeting of Bureau of Broadcast Measurement.

IT'S RADIO vs. the press in Tulsa's battle of words, with radio getting in the last lick--so far.

The whole thing began when John Esau, vice president and general manager, KTUL, got his dander up at the Tulsa World's frequent gibes at radio, and decided he would be radio's defender and give the press a "taste of its own medicine." On his program, "Seven Days Till News," Mr. Esau made an inditement of the "blood-curdling trend prevailing in the newspaper's comic section."

KTUL reports these ensuing exchanges:

The newspaper's managing editor demanded to hear a recording of Mr. Esau's statement, but made no further move until a short time later when Mr. Esau wrote to the City Commission suggesting a "traffic improvement" involving a parking ban on three blocks across from the station and grading the alley behind the station for employee parking. To this the World shot back on page one arguing that it would penalize park visitors, and make them walk further. Mr. Esau's reply to this on KTUL's News Room charged the World with "giving its own views on the front page, rather than a factual recapitulation of the truth." But the paper ripped back with another page one story on Memorial Day, which said that in spite of the efforts of Mr. Esau, "Tulsons turning out to honor the city's war dead will still be able to park their cars . . . ." To which the station manager retorted, "It is sordid and disgraceful for a metropoli
tan newspaper, such as the World, to use Memorial Day as a caption for a story that amounts to nothing but a difference of opinion between the paper and this person."

Then, to top it off, Mr. Esau sent Managing Editor Lee Erhard a small radio set--with the dial welded to KTUL's frequency.

Releases Carson

CAMPBELL SOUP Co., Camden, N. J., will release Jack Carson, star of CBS Jack Carson Show, following June 35 broadcast, enabling him to start in fall for Sealtest Inc., taking over time utilized by NBC Sealtest Village Store. Campbell Soup Co. contract held until February 1948.

CAPELL BELIEVES RMAC WILL EXCEED '46 PEAK

Canadian radio manufacturers had biggest production year in 1946 and anticipate bigger production in 1947, S. L. Capell, president of Radio Manufacturers Assn. of Canada, and general manager of Philco Corp. of Canada, stated at 18th annual meeting at Niagara Falls, May 30. Wartime production of radio equipment which went to all parts of the world, gave Canadian manufacturers a reputation for superior equipment which has resulted in big postwar export orders for receivers, Mr. Capell said.

A. D. Dunton, CBC chairman of board of governors, spoke to RMAC delegates on "Radio and Democracy" and pointed out that "a heavy responsibility rests on radio to ensure that it provides for the fair and free transmission of all main viewpoints."

Mr. Capell was re-elected president, with F. R. Deakin, president of RCA Victor Co., Montreal, re-elected vice president, and S. D. Brownlee re-appointed as executive secretary.

LECTURERS FOR SUMMER RADIO INSTITUTE LISTED

Names of 11 of the 12 speakers who will present a series of lectures in conjunction with the sixth annual NBC-Northwestern U. Summer Radio Institute opening June 23 have been announced by Judith Waller, public service director of NBC Central Division, and co-director of the institute.

Following are scheduled to appear:

C. E. Hooper, C. E. Hooper Inc.; Clifton Blythe, NBC news commentator; Ken R. Dyke, NBC vice president in charge of broadcast standards and practice; Walter Emery, PCO attorney; Thomas Comper, NBC Central Division manager; Malcolm Neill, manager of WTMJ Milwaukee; Don Pedferson, sec-
tary chairman of the radio department of W. U. School of Speech; Arno Huth, professor of Social Research, N. Y., and former radio consultant to W. E. Egan; Bert Pinder, manager of W. E. Egan; Mary Davison, Wisconsin; Frances Farmer Wilder, CBS; Dr. Frank- lin Dlemsan, chief of the radio branch, U. S. Office of Education; and Nor'West, manager of NBC N. Y. Tele-
vision Dept.

Course offers advanced professional radio training with lectures to be presented twice weekly in NBC Chicago studios.
Three-Quarters of an Acre Will Be Available For Exposition
By J. FRANK BEATTY
LARGEST display of broadcasting equipment in industry history will be staged at the Exposition to be held in connection with the NAB's 25th Convention at Atlantic City, Sept. 18-19.

Three-fourths of an acre of actual booth space will be available to manufacturers and other associated members who wish to show their products during the convention. Thus for the first time delegates to an NAB convention will be able to examine all types of equipment without the handicap of cramped quarters.

Newest developments in electronic space will be shown by manufacturers, including high-power FM transmitters and other equipment not in production at the time of the Chicago convention last October.

The display space on the arena floor of Convention Hall totals 80,000 square feet, divided into four blocks. These blocks will be separated by a 24-foot aisle lengthwise, and a cross aisle 14 feet wide.

Since the convention meetings are to be held in an auditorium tucked away at the west end of the arena floor, all persons attending sessions must pass through the exhibit aisles. The auditorium, to be separated from the exposition by high partitions, will provide seats for 3,000.

Plans for the exposition are being prepared by Arthur C. Stringer, NAB director of special services, who was in Atlantic City last week looking after the details. Forms covering all aspects of exhibition will be mailed to associate members in the near future.

The main exposition will be silent, though equipment can be operated provided it does not create noise. Several audition rooms, each seating about 150, will be available in the balcony for use of exhibitors.

Increased Space
The arena ceiling is high enough to accommodate a 150-foot tower. Exhibit space is five times that available at Chicago last year, with wide aisles in addition. All types of electrical equipment will be available, up to 20,000 watts, including two types of direct current.

Between the exposition and the auditorium will be lobby space 200 feet wide and 70 feet deep, over twice the size of the entire display space last October. Exposition space will be available in units ranging from 10x10 feet up to two booths 20x20 feet.

This space will accommodate associates who had eighth floor space at the Palmer House last year. Transcription exhibits must be silent, though exhibitors may use the balcony audition rooms. NAB will provide private audition rooms at boardwalk hotels for exhibitors who desire them in addition.

Equipment to be exhibited will consist of heavy items such as transmitters and towers; light apparatus such as turntables and playbacks; and transcription and research displays.

Exhibits will be open from 9 to 5:30 p.m. during the four convention days, but will be closed for sales and demonstration purposes when the convention is in session. Only associate members in good standing as of July 15 are entitled to space.

NAB is taking complete charge of exhibition and convention arrangements. Over 1,800 rooms are under option at boardwalk hotels and these can only be reserved through use of the special NAB forms which will be sent to members. Special forms are also to be used for exhibitors.

Meeting rooms are available on the arena floor and in the balcony. Luncheons will be served in meeting rooms for special Monday clinics and in the balcony auditorium for general luncheons and the annual banquet. The balcony auditorium is large enough to seat 5,000 or feed 3,500.

 Adequate time will be provided for installation, with the auditorium permitting exhibitors to start work at 8 a.m., Sept. 10.

NATIONAL BROADCASTING

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

Represented Nationally by
THE KATZ AGENCY, INC.
WSIX gives you all three: Market, Coverage, Economy

F.O.B.
NASHVILLE

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Dry Propaganda
NEW ENGLAND stations are receiving form cards, inspired by dry groups, objecting to beer advertising.

Newspapers in the area are being subjected to the same pressure campaign.

NBC Dinner Will Honor 11 New Club Members
NBC Central Division will induct 11 new members into its Ten and Twenty Year Clubs at the annual dinner, presided over by I. E. Showerman, division general manager, in Chicago June 11.

Of the 11, nine will draw membership in the Ten Year Club, bringing its total to 26. They include: Frank Goldberg, Fred Shidell, Hugh White and Minor Wilson, all of the engineering department; Dave Garroway and John Holtman, announcers; Jack Galbraith, network salesman; Rolland Reichert, night program traffic manager, and George Gilbert Jr., assistant guest relations manager. Two other NBC veterans—Robert Fitzpatrick, engineer of WMAQ Chicago and Donald Maroote, network music library manager—bring membership in Twenty Year Club to five.
County agents and farm youth organizations from the 47 agriculture-rich Ark-La-Tex counties and parishes discuss pertinent farm topics and problems.

Complete weather reports and forecasts broadcast daily, direct from the U.S. Weather Bureau Station in Shreveport.

Up-to-the-minute livestock reports from all important centers in the country, and complete market reports from the entire Southwest are Farm Journal "exclusives."

Yes, and we'll say it again: "The KWKH Farm Journal has a Hooperating of 7 in Shreveport for the first quarter-hour." Coupled with a 5.2 for the second part, the show's average is 6.1 in the city! Loaded with top "live" talent and a wealth of farm data, we knew it was a natural for our thousands of rural listeners. But imagine our surprise to find city-folks like it, too. Nine months a-building, we now offer Farm Journal for sale for the first time. Here's a chance to cover all the $1,000,000,000 Ark-La-Tex with one show! It's on five-a-week...available in quarter-hour segments, or complete.

Wire, Phone, Write: Commercial Department, KWKH, or call a Branham man. Don't delay.
Kemble Named Manager Of KDB Santa Barbara
Edward H. Kemble, sales service manager of Don Lee Broadcasting System, Hollywood, has been appointed general manager of KDB Santa Barbara, station owned and operated by the regional network. Appointment was made by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Mr. Kemble succeeds Thomas Finlay (Fin) Hollinger, who resigned to join KIST Santa Barbara as manager, working under Harry Butcher, owner. Associated with the network for past ten years, Mr. Kemble has been promotion manager, sales traffic director and an account executive.

Mr. Hollinger was station director of CJS Yarmouth, N. S., in 1938. He joined Don Lee in December 1941, becoming manager of KDB one year later.


WGAR Plans 50 kw Start This Summer
Pierce Supervising Testing And New Installation
MID - SUMMER operation, by WGAR Cleveland on its new power of 50 kw was anticipated by John F. Patt, vice president and general manager, after receipt of the FCC decision authorizing the station to increase power from 5 kw to 50 kw on 1220 kc [BROADCASTING, May 26].

Work is nearing completion on the station's modern $250,000 two-story building, which will house a 1939 50 kw transmitter being installed and tested under the supervision of R. Morris Pierce, WGAR vice president in charge of engineering, plus an auxiliary RCA 5 kw transmitter, and emergency Diesel power supply with provision for FM transmitter.

The new structure, located at the station's transmitter site in Broadview Heights, Ohio, will have an exterior of white painted brick stone and glass block. Inside there will be approximately 5,000 square feet of floor space and complete mechanical ventilation. Heating system will be oil, except for partial use of air to cool transmitter.

WGAR began broadcasting Dec. 15, 1930, with 500 w on 1480 kc, receiving a boost to 1 kw in 1932. Station was then with NBC Blue and retained that affiliation until 1938 when it joined CBS and received a power increase to 5 kw. In 1939, following the Havana Treaty, the station applied for 1220 kc with 50 kw, but withdrew the request for more power in light of the FCC war freeze order.

Long Controversy
FCC's grant of 50 kw power to WGAR is regarded as another step in a long fight with WADC Akron, which reportedly is now preparing an appeal to the courts.

The WGAR-WADC rivalry for 1220 kc dates to 1942. WGAR won the frequency with 5 kw in 1943, on condition that it improve its signal when materials became available. The Court of Appeals for the District of Columbia affirmed that grant in 1944. In July 1945 FCC called WGAR's attention to the condition attached to the grant, and the Cleveland station filed for 50 kw the following month.

WADC filed for the same facilities in October 1945. The two applications were set for hearing on Feb. 1, 1946, and on the same date FCC issued a conditional grant, pending hearing, to WGAR. The conditional grant was withdrawn on petition of WADC on May 10, 1946, after the hearing was held in April. FCC's proposed decision was issued Oct. 8, 1946.

It is estimated that the new power will increase WGAR's coverage area by 500,000 to 2,225,000 persons, according to station spokesmen.

WSBT Has Added 138,680 Radio Families to its Primary Coverage
NOW—WITH 5000 WATTS—

960 Kilocycles Columbia Network

*Estimated by counties from BMB Report

Paul H. Raymer Co., NATIONAL REPRESENTATIVE

Page 34 • June 9, 1947

Broadcasting • Telecasting
...and it's aired
twice--for one
price!

Cover
Fort Worth and Dallas
with KFJZ-WRR

Just get a picture of your client's sales message covering two different markets, either at simultaneous or separate hours—that's double coverage.

Then get a picture of your client's pleasure when you tell him this coverage will cost him only one price—that's diplomacy! When you and your client hold both of these pictures up to the light, you'll clearly see that the economical way to cover the billion-dollar Fort Worth-Dallas markets is to do it with KFJZ and WRR. Two markets—two stations—one price.
Iowa, Formerly Isolation Stronghold, Finds Strong Appeal in Foreign News

WORLD affairs hold a strong appeal for listeners to Iowa newscasts, through the Midwest once was a stronghold of isolationism, according to a study conducted by the U. of Iowa under a grant from WMT Cedar Rapids.

The analysis was based on a technique developed by Douglas Grant, WMT program manager, and Prof. Norman Meier of the university's Psychology Dept., with Prof. Wilbur Schramm aiding in a supervisory capacity. Dick Baxter, U. of Iowa graduate student, conducted the study.

Iowa listeners are most interested in news stories which directly affect them, and are least interested in routine obituaries and Hollywood gossip, it was found. Foreign news was in second place, outranked only by national news. State and local news followed. Individual stories in each category drew divergent reaction. Mr. Baxter auditioned a group of 30 typical but fictional news stories for 1,300 persons. Care was taken in selection of stories, style of writing and delivery. Four separate transcribed newscasts were rotated, with different arrangement of types of news. Questionnaires accompanied rating charts. Typical cross-section of the Iowa audience was tested. Listener's occupation is the main influence in selection of stories, it was found. Local news showed a marked popularity in the localities concerned but was rated low by outsiders.

Top-ranking stories were found to contain elements close to everyday lives of most persons, such as housing, food, travel and weather.

Inside Story

JOHN GUTHRIE'S latest best seller, Inside USA, in his chapter on "Mormons and Utah," gives Mutual Correspondent Arthur Gaeth credit for leading the fight to maintain "freedom of the air" while he was with the Intermountain Broadcasting Corp. in Salt Lake City. The book tells the inside story of Mr. Gaeth's efforts in the fight that rocked Salt Lake City and the Mormon Church.

McGee Commercial Rates in San Diego

Crosby Named Top Male Singer in Journal's Annual Poll

BING CROSBY attained highest total of 1,052 ballots to become top male vocalist in first annual poll conducted by San Diego Daily Journal, according to Terry Nolan, radio editor. Poll was taken in 11 program categories with total of 1,872 ballots casting.

In response to question of which program's commercial did most to sell its product, respondents placed Fibber McGee & Molly (Johnson's first) first. Following it were Henry Morgan (Schick razors) and Jack Benny (Lucky Strike cigarettes).

The balloting:


Significant result reflected by poll is seen in fact that quiz programs appear to be the most listened to, according to Mr. Nolan, since only 68 ballots failed to vote in that category. Limited appeal of daytime serials is reflected in absence of votes in 584 ballots, Mr. Nolan pointed out.

Ballot which was run in newspaper for seven publishing days contained five top Hooper programs in each category with space for write-in. Henry Morgan with a total of 124 ballots was most written-in.

WWJ-TV STARTS 5-DAY SCHEDULE OF TELECASTS

WWJ-TV, television station of the Detroit News, went on the air with a regular program schedule June 3. Hours of operation are Tues.-Sat., 2:50 p.m. and 7:30 p.m. Opening day schedule included a short program featuring the publisher of the News, W. E. Scripps and W. J. Scripps, in charge of the new radio operation. Telecasting of two Detroit Tigers baseball games each week also was launched on WWJ-TV's opening day, with Ty Tyson, veteran WWJ sportscaster [BROADCASTING, May 26], doing the play-by-play of a game between the Tigers and New York Yankees. Telecasts of the games are sponsored by Goebel Brewing Co.

Opening night's schedule on WWJ-TV included programs sponsored by Chevrolet, U. S. Rubber Co., and Bulova Watch Co. A program sponsored by J. L. Hudson Co. the following night (Wednesday) marked the consummation of a television contract signed two years ago.

When you "TEE OFF" on the
Greater Kansas City Sales Course . . . . . KCKN will keep your
SELLING PROGRAM "out of the rough"

When your sales messages are delivered through KCKN, they head "straight down the fairway" toward Greater Kansas City listeners. For KCKN — and only KCKN — programs specifically and exclusively to please the metropolitan tastes of in-the-money, eager-to-buy Kansas Citians. Not a minute of KCKN's broadcasting schedule is planned for the thinly-spread farm and small town audience. Instead, KCKN's programs — and your selling story — are aimed for the hundred million dollar (AFTER taxes) buying power of Greater Kansas City.

To reach the concentrated sales potential of Greater Kansas City — without the rate penalty of out-state coverage — hire KCKN.
JEWELL SPOTLIGHTS CHICAGO
City's Radio Facilities Are Presented With Showmanship
By Production Firm

WITH A "SPOTLIGHT on Success," Jewell Radio Productions, Chicago, has sent out a brochure to "give advertising agencies everywhere a more complete picture of Chicago Radio; its broad experience of past success, its ability of the present, and its outlook for the future."

Printed and illustrated in sepias, the book presents Chicago as a "proving ground for successful radio advertisers." Among the first sections are those presenting the facilities and programs of the four networks' Chicago operations, showing personnel and studios. Center spread shows coverage of Chicago radio stations and lists all the city's outlets. The Chicago Radio Director's Guild, Management Club, Writer's Guild are written uphilustrations, as is the television station WBKB, with a two-page spread.

"Chicago's Illustrious Alumni" list is followed by several pages of pictures of Chicago actors and actresses, singers, singing groups, announcers and m.c.'s. The city's AFRA rates complete the brochure.

"We firmly believe," says James E. Jewell, president of Jewell Radio Productions, "that, dollar for dollar, no other city in the United States can match the value of a Chicago produced show. We invite cost comparisons."

TOP NATIONAL AWARD
THE CITY COLLEGE OF NEW YORK
Award of Merit TO RICH'S, INC.
ATLANTA, GEORGIA
FOR THE CREATION OF THE MOST EFFECTIVE INSTITUTIONAL RADIO PROGRAM
CLASS IX: RADIO OPERATING AGENCIES AND PROGRAM PROMOTORS
FOR THE YEAR 1946
RICH'S RADIO SCHOOL
BY THE COMMITTEE ON NATIONAL RADIO AWARDS OF THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION OF THE CITY COLLEGE OF NEW YORK
APRIL TWENTY-SECOND AND TWENTY-THIRD, 1947

VICTOR NORTON HEADS AMERICAN HOME FOODS
VICTOR T. NORTON has been named president of American Home Foods, according to an announcement last week by Walter Silbersack, chairman of the board.

An executive vice president of the firm since December 1946, Mr. Norton has had over 20 years experience in the food field, including procurement, manufacturing, research, sales and general administration. He was formerly assistant to the president of Jewel Tea Co., vice president of Cudahy Packing Co., and vice president and director of Kineny & Eckhard.

Gurth F. Chambers, who recently resigned as vice president in charge of sales of Lever Bros., has been appointed vice president in charge of sales of American Home Foods.

It was also announced that Robert L. Benjamin, American Home Foods vice president and executive committee member, has resigned his 12-year affiliation with the corporation to head new organization in food field soon to be made public.


Packaging Agency's Role In Video Brodsky's Topic
THE ROLE of the packaging agency in television never will be defined until the advertising agencies do it, Philip Brodsky, president of Video Assoc. Inc., New York television package program agency, said May 29 at a luncheon honoring firm's first anniversary.

"Actually," Mr. Brodsky stated, "the package is a specialist, and as such, offers a solution in the present tussle for program control between agencies and broadcasters. Working with the packager as an intermediary, the agency would retain this control, and, at the same time, the studio, perhaps more willing to deal with television technicians, would be more inclined to market the greater laxity desired by the agencies."

Lesly to Do Manual
PHILIP LESLY, vice president of Harry Coleman & Co., Chicago public relations firm, has signed a contract with Prentice-Hall, New York publishers, for a Public Relations Manual to be published in the fall of 1948. The manual will have more than 40 sections on different aspects of public relations, each prepared by an authority in that particular field.
RAYTHEON'S 250 WATT FM TRANSMITTER
INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION

250 Watt FM Transmitter, also standard exciter unit for all higher power.

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

Above—Complete Cascade Phase Shift Modulator.
Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

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

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
New WNAM goes on air as 1-kw daytime outlet

WNAM, new 1-kw daytime outlet in Neenah-Menasha, Wis., began operations May 23 on 1280 kc, according to an announcement by Don C. Wirth, vice president and general manager. Dedication ceremonies, however, were held May 25, with local civic and fraternal organizations taking part. Staff members announced by Mr. Wirth are Les Sterner, program director, and E. W. Fliegel, chief engineer.

Station is owned by the Neenah-Menasha Broadcasting Co., which holds a conditional grant for a 3 kw FM station.

Mr. Wirth

NEWSPAPER criticism of radio no longer is news but it remained for CBS last week to turn the tables neatly with a program which is definitely news by the "dog bites man" definition.

Titled CBS Views the Press, the show is aired 6:15-6:30 p.m. each Sunday over WCBS, the network’s New York outlet. In the program’s debut last week CBS commentator Bill Hollemenck gave the New York press a critical going-over with gloves off, pulling no punches.

As an example of questionable journalism Mr. Hollemenck cited the sensational treatment by the New York press of a story about families on relief being housed in metropolitan hotels. He termed this "a newspaper lynching party about as sorry an exhibition as the press . . . is capable of putting on." Mr. Hollemenck noted also that Jack Gould, New York Times radio editor, in taking Senator McCarthy to task in print for announcing the wrong winner of the Preakness, got somewhat confused himself and named the wrong race. Mr. Gould said it happened during the Kentucky Derby.

According to Edward R. Murrow, CBS vice president, the new series is presented on the theory that "freedom of the press and freedom of radio are inseparable and that mutual criticism will benefit both."

U. S. Berlin Broadcaster Standing Treason Trial

FIRST TREASON trial in New England since the Revolutionary War started in Boston Federal court last Monday with Douglas Chandler—the Berlin “Paul Revere” broadcaster—as defendant. He was indicted for treason last Dec. 30 in Massachusetts. As the plane bringing him from Germany was forced down in that state, he must be tried there, according to law.

"By reason of (his) broadcasts, through the German radio broadcasting company," charges the indictment, "(he) did aid and comfort within the United States and elsewhere to the German Reich." Mr. Chandler was born in Chicago.

Another American, Edward L. Delaney, Illinois writer, charged with treason, and later released, was still in Germany, awaiting his American passport. He was hired as a commentator by the Nazi foregn office. "Maybe I was misguided in broadcasting factual information on the Berlin radio from January 1940 until the U. S. entered the war," he explained, "but then I went off the air and stayed off."

RAYTHEON MFG. FORMS NEW UNIT AT WALTHAM

RAYTHEON Mfg. Co., Waltham, Mass., has formed a commercial products division, consisting of the broadcast equipment division recently transferred from Chicago to Waltham.

Frank S. Hoving has been appointed sales manager of the new division and William A. Gray is assistant sales manager. John H. Beadle has been appointed production manager for the division. David D. Coffin is chief engineer of the division and James N. Nye engineer in charge of broadcast transmitter equipment. Everett G. Fraim has been appointed engineer in charge of speech input equipment, microwave applications and engineering service and installation supervision on broadcast and microwave equipment.

Ben Farmer and Warren Cozzens will represent Raytheon’s broadcast equipment sales for the Midwest with offices located at 7475 N. Rogers Ave., Chicago.

GEARED TO GIVE YOU QUICK, DEPENDABLE PARA-FLUX REPRODUCER SERVICE

R-MC Authorized Jobbers know the importance of servicing their broadcasting station and other customers...to fulfill all customer needs promptly.

R-MC Authorized Jobbers always have available a sufficient quantity of new PARA-FLUX REPRODUCERS in stock...for your convenience in ordering and getting promptly.

Whenever you may inadvertently damage a PARA-FLUX REPRODUCER, Arm, or Equalizer, your R-MC Jobber will supply you with a brand new unit... immediately...at a special, low exchange price. There is no need for a long wait to repair pickup, or any other part, by sending it back to plant.

You will find R-MC Jobbers always ready to serve you quickly and efficiently. Write us for the name of Jobber in your territory, or see list below:

R-MC AUTHORIZED STOKING JOBBERS:

Albany, N. Y.—E. E. Taylor Co.
Allentown, Penna.—Radio Electric Service Co.
Atlanta, Ga.—Specialty Dist. Co.
Augusta, Ga.—Praestwood Electronics Co.
Binghamton, N. Y.—Federal Radio Supply Co.
Boston, Mass.—Deblanco Radio Supply Co.
Buffalo, N. Y.—Dyson Co.
Chester, Tenn.—W. B. Taylor
Chicago, Ill.—Cordano Radio Corp.
Chicago, Ill.—Tri-Par Sound Systems
Chicago, Ill.—Walker Jenkins, Inc.
Chicago, Ill.—Newark Electric Co.
Los Angeles, Calif.—Radio Products, Sod’s Inc.
Los Angeles, Calif.—Radio Specialties Co.
Madison, Wis.—Sutherland Radio Supply Co.
Milwaukee, Wis.—Radio Parts Co., Inc.
Philadelphia, Penna.—Alkema Radio and Sound Co.
Portland, Ore.—United Radio Supply
Quincy, Ill.—Gates Radio Co.
Romanscy, Va.—Leonard Electronics
Rochester, N. Y.—Rochester Radio Supply
San Diego, Calif.—Coast Electric
San Francisco, Calif.—San Francisco Radio Supply
Sarasota, Penna.—Fred F. Pursell
Topeka, Kansas—John A. Costelow Co.
Trockham, N. Y.—Electronicot
Washington, D. C.—United States Recording Co.
Winston-Salem, N. C.—Dolan Hege

View showing
Arm; Universal, Lateral and Vertical Heads and Equalizer

Bulletin P22 on request

RADIO-MUSIC CORPORATION

EAST PORT CHESTER, CONN.
Let's not kid ourselves about Television

There's been entirely too much blue-sky talk about television—too many small-time operators talking big—too many exaggerated statements—too many extravagant claims. BUT, television is really here. Four hundred thousand sets will be built and sold this year, and almost forty stations will be operating by January 1, 1948.

Today's studio programs leave much to be desired. This is especially true of dramatic programs because of the necessity of shooting in continuous operation. BUT, people are buying television sets as fast as they can be built and delivered.

Television stations are hard put to supply even a minimum number of hours of operation. BUT, eleven stations are now operating, fifty-four others are building, with more to come.

If advertising dollars get tighter, television's small audience and high cost of program production will slow its development. BUT, advertisers are courageously tackling the program and cost problems in order to secure time franchises on the best stations.

People who look at television drama programs expect motion picture quality. We are doing something about that, which is the reason for this announcement.

Here's what we are doing to help

We are devoting our fine Hollywood picture-making facilities to the job of producing low-cost, top-quality features for television.

This is not old movie film. It is brand new dramatic material shot expressly for television's small screen.

We are using the "open-end" technique which has proven so successful in transcribed radio programs. The films are designed so that the commercial message, on film or live, will fit naturally into the entertainment.

Our first series is now being shot in our Hollywood Studios and will be ready for delivery this fall.

We will make two series this year—a mystery melodrama and a family comedy series. We will make three additional features next year—a comedy series, another mystery, and a western.

These films will be shot on a mass production basis which will put the average per station cost lower than television studio production, yet will give the advertiser a class A motion picture job.

We have a plan for amortizing costs by repeat showings during television's development stage that has met with wide approval. We would like to send you a copy of the plan or have our representative call in person.

Signed

P.S.: We can't make all the subject matter television needs to insure its steady growth and development. We hope other film producers will enter this field. There's a big need. But remember, gentlemen, it's got to be top-quality motion picture entertainment, filmed especially for television, and it's got to be produced and sold at extremely low cost.

TELEVISION FEATURES DIVISION

JERRY FAIRBANKS, INC.

Producers of "Popular Science", "Unusual Occupations", "Speaking of Animals"

Short Subject Series for Paramount Pictures
And Commercial Institutional Films

HOLLYWOOD • 6052 Sunset Boulevard
NEW YORK • 292 Madison Avenue

JERRY FAIRBANKS
IN TODAY’S nationwide drive for lower prices, national advertisers are carefully weighing all markets and media as they seek to build volume and reduce unit sales costs.

Cost-conscious financial heads are questioning each advertising expenditure in hopes of cutting out any possible waste. On the other hand, advertising managers and agencies are fighting for expanded advertising programs.

But the balance of power between financial heads and advertising men is firmly held by the top sales executive—the company official responsible to the President and the Board of Directors for the entire sales and advertising program. These sales officials will always insist on more and better advertising in any market and any medium that can bring greater sales results for their advertising dollar. So any market and any medium that has the support of the top sales executive is a sure bet to get on the schedule and stay there.

Your place on the schedule may depend upon the Man in Charge of Sales … and your one sure path to his desk is an advertising campaign in SALES MANAGEMENT, the only publication specifically edited for the sales executives of national advertisers.

New CBS-IBEW Contract Calls for 10% Increases
WAGE increases granted in the contract [Broadcasting, June 2] between CBS and the International Brotherhood of Electrical Workers (AFL) will cost the network an average of slightly more than 10% above the old scales, according to Howard Hausman, CBS personnel relations director.

The two-year pact was signed in New York May 28, to extend to May 27, 1949. Increases will be retroactive to April 1. The previous agreement between CBS and the IBEW contained a five-year “escalator” salary scale for technicians of from $60 to $110 weekly. New scale calls for from $62.50 to $125 weekly in the same five-year progression. According to Mr. Hausman contract calls for “no significant changes in working conditions.”

AFRA Denies Sanctioning Anti-Communist Letter
DENIAL of official sanction to letter mailed AFRA Hollywood members scoring communist minority became known last week on eve of election of delegates to national convention. Investigation and possible trial may confront those responsible, it was said.

Letter of contention asked membership to guard against minority seeking to take stand in matters properly beyond jurisdiction of trade union concern. Although letter was signed by 69 key members, approximately half have made it known they agreed to use of their names in support of opposing candidacy of Ken Carpenter.

JOHN DE RUSSEY NAMED NBC SPOT SALES HEAD
JOHN S. de RUSSEY, former member of the NBC Spot Sales staff, has been appointed NBC Spot Sales manager, succeeding William C. Roux who will join the Colyer Printing Co., Newark, N. J., as vice president and treasurer. Prior to joining NBC in 1939 as a local salesman with KYW Philadelphia, Mr. de Russo was in charge of financial advertising of Philadelphia newspapers for 10 years, being associated with the Bulletin, Inquirer and Record successively. In 1940 he was transferred to NBC in New York as a national spot salesman. In May, 1941, he joined Westinghouse Radio Stations Inc., as sales manager of KDKA Pittsburgh. Two years later he became sales manager of KYW and in November 1944, rejoined NBC Spot Sales staff.

Mr. Roux, who will join the Colyer Printing Co., on July 1, joined NBC in 1932 and shortly thereafter was named promotion manager of the NBC local service bureau. In 1934 he was transferred to the NBC promotion department in charge of trade paper advertising and printed promotion and after three years in that post left the network. In 1939 he rejoined NBC as sales manager of WEAF and WJZ New York, and a year ago was appointed Spot Sales manager.

THE REPLACEMENT for the CBS “Information Please” program, Wed. 10:30-11 p.m., which is being dropped by Parker Feb. 22, will be “Doorway to Life,” a dramatic program originating on the West Coast.

M.C. ‘CAIN’T READ NOR WRITE’ WAYS Early Morning Man Blind Since Birth Handles Popular Disc Program

ALONZO SQUIRES, announcer and m.c. on WAYS Charlotte, N.C., likes to claim the distinction of being the “only college graduate in North Carolina can’t neither read nor write.”

Literally interpreted, he can’t, being blind from birth. As m.c. of the WAYS daily breakfast program (5:7:45 a.m.), he translates his commercial copy into braille and memorizes his continuity and musical programs. Like any other m.c.—and better than a good many—he tears through the morning program with no trouble at all. Listeners’ letters have proven their fondness for his sense of humor and vigorous philosophy.

He specializes in the folk music of the section, and is an avid collector of such recordings. "Most people call it hillbilly music, so I don’t argue the point, but that’s not an accurate label. What I am interested in is the true folk music created by the early settlers as an expression of their daily hopes and disappointments. It’s a serious contribution to good music.”

He never misses a station break nor a time signal. His head set is rigged up so that one earphone monitors the music and the other allows the control operator to cue him.
new 1947 MICHELSON porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records...an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18
Phone: Murray Hill 2-3376

 specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20" long, 12" high and 8¾" wide.
SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone equalizer, and volume controls.

GENNETT AND SPEEDY-G SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS
at is your choice in Champagnes?

They look alike, they’re packaged alike. But how vastly different they really are! The champagne to the left is the famous Pol Roger 1926, a light and exquisite blend of the finest grapes grown in the great vintage year. It is recognized by connoisseurs the world over. You who are discriminating appreciate the truly great difference.

Like champagnes, men and organizations may also look about alike. But what a striking difference there is.

Today, in our fifteenth year of station representation, we are proud of our persistent adherence to sound principles of operation and of the recognized character and quality of our sales personnel. Such qualities are more than alluring promises—they are positive proof of continued and satisfactory performance.
Power of Radio

"IT JUST GOES to show the power of radio!"

Such was the sage observation of the program head of ARPS operations in Tokyo after the Army's B-29s had thrown Ameri-
cans in the Japanese capital into a frenzy by phony reports about a "sea monster."

It was more than a happenstance simul-
tation of Orwell's "Invasion from Mars."
The program was staged in the Welles theme of nine years ago in mind. A young
Army captain, without radio experience, ad-
mitted responsibility. He just hadn't thought
about the possibilities.

The news flash technique used by Welles
in his broadcast in 1938 was adapted in the
Tokyo fakery. The "bulletins" were broadcast
between 7 and 8 p.m. Reporters rushed to
the "scene."

An old radio watchman who lived be-
side himself as husbands rushed from
dinner tables to give battle to the "serpent"
which had risen from Tokyo Bay, impervious to
small arms fire coming through the windows.

It certainly shows "the power of radio."
We have seen it now only in these fake dramatiza-
tions, but also in the all too real "kept"
rumors of Hitler and Mussolini.

The quick lesson is that newspaper termi-
nology, such as "flash" and "bulletin," should
not be used in dramatizations and that real
places and names are to be avoided. This
readily can be dealt with in the new stan-
ard of program criticism the NAB; indeed they
are in the current standards.

The Tokyo incident proves another thing:
Radio is a highly skilled profession, more sen-
sitive than any other medium. It cannot
be entrusted to amateurs.

CBS Wind Sock

A SIGNIFICANT development which may
prove to be a "wind sock" to point the direc-
tion for all radio was the presentation SAT-
urday, May 31, (6:15-6:30 p.m.) over WCBS
New York of CBS Views the Press. The pro-
gram is a permanent two-hour newspaper-handling of current stories and prai-
es or bylines writers and papers by name.

Apparently unconcerned by any implied
threat from FCC's Mayflower decision, Don
Hollenbeck, capable CBS newsmen, discussed:
1. Press treatment of the story that families on
New York's 17th were being housed in hotels. He
called it a "newspaper lynching party."
2. The city transportation dispute. "Where they
got the story seems difficult to find out."
3. Winston Churchill's sale of his memoirs for a
reported $400. Some lopped $30,000. Artists
"turn in some fine work for a lot less money."
Robert R. Bird of the Herald Tribune was praised.
5. Clip McCarthy's flummery when he announced
the wrong winner of the Fakeness. Jack Gould
in criticizing McCarthy dubbed one himself by say-
ing the error occurred at the Kentucky Derby.

Edward R. Murrow, CBS vice president and
director of public affairs, in introducing the
show said freedom of press and radio are
inseparable and mutual criticism will benefit
both.

If CBS follows this New York debut by
offering the program to the network every
affiliate must decide whether it wants to join
in "editorializing" about the press. From there
it is only a step to editorializing on state and
local situations. This is a task which is cer-
tainly radio's right but which should be done
only by able and experienced heads whether
it be in newspapers or on the air.

Make the Most of It

EVENTS incident to drafting of new radio legis-
lation are developing swiftly. Chairman
White (R-Me.) has called hearings to begin
June 17—less than a month after introduc-
tion of the complex S-1333. Just hours before
the hearing call Sen. White disclosed he would
not be a candidate to succeed himself in the
elections next year, terminating more than 30
years in both House and Senate.

The White Bill thus is destined to become
his last major legislative project.

Sen. White has stated he does not regard
his bill as the last word. He has called for
prompt and brief hearings, presumably in the
hope of Senate action before summer adjourn-
ment. In later White testimony voluminous testi-
ymony was heard in 1943 on the White-Wheeler
Bill, which comprises about 90% of the current
measure, there's no need to cover that ground
again.

To look for perfect legislation is Utopian.
To improve existing law is sound, particu-
larly when that law has been distorted almost
beyond recognition by bureaucratic flat and
judicial interpretation. That is the approach
Sen. White feels he has taken.

That is the presumed design of the NAB and of the
rank and file in radio.

Radio must take its best foot forward. All
elements in radio, irrespective of the injury
they feel they might suffer as a consequence
of particular aspects of the proposed bill,
should be prepared to present their cases reso-
lution. But above all, any new provi-
sions which fall short should be criticized.
Nothing should be left to chance.

Our Congress should be called upon to reap-
praise this "scarcity" element. FM was unborn
when the present Act was written in 1927 and
revised in 1934. FCC can argue that the de-
mand for FM facilities exceeds the supply of
assignments in the congested eastern metropoli-
tises and that it is in the public interest, conven-
ience and necessity clause that has
overcome the scarcity and it is the FCC that is
doing all-comers to get in on FM before assignments
are exhausted.

A year or two, we feel, will tell a different
story. We doubt then whether the demand
will exceed the supply. Free competitive enter-
prise will be the leveler. It isn't in the cards
for 2,000 AM stations and the predicted 3,000
FM stations to operate successfully.

We cite this as a vital point with which
Congress should be acquainted. It is an es-
cential first step in the long-range effort to
eliminate the need for regulation beyond the
electrical interference. Radio cannot achieve full freedom—freedom comparable with that of the other media—until natural
forces of competition prevail.

Sen. White, we think, acted hastily in de-
ciding that this week's hearing, postpone-
ment to July 1 sought by NAB President
Miller and others. It took several years for
the senator to complete his draft; it seems
unworthy to him to expect testimony to be
delivered in six or seven days on a legislative
project so vital to the public and to radio.

Nevertheless opportunity for a new law
exists now for the first time in years. Radio
should make the most of it. The next Senate
committee chairman will be either Charles
Dobbs (R-N.H.) the ranking Republican;
Ernest W. McFarland (the likely Democrat)
might not be so interested nor so friendly.
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

THERE IS NO GUESS-WORK WHEN YOU BUY A WOV AUDITED AUDIENCE. We lay the Specific Market facts before you.

We show you age, sex, telephone ownership, income, buying power and other dependable data on these listening groups to guide you in the selection of the program best suited to your needs.

We want you to be a WOV sponsor with the full knowledge of 5 AUDITED AUDIENCES, each a distinct group of purchasers, each at a different time of day or night, each the result of a penetrating, revealing listener survey.

Get the facts on these 5 AUDITED AUDIENCES. Have a WOV representative give you Specific Market Information that...

"TAKES THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager - John E. Pearson Co., National Representation
Respects
(Continued from page 18)
when in 1936 the CRBC was dissolved and the Canadian Broadcasting Corp. took its place that Mr. Stovin moved east to become station relations supervisor.

During the summer of 1940 there was a change in western Canadian station representation line-up, with All-Canada Radio Facilities taking on the stations of Trans-Canada Communications Ltd., CKRC Winnipeg, CKCK and CKRM Regina. This left CKY Winnipeg, and CKX Brandon, without adequate representation in eastern Canada, and Mr. Stovin was asked by Manitoba Government Telephonc Telephone System, owner of the two stations, if he would represent them at Toronto, and take over commercial management of the stations. He started a small office at Toronto with Miss Brickell Stuart as assistant. Today Miss Stuart is secretary of the company, and office manager of the large Toronto office.

In 1941 Mr. Stovin joined forces with William Wright, then Toronto office manager of Joseph Hershey McGillivra, and the firm of Stovin & Wright took over the McGillivra business in Canada. In 1945 the partnership was dissolved. Each partner opened his own representation firm, Mr. Stovin retaining the bulk of the stations. Since that time he has added other stations, including ZBM Hamilton, Bermuda.

When the CBC recently decided to have its second Toronto outlet, CJBBC, go more commercial, Mr. Stovin was appointed exclusive representative, first the CBC had ever commissioned.

Horace Stovin along with All-Canada Radio Facilities, was instrumental in starting the co-operative Radio Bureau at Ottawa for Canadian stations, an organization which prepares news and features for Canadian stations from the Dominion's capital.

The Radio Bureau is now a part of the set-up of Canadian Assn. of Broadcasters. He was first representative to sell sales clinics for the stations he represented, running these clinics for owners, managers and staff prior to or immediately after CAB conventions.

In the past year he has started Stovin Productions, at Montreal, and has been appointed Canadian distributor for a number of American transcription firms.

Three of his four sons are in broadcasting. Bill, after service overseas with the Royal Canadian Air Force, is manager of CJQB Belleville, Ont.; Gerry, after service overseas with the Canadian Army, is production manager of CKCW Montreal; Jim is on the sales staff of CJOR Vancouver. Fourth son, Bob, lives at Regina, may get into broadcasting eventually.

When Horace Stovin is not busy with broadcasting problems, or commuting between Toronto and Winnipeg, or Toronto and New York, his tall form can be found on the golf links somewhere in Canada. Wherever he goes in summer his golf clubs go along, and he has taken part in Canadian golf championship games. In winter he likes to bowl and go to professional hockey games. He belongs to the Talon Club, Toronto; Caucasian Club, Winnipeg; Advertising and Sales Club, Toronto; Canadian Club, Toronto; A F & A M; and a number of golf clubs. He is also a member of the Kaminewabing Twenty Year Club.

Canada Meeting
EXECUTIVE COMMITTEE of the All-Canada Mutually Operated Stations, and directors of All-Canada Radio Facilities Ltd., held meetings at Calgary last week, under chairmanship of Harold R. Carson, group president. Problems within the 12 stations operated by the group and of the representation and transcription divisions of All-Canada Radio Facilities were discussed. Those attending the executive committee meeting included; Guy F. Herbert, Toronto; Don W. Chamberlain, Vancouver; Gerry Gaetz, CKRC Winnipeg; and Gordon Henry, CJCA Edmonton.

ANDER W. DANNENBAUM Jr., is re-announcing on at station as sales manager.

EARL R. KELLY, program director of WRUW, has been named station manager, succeeding Thomas M. Ramsey, who has resigned to become manager of WROK and WROK-FM. (May 16). JAMES W. HIGGINS, Spokane area director of WNNW, has been appointed assistant manager. Mr. Kelly

Mr. Kelly and Mr. Higgins will assume the new duties July 1. Mr. Kelly has been with WNNW since 1941, with leave of absence for Army service during war. Mr. Higgins formerly was assistant manager of WNNW.

EDWARD R. MURROW, CBC vice president and director of public affairs, received an honorary degree of Doctor of Laws at Muhlenberg College, Allentown, Pa. June 2. Mr. Murrow made the principal address at the college. His former classes graduated from Smith College June 16.

EDWARD J. NOBLE, chairman of the board of ABC, died. Donated $200,000 toward the cost of a 46-bed $600,000 hospital for the village of Canton, New York, the Canton Hospital. Announced last week. The gift was the third in recent weeks by Mr. Noble toward community hospitals in northern New York.

E. R. (Curly) VADEBONCOEUR, vice president of WBBM Chicago, has returned to his station after several weeks' illness. He had suffered an eye injury.

WBAI Baltimore is now located at its new address, 2101 N. Charles St. New telephone number is Hopkins-3000. Don't forget annual opening of WBAI's "new world of tomorrow" studios will be announced later.

W. C. (Bud) SWARTLEY, station manager of WBZ Boston and WBZA Springfield, is the father of a girl, Ariel Mc- Knight.

GIL PALTRIDGE, president of San Bernadine Valley Broadcasting Co., licensee of KISL new 1000 w. Van Nuys, Calif. station on 1500 kc, now under construction, is the father of a boy born May 29.

C. L. THOMAS, general manager of KKXK and KKXK-FM St. Louis, June 3 addressed the St. Louis Ad Club luncheon meeting. His subject was familiar, "Tomorrow's Newpaper Today."

RICHARD SHAFTO, general manager of WBN Columbus, has been appointed a member of Mayor's Housing Committee, a voluntary organization surveying vets local housing situation.

JOHN H. NORTON Jr., ABC vice president in charge of stations, is the father of a boy, born May 28.

Moore Heads CRAC
SAM MOORE, national president of Radio Writers Guild, has been elected chairman of the Council of Radio Arts and Crafts, Hollywood. Thomas Freebairn Smith, president of CKX, KTV, EPHIE Geneva, Vic. Guild, was made vice chairman and James H. Brown, vice president of NABET, secretary-treasurer.
WFBR MARKS SILVER ANNIVERSARY ON AIR

JOHN SORENSON

When once I was younger and had the real itch for adventure I romanticized the Everglades, and couldn’t wait to set forth with a friend of mine, Dick Gierch, a sort of safari into the deep vastness of America's only jungle.

We interviewed a fellow who ran an alligator farm near Miami and who was supposed to be a trader with the Indians. He was a raconteur, we learned later, after we had commissioned him to employ Seminole guides for this great hunt, and after he had done us out of a few dollars here and there, but this man nor the incident has anything to do with the story.

We meant to go into the Everglades and catch some alligators and possibly kill a deer and a bear. I purchased a fine pair of moccasin boots, some good corduroy pants, a brand new 30/30 rifle, and much other equipment, including anti-venom. On the appointed day we set out in high spirits from Miami, motored over to Okeechobee, which is located in the southern part of the State, and there, on November 28th, Mr. Baron Collier founded this little town and bought up most of the umbilic land in the county, of course, until this day Collier County bears his name.

Thereby by the side of the Tamiami Trail lived our chief guide in a small house at one time known as the SHIRLEY MILLS FANTASY, before we reached KABC, the New York station, which is a part of WHB, and is caught the next day by the St. Petersburg Times.

John P. Sorenson

JOHN P. SORENSON, the man who claimed he invented the wireless less years before Marconi, died last week in Copenhagen, Denmark, at the age of 85. John P. Sorenson was said to have constructed the first system of wireless telephone and telegraphy back in 1891, and he later patented various electrical inventions.
Dear Cousin: The bacon in that pan is a-sizzlin’ just like a sponsor’s sales after he’s started on a KTSA program. Um, hump... Speakin’ of sizzlin’, I want you to pass along the big party “The Old Trader,” Perry Kallison, had down at his ranch last month. Cousin, ten thousand folks from all over South Texas, and Perry’s place... It was a Sunday and Cousin Ernie Pratt, KTSA’s Farm Reports was out there with the wire recorder. Perry told Ernie they barbecued six thousand pounds of Texas beef, which is more beef than Lippy Durocher has to say about Happy Chandler. Y’know, we’re kinda proud of that turn-out at Kallison’s Ranch, cause as you know, Kallison’s Trading Post is on KTSA from 7 to 7:20 AM Mondays thru Saturdays and has been for ten years. Believe me, you when you want the farmers or ranchers of South Texas, you can sure get ‘em by putting a message somewhere’s close to Radio Post there... Basically, Perry Kallison’s Farm and Ranch Store has sold lots of merchandising that has been the commercial public service show which they claim has sold or traded over six million dollars worth of goods for South Texas farmers free of charge... And I can’t say ‘that ain’t hay’, cousin, because there’s been lots of hay raised on it, too... Well, guess I gotta go now... See you later.

Love and kisses,
Your Favorite Cousin, Helen Easy

Cousin KATIE

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ROBINSON RECORDING MACHINE IS ON MARKET

THE NEW Robinson Professional Recording Machine has just been placed on the market by Robinson Recording Labs, Philadelphia. According to the 18-year-old firm, the recorder is the result of the company’s years of practice and research, and is incorporating many modern innovations.

The recording chassis is built on a heavy cast aluminum bedplate of streamlined design, and features a cast-in control panel for VI meter, fader and switches. The cutter carriage is made in two styles which will accomodate any existing type of recording mechanism. A highly precise vertical vee-slide block permits accurate adjustment of cutting needle angle, accommodating all cutting needle lengths.

There are five pitches available by means of five levers projecting from the pitch change box. The pitch change mechanism is a unique feature, in that the pitch can be changed instantaneously, and while recording. Price with cabinet and without cutter is $1,475.00. Any standard cutter heads will be fitted at the factory at no extra charge.

WFRS to 10 1/2 kw

WFRS (FM) Grand Rapids boosted its power to 10 1/2 kw May 26, making it the most powerful FM station in Michigan, according to WFRS officials. Station is owned and operated by four World War II veterans and has been on the air since Jan. 25. Gordon Thorpe is president; Gerald Loop, general manager; Robert Epstein, secretary; Donald Foster, treasurer; James Welch, local sales manager; William Devos, announcer; and Helen Knecht, copy writer.

quarters in mid-June.


FAIRBANKS LAUNCHING NEW VIDEO DIVISION

A NEW television division, with production already underway, has been announced last week by Jerry Fairbanks, head of Jerry Fairbanks Inc., moving picture productions. Mr. Fairbanks is an Academy Award winner and producer of Paramount short subjects and commercial films.

Using his regular movie equipment and studio facilities, Mr. Fairbanks plans two regular releases, a detective-mystery series and a situation comedy series, with the first films scheduled for delivery to stations and advertisers in the fall.

Citing the CBS withdrawal from live studio production, Mr. Fairbanks had this comment: "Many station operators and television program directors are backing away from the high costs and unsatisfactory results of live dramatic shows. Television operators are convinced they will be serving their tele-viewers better if they invest in remote pick-ups and Hollywood-drama films produced exclusively for the new entertainment medium."

WARM WELCOME is extended Joe Raber, (second from l) just appointed general manager of WMED Peoria. Welcoming committee includes T. A. Giles (far l), chief engineer; W. J. Kutch, president; and Berne Enterline, program director. Mr. Raber has been sales manager of WMBU Peoria for four years. He has also served as chairman of sales managers committee for NAB District 9.

ABC to Start Five New Sustainers This Month

SEVERAL new sustaining programs will have premieres on ABC this month. They are: The Eddie Albert Show, which begins June 25, Wednesdays, 9:30-10 p.m., featuring comedian portraying small town lawyer.

Mr. President, which starts June 26, Thursdays, 9:30-10 p.m., will feature Edward Arnold in a series based on interesting, human incidents that have happened in White House.

Using no actors or no scripts, but reactions of citizens, Candid Microphone begins June 28, Saturdays, 7:30-8 p.m.

The Challenge of the Yukon features life during Alaskan gold rush and begins June 12, Thursdays, 7:30-8 p.m.

The Adventures of Bill Lane, which premieres on June 14, Saturdays, 9-10 p.m., is a mystery program revolving around a wealthy expert on arts and sciences.

CKGB FM Grant

CKGB Timmins, Ont., has been granted an FM license, and will operate on channel 233 on 95.5 me with 250 watts. RCA equipment is being installed and station is expected to be ready in July.

HYDE OF FCC PRAISES SYRACUSE FM PROJECT

WJIV, low-power FM non-commercial educational broadcasting project on the campus of Syracuse U., was lauded by FCC Comm. Rosel Hyde after a recent inspection of the station.

Heading a group of FCC officials who examined the small GE transmitter which the station uses, Commissioner Hyde declared, "Projects like this are in keeping with government legislation to provide more effective use of communication channels. I think this installation, enthusiastically carried on by everyone concerned, promises a high degree of success."

The GE transmitters have been made available to colleges at less than one-fourth the cost of previous equipment, according to GE, in order to help eliminate the cost barrier to non-commercial educational broadcasting.

FCC officials accompanying Commissioner Hyde were George E. Sterling, chief engineer; Cyril M. Braum, chief of the FM Division; and L. E. De La Fleur, basic allocation group.

Georgia Radio Paper

VOLUME I, Number I of The Georgia Broadcaster appeared with the June issue. The tabloid-size, four-page newspaper is "published for Georgia radio stations, their owners, and employees." Members of the Georgia Assn. of Broadcasters who appear on the masthead are: Allen M. Woodall, WDAK Columbus; John Fulton, WGST Atlanta; Edwin Mullins, WLAG LaGrange; Jim Woodruff Jr., WYBL Columbus; Wilton E. Cobb, WMAZ Macon. Continuance of the publication depends upon reception by the stations.

NBC 31,127,940

ONE FIGURE in the story on the BMB network survey [Broadcasting, May 19] was in error. NBC was shown as having an audience of 33,127,940. Correct figure is 31,127,940.
More Interest in Past Year, Inman Tells N. Y. Meeting

AN INCREASED interest in Church of the Air broadcasts during the past year, was reported by Elinor Inman, CBS director of religious broadcasts, at the annual meeting of the Board of Consultants for the Church of the Air, held at CBS headquarters, New York, on May 27.

The Rev. Patrick J. Masterson, representing The Very Rev. Msgr. John J. McClafferty and The Rt. Rev. Msgr. Robert F. Keegan, reporting on the series of 13 Roman Catholic broadcasts, said that audience response to this series was approximately 50% greater than to single unrelated broadcasts.

It was also agreed at the meeting that in connection with Bible Sunday, the first Sunday in December, a series of broadcasts by clergymen and laymen should be given prior to Bible Sunday as a means of arousing interest.

Among those attending the meeting were: The Rev. Dr. Stanley B. Hazzard, executive secretary, and Mr. Hazzard, assistant director.

Church Broadcasts

Affiliated Baptist Societies of Greater New York; The Rev. Dr. Stanley Stuber, director of public relations, Northern Baptist Convention and chairman of the national committee of Northern Baptist Convention; The Rev. Mr. Everett C. Parker, chairman of the joint religious radio committee; The Rev. Dr. Emory Ross, executive secretary, Africa Committee of the Foreign Missions of North America; Father Masterson, representing Roman Catholics; Mr. Walter W. Kantack, Christian Science Committee on Publication for the State of New York; Mr. Carl Lundquist, executive secretary, division of public relations, National Lutheran Council; The Rev. Ralph Strood, director, Office of Methodist Information; Mr. Richard L. Evans, representing Elder Stephen L. Richards, member of the Council of Twelve, Church of the Latter Day Saints; The Rev. Theodore F. Savage, executive secretary, Presbytery of New York Presbyterian Church, U. S. A., and member of the radio committee of the Presbyterian Church U. S. A.; Dr. David H. Wise Central Synagogue.

CBS representatives included Mr. Morrow who presented Davidson Taylor, CBS vice president and director of programs; Dr. Lyman Bryson, counselor on public affairs; Robert Hudson, director of education; William Finneshriber, assistant director of broadcasting; Leon Levine, assistant director of education and Miss Inman.

WJRI at Lenoir, N. C. Is Formally Dedicated

WJRI Lenoir, N. C., held its formal dedication last Friday at 10:15 a.m., in the Center Theatre, Lenoir. Governor R. Gregg Cherry made the dedication address. Station is on 1540 kc, with 250 w. John P. Rabbo, owner and general manager. Program director is A. G. Poole, and Don Perkins is commercial manager.
Sponsors

DAVID FACTOR has been elected board chairman of Max Factor & Co., Hollywood. Other new officers named by directorate include MEL HARRIS, Jack Mier and LEONARD MATCHAN as vice presidents with LEON LEVY secretary. MAX FACTOR Jr. was named president.

MABLEY & CAREY DEPARTMENT STORE, Richmond, has signed for second full year of evening concert programs on WBAI that city. Program is 90 minutes, at 10-30 p.m. every week except Fri., of recorded symphonic album.

STANDARD OIL Co. of Indiana has contracted to lend WIND Chicago over WIND Chicago. Contract is for four years. Agency: McCann-Erickson, Chicago.

VOICE OF PROPHETY Inc., Washington, D.C. (religious), effective July 1, has appointed Western Adv. Agency, Los Angeles, to handle national advertising, George C. Goodwin, Chicago, and Hollywood agency, currently services account. Radio will continue to be used, with no change in current station list or campaign, which includes weekly half hour "Voice of Prophet" on more than 250 MBS stations with time-degree version of that program on stations in 200 selected areas.

EMMRICH COFFEE Co., Portland, Ore., has started "Psychedelic cuppers," KION, Portland, and plans to expand to other station groups. Radio will continue to be used, with no change in current station list or campaign, which includes weekly half hour "Voice of Prophet" on more than 250 MBS stations with time-degree version of that program on stations in 200 selected areas.

W.J. FILBERT Inc., Baltimore (marg- arine and salad dressing), has appointed Hunter Adv. Agency, Los Angeles, to handle national advertising, and June 9 started heavy spot announce- ments for "Flying Edible Fats" in KKO San Francisco. Other stations will be announced later.

WALT DENNIS, radio and television di- rector of Allied Stores Corp., formerly with RKO Radio, has joined a new project, "Dr. Poppy," with pneumonia, suffered while travel- ing with the RCA-Alfied Television Caravan.


SOUTHER CALIFORNIA EDISON Co., Los Angeles (electric water heaters), June 2 started 30-day spot announce- ment campaign on KTMF OK KPX, Featuring "Ole Miss" of WIP, Philadelphia. Advertising agency: The Meyers Co., Los Angeles.

STRIEMANN BISCUIT Co., Cincinnat- i, Ohio, has added three stations to its current "Old Dominion Square Dance" from WBYA Richmond. Va. program, adding three stations this week. 15-minute show is now aired on WBYA WBBM Chicago and WCHS WSAV WLOG WBTH WJLS WLOW and also in many other markets.

"WFDG Flint's been advertising a drastic cut in women's clothes."

Broadcasting • Telecasting

Network Accounts

New Business

SWIFT & Co., Chicago, (meat pro- duce), August 9 begins sponsorship of "Archie Andrews" show, now heard sustain- ingly on 19 NBC stations. CBS, 9-30 a.m. (CDST). Program will be aired over 60 NBC stations for 2 weeks. Agency: J. Walter Thompson Co., Chicago.


GENERAL MILLS Inc., Minneapolis, starts campaign to be heard on ABC's "Famous Jury Trials" on ABC, Sat. 7:30-9 p.m. (CDST). Agency: Howard-Dancer-Fitzgerald-Sample, Chicago.

STANCO Inc., New York (Flit house- hold insecticide), May 21 for 13 weeks began "Floto Fries" on Yankee network, Tues. and Thurs. (be on five other stations). Agency: McCann-Erickson, New York.

GENERAL MILLS Inc., Minneapolis, June 3 started for 52 weeks "The Green Hor- net." on ABC, Tues. 6:30-7 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago.

Renewal Accounts

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., June 1 for 32 weeks renewed their "Family Hour" on CBS, Sun. 5-5:30 p.m. Agency: Benton & Bowles, New York.


QUAKER OATS Co., Chicago, (Wendy Warren & Sparkletts) June 1 renewed for 52 weeks (eight-week) hiatus July 1-August 23) "Terry and the Pirates" on ABC, Sat. 6-7 p.m. (CDST) Agency: Sherman & Marquette, Chicago.

You Can't MISS in MISSISSIPPI

Here's a proposition down any time buyer's alley: Place a sched- ule on all the 'Ole Miss Stations and get complete coverage of Mississippi's BILLION DOLLAR Mar- ket. You can't afford to miss the fact that retail sales volume in Mississippi has increased 34 per cent over last year. With all the new "Ole Miss Stations you can't miss Mississippi and this growing retail market.

One World Awards

ONE WORLD awards for 1947 were presented on May 28 in New York's Carnegie Hall to Fi- deral Radio's "H8O, 9-9," by Mr. and Mrs. Norman Siegal. March by Norman Corwin, CBS writer-producer and 1946 winner. Arturo Toscanini's award was ac- cepted in the maestro's absence by his son, Riccardo. Mr. Liebling now a commentator for Mutual, was honored for his work in radio and the press, Mr. March for stage and screen and Mr. Toscanini for music.

No Escape, Doc

NEW CONTRACT which has re-signed Unseen Advisor to air human relations problems over WIP Philadelphia under sponsorship of Dr. Shor, the dentist, contains an unusual clause reading, "If lightning strikes Dr. Shor and causes his demise there will be no short rate." Reason for the clause, according to WIP's Sam Elber, was a technical argument between Dr. Shor and Benedict Gimbel Jr., president and general mana- ger of WIP.

SEALY MATTRESS Co., Los Angeles, June 3 renewed for 52 weeks, "Alvin Wilder, news" in 17 ABC Western stations. Tues., 7-6-4 8 p.m. (PST). Agency: Alvin Wilder Adv., Los Angeles.

Net Changes

INTERNATIONAL SILVER Co. of Can- sas, Hamilton, Ont. (silverware), June 8 replaced "Adventures of Captain and" "Silver Theater" in 36 Trans-Canada stations. Sun., 6-6:30 p.m. Agency: Young & Rubicam, To- ronto.

ELECTRIC AUTO-LITE Co., Toronto (battery, automotive equipment), June 12 replaced "Dick Haymes Show" for "Lawyer Tucker" on 26 Dominion net- work stations. Thurs., 9-9 p.m. Agency: Rutherford & Ryan, Toronto.


MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

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RADIO WORKSHOP for teachers in which 12 hours of instruction will be offered in radio writing and production is to be another step in a program of close cooperation between broadcasters and the Des Moines schools. KSO Des Moines management announces. Workshop will start shortly after the next school term opens.

Movement of radio into the Iowa capital's schools began last summer with a proposal by Joe L. Nash, director of youth activities for KSO, for a 14-week series of dramatic, musical and discussion programs to be presented in classrooms by students and instructors was accepted by C. A. Schropp, director of audio-visual education in Des Moines Public Schools. At end of first series another 14-week series was set up. Parochial schools, as well as public schools, participated.

KSO also reports that the school board of Des Moines has approved tentatively the construction of a broadcasting studio in one of the high schools, with permanent lines leading to all Des Moines stations.

**FIRST IN TELEVISION**

CF granted April 8, 1947. Will be on the air as soon as construction is completed.

**WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION...INCLUDING ALL 50,000 WATERS.**

**FARM STATION?**

Yes! For twenty years our entertain-ent and services have been planned for farmers in Kansas and adjoining states.

Bill Meredith, script writer, formerly with WLW Cincinnati for 5 years and previously with WLB Chicago, has been named continuity editor of WRFD Worthington, Ohio, effective June 15. WRFD expects to begin operations in July.

Charles Avey, Army veteran and previously with KMBC Kansas City for 5 years, has joined announcing staff as named continuity editor of KMBC, succeeding MYRON FERRY, who has resigned to take his masters and doctor's degrees at Columbia.

Judith Lawton, formerly with WBBR Penascola, Fla., has joined WOD Toledo, Ohio, as program director.

Armink H. Wood, former staff announcer and music director of WHBC Baton Rouge, La., has joined announcing staff of WSML Mason, Ga.

William Canny, staff announcer at WFRP Savannah, Ga., has been named station production director. Kay Middleton has been appointed music librarian of station and Ray Young.

Stewart and Tom Reimers have joined WFRP announcing staff. Betty Mauers has joined station's sales-continuity department.

Johnny Gill, formerly with WENC Henderson, N.C., has joined WWGP Sanford, N.C., as commercial copy-writer.

Bob McKee, Chicago freelance announcer, has joined announcing staff of WBBM Chicago.

Henry Dick, ABC associate staff director, is the father of a boy, William Eric, born May 28.

Steve Robertson, vacation relief announcer at KGO San Francisco, has been appointed announcing staff, replacing Herb Hall.

Bob Reinhardt, former assistant manager of CHOF Sarasota, Ont., has joined CFI London, Ont., as production manager. He formerly was with CKOB Kingston, and CKOB Timmins as program director.

Bob Maley, formerly with WLW Cincinnati as script writer, has joined WMBD Chicago, Ill., as continuity editor.

Edith Miller has joined continuity staff of KFAP Omaha, succeeding DON CHRISTENSEN, who resigned to accept a position of a boy.

White Clark, announcer for KAAB Roanoke, Va., has joined WHAM Rochester, N. Y.

Jane Burrous, formerly with continuity department of WBBM Chicago, has joined WLW Lexington, Ky.

Kay Wilkins has joined continuity staff of WKNO Knoxville, Tenn.

Bill Lindsey, formerly with KYVM Young, Ariz., and FRANCES Waite, formerly with KMPC Hollywood, are to be married June 14. Following honey-moon, they are to join KYSC, new Sun Country Broadcasting Co. station now under construction at Yuma. Mr. Lindsey will be program manager of KYSC and Mrs. Lindsey will be office manager.

Gordon Bain has joined announcing staff of CJOC Lethbridge, Alta., replacing REIMERS.

WINSON BROWN, formerly with WMBD Chicago, has joined announcing staff of WWIB Pittsburgh.

Lee Woody and Max Prindmore have joined KUBE Santa Maria, Calif., as announcer-operators.

Gene Webster, formerly on station relations staff of CBS Hollywood, has joined network's program writing department as librarian, replacing HARRISON NEGLEY, transferring to editing department.

Daryl Hutchins, announcer formerly of KPO San Francisco, has joined KSAM San Francisco.

Ted Hunt has been appointed program director of KIOT El Paso, Tex.

Chick LIND, announcer at WBNJ Youngstown, Ohio, is the father of a boy.

Jean Wilson, formerly with WVPZ Kingsport, Tenn. and WWGM Concord, N. C., and wife of David E. Bigley, program director of WJOX Florence, Ala., has joined advertising and copy department of WJOI.

Deborah R. Cotton, former director of women's programs at WTVL Watervliet, N.Y., formerly program director of WMPT Florence, Ala., has announced her engagement to Bill Leighton.

Don McNeeil, m.c. of ABC "Breakfast Club" program, has been awarded a Certificate of Appreciation from Viewers for Fairness in Television for entertainment furnished by the "Club" and related announcements about O. I. insurance.

Fred Hageleun, writer-producer, formerly of KPO San Francisco, has returned to the station after five years in the AAF radio service and as a freelance writer in Hollywood.

Tol Avery, freelance announcer-ac-tor, has joined KPO San Francisco.

Deene Stewart, announcer of KGW San, Wisconsin, formerly with KPO San Francisco, has resigned to accept a position as program director with a New Orleans station.

Dale Young, formerly with WIXX Washington, has joined announcing staff of WBBM Chicago.

Hanns Leo Reich, director of "Viennese Melodies" program over WBBM Chicago, and prominent in other Chi- cago foreign language broadcasts, has...
POSSIBLE EXCHANGE by CBS and BBC of educational programs of the "School of the Air" type was discussed by Leon Levine (seated), CBS assistant director of education, and Mary Sammerville, visiting BBC director of school broadcasts, talks and educational programs, at meeting in New York. Others at meeting were: (1 to r., standing): George Crothers, director of "In My Opinion" series; William B. Reed, North American director of BBC; Mildred Davis, script writer for "Gateways to Music"; Frank Ernest Hill, script editor for "School of the Air"; Donavan Rose, special assistant to Mr. Reed; Helen Kandel, CBS script writer for "Tales of Adventure."

been informed by the Austrian Ministry of Education that his dramatic prologue "Austria" was performed at official May Festival in Vienna's Konzerthaus.

FRED MOORE, announcer of KFOM Long Beach, Calif., is the father of a boy.

BILL SYMS, producer of Don Lee Broadcasting System, Hollywood, is the father of a boy born May 27.

KARL GRUENER, NBC Hollywood producer, is the father of a boy born May 26.

RAZIL (Ross) ADLAM, ABC Western division musical director, is the father of a boy born May 24. BILL BROWN, saxophonist in Mr. Adlam's orchestra, is the father of a girl. Also born May 24.

ROBERT ANDERSON, on production staff of ABC "Darte for Dough," is the father of a boy.

JOE KEARS, WCAC Philadelphia band leader, and MARY LOU HOWARD, KYW Philadelphia vocalist, have announced their marriage.

R. H. HUDSON, director of education for WBBM Boston and WHGA Springfield, has been elected to membership of Junior Town Meeting League Council.

FRED BAKER, assistant music librarian of KFAR Omaha, and Donald Frye have announced their marriage.

BILL HILLMAN, music director of KDJO Boise, Idaho, is the author of an article "Radio Has a Place in the Schools" which appeared in May issue of The Idaho Educational News.

HARLAN JUDGENS, announcer at KTUL Tulsa, Okla., and Joan Dean Bruce are to be married June 30.

JOHN S. JACKSON, formerly with CKMO Vancouver, B. C., and CKRC Winnipeg, has joined production staff of CKNW New Westminster, B. C.

JEAN RUGAN has joined copywriting department of WMBC New London, Conn.

MIKE DEEGAN, WDBS Philadelphia program director, has returned to work after a six-weeks illness.

BARRY RITTENOUR, formerly with WMPF Pittsburgh, N. Y., has joined announcing staff of WNBZ Baranque, Lake, N. Y.

BILL WILLS, formerly with WNEW New York and WMPM Memphis, has joined KDDL Dallas, as record man.

MELVIN WINTERS, member of musical staff of WOAI San Antonio, is the father of a boy. Married, born May 30.

FRANK R. PIERCE, formerly with WWOQ Bruswick, has joined announcing staff of WORC Worcester, Mass.

RUD RAINIER, program m.c. on WTW Hartford, has returned to station after an illness of several months.

BERNARD MULLINS Jr., announcer at WBYR Waterbury, Conn., and Barbara Brancherry have announced their marriage.

BILL WENZEL has joined announcing staff of WHLM Rochester, N. Y.

Staff of New Pensacola Station Is Announced

Staff of WEAR Pensacola, Fla., on the air since April 1 as an MBS affiliate with 250 w on 1490 kHz, has been announced by W. J. (Dick) Dickerson, manager, who was formerly with KABC San Antonio.

Chief engineer is Howard Grove, formerly with KTUL Tulsa. Jim Young is program director. He was formerly with the Texas State Network and KABC. Licensee of WEAR is the Gulfport Broadcasting Co.

C. K. CHISUM, former chief engineer at WOAY Maryland, has joined WPLO Farmville, Va. in similar capacity. N. J. CHADONAS has been named to succeed Mr. Chisum as chief engineer at WOAY.

CHESLEY HOOPER, formerly with WLOI Dubuque, Ia., has joined station.

WALTER A. KUBULUS, Army veteran, has joined engineering department of WPIL Philadelphia. While in the Army he aided in construction of a radio station for Air Forces in Turpzig, India, later serving as operations chief for the station.

MONT HOBROW, engineer at WPFN Philadelphia, and JOHN HARRISON, engineer at WIP that city, have tied in election for treasurer of Eastern Branch of Broadcast Local 1 of American Communications Auth., CIO.

HECTOR MOLL, chief studio engineer of WAPA San Juan, P. R., is the father of a girl.

GENERAL ELECTRIC Co., Electronics Dept., Transmitter Div., Syracuse, N. Y., has developed a high-gain beacon antenna, Type EY1A, for two-way radio communication in 152-152.5 mc band. Multi-element antenna, EY1A's power gain is about two and a half times that of ordinary coaxial dipole. Terminal impedance is 50 ohms.

HERBERT EIDSON, former chief engineer at WBS Columbia, S. C., is the father of a girl.

JOHN J. HARRISON, Army veteran has come to commercially developed WHBC Boston, as control room operator.

ROLAND YOUNG, CBS New York supper controller, has been named executive of repair and replacement service of the company in Hollywood for several weeks, concentrating on network's development and M. Wilson transmitter construction department.

GENERAL ELECTRIC Co., Electronics Dept., Tube Div., Syracuse, N. Y., has developed a new 15-inch cathode-ray electron tube, Type 10FP4, for television receivers Employing magnetic focusing and deflection, new tube is designed with an aluminum-back drum-view screen to prevent deformation of ion spots and to intercept cathode glow. Maximum ratings of 10FP4 include anode voltage of 19,000 volts; grid No. 2, accelerating voltage of 410 volts; grid No. 1, control electrode, of minus 100 volts; beam voltage of 120 volts; beam current of 3 milliamperes; voltage across grid No. 1, 300 volts; and voltage across grid No. 2, 120 volts. A 10FP4 uses a 15.5-ohm load resistance and delivers about one volt of audio power at 100 cycles per second. The power output of a tube is about 200 milliwatts.

JOHN BURCH, formerly with WMCM Montgomery, Va., has joined VOA San Antonio, as control engineer.

DAVCO, Newark, N. J., has announced an improved feature in its line of attenuators. Oilite bearings are being employed on standard units. Bearings are made of an oil impregnated metal plate and are thus permanently lubricated to provide a free-turning non-binding unit.

The Fountainhead of Modern Tube Development is RCA
NEW QUIZ program titled "Have You Got It?" begins Friday on WBBM, Chicago, Ill. This new program, which is being conducted by Bob Clancy, will feature original material and be broadcast in the late afternoon hours. The format will be a contest of various types of questions, with the contestant who answers correctly the last question winning a prize. The prize will be announced at the beginning of each program. Contestants will be encouraged to call in and participate in the quiz. Those who answer incorrectly will be invited to continue by calling in again at a later time.

WBBM NEWS BROADCAST anchor and sportscaster Bob Clancy will conduct the program. He will be assisted by Mary Reisewitz, who will be the program's production assistant.

For more details on the program, contact WBBM, 522 N. Michigan Ave., Chicago, Ill. 60611, or call 312-268-5151.

YORK AND WESTERN CITIES

**Wild Life**

**Program Analysis**

**Summary:**

The program, titled "Junior Theatre," is a production by the Junior Theatre group of the York and Western Citizens. The group is composed of a number of individuals who work together to present dramatic productions for young people. The program is presented weekly on WBBM, 1070 AM, in cooperation with the Junior Theatre group.

**Description:**

The program is a dramatization of a story about a young girl who goes on a camping trip in the mountains. The story is set in the summer of 1947 and features a group of children who go on a camping trip in the mountains. The program is presented in cooperation with the Junior Theatre group of the York and Western Citizens.

**Analysis:**

The program is well-received by the children who participate in it. The story is well-written and the acting is good. The program is also well-received by the audience. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.

**Rating:**

The program is rated as "good" by the audience and is recommended for children. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.

**Alternative Program:**

The "Junior Theatre" program is a good alternative to other programs that are available on WBBM, 1070 AM. The program is well-received by the audience and is recommended for children. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.

**Recommended Program:**

The "Junior Theatre" program is recommended for children who are interested in drama and want to learn more about acting. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.

**Additional Notes:**

The "Junior Theatre" program is a good example of how a local community can work together to produce a program that is well-received by the audience and is recommended for children. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.

**Conclusion:**

The "Junior Theatre" program is a good example of how a local community can work together to produce a program that is well-received by the audience and is recommended for children. The program is presented on WBBM, 1070 AM, in cooperation with the Junior Theatre group of the York and Western Citizens.
THOM W. CORBY, for 25 years in advertising department of Watertown American and Republican newspaper, Watertown, Conn., has been appointed promotion director of WMT that city, as well as the Watertown American and Republican, which owns the station.

WILLIAM R. (BII) SHAW, son of the late Harry Shaw, former NAB president and former owner of WMT Waterloo, Iowa (now in Cedar Rapids), June 9 joins promotion staff of WLAC Nashville.

ALFRED R. BECKMAN, former timebuyer at Cecil & Preble, New York, and prior to that business manager and timebuyer at Buchanan & Co., New York, has joined ABC's station relations department. Before his association with Buchanan, Mr. Beckman was with ABC's sales promotion department. His chief responsibility will be developing of commercial traffic and later as manager of ABC's sales service department.

JACK HARDERY, formerly on sales staff of WOL Washington, has been named WOFOM radio sales promotion manager. He succeeds TOM MEANES, resigned.

GEORGE FLOWERS, director of sports for WGBH Shelby, N. C., has been appointed promotion manager, in addition to other duties.

CHARLES CARROLL FORBES, former sports director of KMBS, Iowa City, recently has been named WOC radio station relations manager. His responsibility is to develop full station relations in areas.

Promotion

ANNOUNCEMENTS of FM receivers will be presented in theatre lounge in Jersey City, N. J., on ABC's "FamilyASA." Presentation will be in connection with the Premiere of "FamilyASA." Booklets and signs telling the story of FM also will be available for theatre patrons.

Anniversary Booklet

BOOKLET on stations' history and services in conjunction with its 21st birthday has been issued by CHNK Wingham, Ont. Booklet points out that: "This independent station owns modern studios, equipment, and transmission equipment, has an annual ratings coverage of 96,000 and has paid its own way. ... Brings to the Westchester listening audience a totally new concept for listening at home, and at the station, a full service of entertainments, music, news and information." Booklet is well illustrated, goes into detail about station's community programs, full service to local communities.

Diamond Award

LISTENERS are being invited to participate in a June Diamond Award contest conducted by Mr. Monday 11:45 a.m. show on WOR, sponsored by Westinghouse Electric Corp. Winner will receive a $500 diamond ring for best letter describing the happiness brought by a diamond. Contest begins June 9 and ends June 30. During contest period Mr. Malone will relate story of a diamond from time it was loose rock until it reaches the retail jeweler. Agency handling show is McCann-Erickson, New York.

WOR Contest

LATEST promotion of WOR New York was contest conducted week of June 2 for best letter on subject, "Why I Listen to WOR." To enter competition, listener had to piece together six phrasal broadcast on WOR national. When tied together phrases made a sentence: "The ability to listen to WOR is a tremendous ability of station and entry was awarded to who base his letter on that statement. Daily prize awarded was a Carrier Home Air Conditioner.

Cigars for Fathers

PATTERNS of cigars bought by Richmond, Va., on Fathers Day, June 15, will receive box of cigars from Mr. Commissioner, 90-year-old Confederate veteran of that city. Mr. Manwill distribute the cigars to the sick, elderly, veterans, and through the facilities of WRNL Richmond.

"Whistler" Brochure

REVIEW of Cooperation earned by "The Whistler" program is presented in brochure released by Columbia Pacific Network. Here is the legend of "The Whistler," and states that although that show is not syndicated, the Columbia Pacific Network has other prove programs. "Our listener is on the air, ... and rate a whistle too." "The Whistler," originally designed for Pacific Coast, is now heard coast-to-coast on CBS.

Announce More

ANNOUNCING the change in location of its offices, O'Brien & Dorrance, New York, the company's president, Mr. O'Brien, has released a colorful folder, "One More" O'Brien & Dorrance. Firm is located at 180 E. 36th St. Folder states: "We have the whole eighth floor—which means lots more room for everyone and more facilities to do a better promotion job then ever for our clients. . . . Call us, Pages 8-3943. There'll be no test transmitters; fold your site before you can hang up the 'phone."

Dance for Teen-Agers

CLIMAXING this season's broadcasts of the "1480 Club," afternoon feature devoted to scholastic news and activities of the WOBO Canton, Ohio, station, at 1480 AM was sponsored to an afternoon tea dance for teen-age listeners June 7. Dance was held at the local amusement park with all rides reduced to an unbelievable price of 25 cents. Prizes were awarded to all students in schools in WOBO coverage. "The 1480 Club" dance was Monday-Fri. 4-4:30 p.m. and will resume broadcasts in fall concerts with re-opening of schools in area.

Memo to Dealers

REPRODUCTION of memo sent to dealers and distributors by Western Electric Co. is presented on latest promotion sheet of WPAS White Plains, N. Y. Memo to review of company's programs on WPAS and urges dealers to listen to these shows . . . 'or have one or more of your display radio sets tuned to WPAS continuously as soon as coverage by this Westchester station is becoming more and more outstanding."

Production Maps

PARK PRODUCTION maps prepared by Dept. of Agriculture are used in latest promotion piece of KVFD Fort Dodge, Iowa, to emphasize rich territory covered by station. Promotion sheet is headed: "People in KVFD Have More." Statistical data regarding the maps and relation to location of KVFD are given in copy supplementing the illustrations.

Sports Folder

COLORFULLY illustrated with cartoon drawings, latest promotion piece of KMTR Denver, emphasizes sports features offered by station. Titled "All Your Listening is One Basket," folder presents review of sporting events covered by station. Pictures of KMTR's sports commentaries are included along with season's scheduled of Denver Bears baseball games.

O'Malley Brochure

PUCCTORIAL, brochure featuring Happy Jack O'Malley, who is celebrating his 20th anniversary with WHXK. Yankton, S. D. [BROADCASTING, June 21], has been issued to the trade by that station. The brochure states that Mr. O'Malley has had 20 years in radio—20 years on one station—and 20 years with the same sponsor. Program sponsor is Gurney Seed and Nursery Co. Copies of telegrams of congratulations are presented in brochure along with pictures of the anniversary celebration.

Dairy Contest

RURAL and city listeners are invited to submit statements of 50 words or less concerning value of dairy products in American diet, in contest being conducted by Paul Visser, farm director of WBZ Boston, on "Farm Hour," programs over that station. Titled "June is Dairy Month Contest," event features prizes grouped into two classifications—rural and city. Top prize for rural listeners is a DeLaval-Surge Conde electric milk machine, while second prize will be automatic home milk processor. First prize for city section will be week's vacation on a New England farm with all expenses paid. Second prize winner will receive a "Dairy Aid," an automatically controlled electric cooling unit to keep dairy products at proper temperatures.

WHFM Brochure

THREE-FOLD, three-color brochure combining station facts with market data has been released to the trade by WHFM Rochester, N. Y. Theme of release is "If it's FM . . . It's WHFM."

Harper Correction


KPAC, PORT ARTHUR, TEXAS offers

. . . Fulton Lewis, Jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of over 96,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.
Newspapers, Advertisers Protest Canadian System

Newspapers and advertisers are understood to be presenting their protest briefs to the Parliamentary Radio Committee at Ottawa this week pointing to necessity of setting up an independent regulatory and licensing body. Canadian Daily Newspaper Assn. will show rapid development of facsimile transmission, bringing newspapers under present radio legislation. It will also deal with the freedom of speech and newspaper ownership of radio stations and facsimile radio transmission needs.

Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers are expected to present a joint brief stressing the importance of advertising in promoting the distribution of goods and lowering their cost to the consumer. The brief will propose that advertisers should not be limited in the choice of radio stations for their advertising material to particular set-ups or networks controlled by CBC, but that they should be able to establish regional or other networks using stations of their own choice which will best suit the needs of the advertisers.

NEW Old Gold show for next fall on CBS reported to include Frank Morgan, Don Ameche, and Frances Langford. Agency for P. Lorillard Co., makers of Old Gold cigarettes, is Lennen & Mitchell, New York.

ROBERT HALL CO. LIKES RADIO
Firm Airs Transcribed Commercials 100-150 Times
Daily on Six N. Y. Area Stations.

AN OUTSTANDING radio success story was told last week by the Frank Sawdon Co., New York, agency for the Robert Hall Clothing Chain. The chain is owned and operated by the huge United Merchants & Manufacturers Corp., which maintains 39 outlets throughout the U. S. retailing the entire family. Although the firm has used radio in other areas for several years, it invaded the metropolitan New York district for the first time in September with the opening of four new stores in New York City.

Utilizing six stations—N. Y. WNEW WHN WMCA WHOM New York, WAAT Newark and WPAT Paterson—commercials for Robert Hall Clothes are aired from 100 to 150 times each day. Transcriptions are used almost exclusively, programming varies from one-minute spots to 15-minute newscasts and longer record music shows, including the Ted Housing and Bea Wain-Andre Baruch programs.

Results, according to Mr. Sawdon, have been phenomenal. "Radio has done a great job for us," he said. To avoid undue repetition, new commercials are transcribed every 60 days. Singing commercials are used extensively, with top talent. All of the firm’s radio contracts are for 52 weeks. "We don’t believe in just getting our feet wet then pulling out," Mr. Sawdon explained.

So pleased are the Robert Hall executives with radio’s selling job that they are planning even wider coverage. This is to be he says: "Radio has helped Robert Hall carry out its policy of keeping overhead down and prices at a minimum," Mr. Sawdon declared.

KMOX, Two Universities Sponsor Radio Workshop
KMOX St. Louis will sponsor a radio workshop in cooperation with the University of Missouri and St. Louis University of Education. Course will be held June 16-27 at the KMOX studios. Two hours of college credit will be given to those who complete the course.

Morning sessions will be open to registered students and others interested. Lectures and demonstrations on programming, script writing and production will be given by KMOX staff members. Afternoon session, consisting of training in production, script writing, utilization and research, will be open to registered students, only.

N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8

The average quarterly-hour set-in-use for May 1947 in the New York area remained at 24.8, the same figure reported for April 1947 and May 1946, by the Pulse Inc., New York, has reported.

The top 10 evening shows listed in the report for May were: Jack Benny 26.7, Lux Theatre 24.0, Bob Hope 21.3, Fred Allen 20.7, Fibber McGee & Molly 20.0, Chase-Sanford Program 19.7, Red Skelton 16.0.

The first 10 daytime programs listed were: Kate Smith Speaks 17.9, Helen Trent 17.3, Aunt Jenny 17.3, Our Gal Sunday 7.1, Big Sister 6.7, News-Harry Clark 6.5, My True Story 6.5, Rosemary 6.5, Ma Perkins 6.3, Breakfast Club 6.1.

Saturday and Sunday day set-in-use programs listed were: The Shadow 9.0, Counterparts 8.6, House of Charm 7.7, House of Mystery 7.6, Family Hour 6.3, Quick as a Flash 6.0, Yankees at Chicago 6.0, Children’s Hour 5.7, Quiz Kids 5.7, Shaefer Parade 5.7, F. H. LaGuardia 5.7.

HONORARY degree of Doctor of Laws will be conferred upon Paul A. Porter, former chairman of the FCC. June 9 at Allegheny College, Meadville, Pa.

WHPE HIGH POINT, N. C. TAKES AIR ON 1070 kc
WHPE began operation June 3 as a 1-kw daytime station on 1070 kc at High Point, N. C. Station is owned and operated by the High Point Enterprise, a daily newspaper published by R. B. Terry, president, and D. A. Rawley, secretary-treasurer.

Personnel includes John M. Rose, program director; Walter F. Hester, commercial manager; Harold Spangler, chief engineer, and Bill Alspaugh, chief announcer.

Air-conditioned studios, constructed by Johns-Manville Co., are located on the third floor of the Enterprise Bidg., while the transmitter and tower are two miles away. Tower is a self-supported Truscon, and the FM tower mounted atop it brings the total height to 377 ft. FM antenna is of 6-bay General Electric design.

The Enterprise has announced plans for the construction of another FM station on 95.5 mc with power of 3 kw and radiated power of 13 kw.

Shut-In Assn. President Praises Radio Publicity
RADIO STATIONS have given international emphasis of “Shut-In’s Day” (first Monday in June) more publicity this year than ever before, according to Mrs. William Franchyn Paris, president and executive director of the Shut-In’s Day Assn., of the U. S. A., which has national offices in Philadelphia.

More than 600 radio stations have cooperated in publicizing the day, she said, with major networks especially helping the cause.

Toronto Ad Club Elects
S. M. PHILPOTT, sales manager, Northgrave Ltd., Toronto, has been elected president of Advertising and Sales Club of Toronto. Among other officers elected are: J. W. Lawrence, advertising manager, Borden Co., as treasurer; Adrian Head, J. Walter Thompson Co., director; J. A. McGarrick, J. J. Gibbons Ltd., director; Horace Stovin, Horace N. Stovin Co., director.

WORLD'S BEST TOBACCO MARKET

WBTM-FM
DANVILLE, VIRGINIA
32,000 WATTS
92.1 MEGACYCLES

GEORGE P. HOLLINGBERY
National Representative
WORLD'S BIGGEST TEXTILE MILLS
Menser Addresses NBC Conference in Hollywood

NBC's RIGHT to reject minority-interest programming was defended by C. L. Menser, vice president in charge of programs, in the keynote address to 27 program representatives of 15 western network stations meeting in Hollywood May 27-29.

He recognized the right of minority groups to be heard, but said the “right to listen” was a constant factor in reaching program decisions.

Thomas McRary, national program manager, advised the group against pressing programs in the face of general public disinterest in such a formation even though they themselves might like the programs. He recognized the need for constant talent search, and suggested that a talented pool might some day be created from which stations could draw performers as needed.

National Open Tourney On KSD-TV's Schedule

TELECASTS of the National Open Golf Tournament opening Thursday (June 12) at the St. Louis Country Club will be presented by KSD-TV, operated by the St. Louis Post-Dispatch. First presentation will be 2:0 p. m. Thursday, and another two-hour telecast will be aired Saturday 3-5 p. m. Both will include-on-the-spot interviews with famous golfers participating in the tournament.

KSD-TV has announced that it plans to set up its television equipment, including two RCA Image Orthicon cameras, at the 18th fairway. Electronic record of events there will be carried by shortwave transmitter 11 1/2 miles to the Post-Dispatch sending equipment.

Commercial television service was inaugurated by KSD-TV last February coincidental with the celebration of Edison Centennial Week [BROADCASTING, Feb. 10]. --

ABC “David Harding—Counterspy” has been awarded a citation for “outstanding contributions to interfaction understanding and brotherhood” by Cinema Lodge of B’nai B’rith, Beverly Hills, Calif.

SEALING DEAL for broadcast of 16 home and road games of Los Angeles Rams on KMPC Hollywood is Tom Lane (seated), director of sales promotion and advertising for Rezall Drug Co. Witnesses are (1 to r): Bob Kelley, KMPC sports director, who has described games for 10 years, Herbert H. Wixson, station assistant manager in charge of sales and programs; A. W. Nealy, vice president and resident manager of BBDO Los Angeles; Bill McDaniel, station account executive; Len Carey, agency account executive; Robert O. Reynolds, vice president and general manager of KMPC.

Westinghouse Electric's Production at New Peak

PRODUCTION RECORD of Westinghouse Electric Corp. hit a new peak in high of $8,465,244 in April, which was $8,000,000 greater than the previous peak-time production in March 1947, Gwilym A. Price, president, said in a report to the company's board of directors. Greatest production increase was made by the Electrical Appliance and Transformer Divisions, Mr. Price said.

April billings of the Home Radio Division in Sunbury, Pa., were up 10% over March. Mr. Price said research and engineering on a new line of radios has been completed and that the new models will go into production soon.

$15,000 FOR BOYS

Bob Hope Amarillo Appearance

Aids Good Citizen Project

WHEN BOB HOPE brought his show to Amarillo, Tex., on May 21 for his weekly broadcast over NBC and another performance later the same evening at the city auditorium, it was a big day for Boys Ranch, a project directed towards the building of good citizens.

The two performances netted $15,000 towards a water system for Boys Ranch, on whose 2,480 acres 40 miles northwest of Amarillo are 76 boys.

The network show was aired via KGNR, NBC outlet in Amarillo, from the auditorium of one of the city's leading theatres. Attendance at the broadcast was estimated at 1,400 persons, KGNR reports, with tickets running as high as $25 each. KGNR cancelled regularly scheduled programs to promote “Bob Hope Day in Amarillo,” and when the Hope troupe landed at the Amarillo airport a KGNR special events crew set up facilities for coverage.

WTOB TAKES STAND ON COMMUNISM SHOW

RECENT stories in Winston-Salem papers stating that striking unions at the Reynolds Tobacco Co. were communist-dominated have been followed up by WTOR in the form of a special round table program titled, "Communism In Action."

"Reaction and general comment here have been more than we had hoped for," said WTOR President James W. Coan. Listeners were especially interested in the line, which reversed usual procedure and said, "The opinions expressed on this program have been those of the speakers and in this case are the opinions of the station to which you are listening." Two of the three participants, all former FBI agents and all anti-communists, were representing the management of the station. Newspapers, too, took note and the Winston-Salem Journal carried entire text of the show.

A request from Sam Hall, chairman of the Carolina District of the Communist Party, U.S.A., for time to answer the charges, was turned down by Mr. Coan, who said, "The management of this station states that it shall consistently refuse its facilities to persons, speaking either as individuals or as representatives of organizations, who advocate overthrow of the U. S. Government."

REMEMBER...

CLEVELAND'S Chief STATION

We don't have to remind an elephant . . . nor do we have to remind sponsors that WJW is Cleveland's Chief Station. The Chief makes doubly sure that advertisers know what the Hoop ers show. In Cleveland, WJW delivers more daytime per dollar than any other station.
GERRY MARTIN, formerly account executive in NBC sales department, New York, has joined radio department of William Esty & Co., New York. He has been with NBC for 12 years and previously was a salesman in NBC spot sales department.

HOWARD NEUMANN, formerly with Robert Kahn & Assoc., Chicago, has joined copy staff of H. M. Gross Co., Chicago.

GLASSER-GAILEY & Co., Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

WILLIAM E. EYNO, vice president in charge of radio for H. B. Humphreys Co., Boston, has moved his headquarters to company's New York office at 55 Madison Ave. WALTER BUTTERFIELD remains production assistant operating with Mr. Eynon in New York.

EDWARD ALESHE, formerly with Buchanan & Co., Chicago, as radio director and creative head, has been appointed to similar position with Harry B. Cohen Co., New York. He previously was with Geyer, Cornell & New York.

ARTHUR B. LEVINE, formerly on copy staff of J. Walter Thompson Co., New York, has joined Fashion Adv., that city, in same capacity.

NORMAN PARK, formerly with Standard Oil Co. of Calif., has joined Allen, Cleenagen & Smith Adv., Portland, Ore., as production manager. He replaced MARVIN KNUSSEN, who resigned to join education department of government service in Tokyo.

JEAN L. MALCHIN, formerly with The Avenir Publicite, Paris advertising agency, has been appointed account executive at Sadel Adv., New York.

WILLIAM DOUGLAS, formerly with Morgan Inc., New York, and J. B. Tarcher & Co., that city, have been elected to membership in American Assn. of Adv. Agencies.

HERBERT O. SMITH, former account executive at Hudson Adv., New York, has joined account executive at Hudson Adv., New York, in the same capacity.

CHARLES SCHROEDER, formerly with Hadden & Co., New York, has joined foreign department of McCann-Erickson, New York, as account executive.

GERTRUDE BLAIR, formerly with General Foods Corp., and prior to that with D. B. Steet, has joined Young & Rubicam, New York, as director of women's activities in public relations and publicity department, succeeding RUTH MILLARD, resigned.

JIMMY FRITZ, former vice president of Boyd Co., Los Angeles agency, has joined Pardee, Cashi & Adv., Hollywood, as account executive.

JACK B. DONAHUE, former promotion manager of KCMJ Palm Springs, has joined Pat Patrick Co., Glendale, Calif., as account executive.

FRANK BULL, executive of Smith, Bull & McCready Adv., Hollywood, and BILL HENRY, newspaper columnist and CBS Washington newscaster, are enroute to Sweden with Los Angeles delegation to compete with other cities in bringing 1952 Olympic Games to Los Angeles. STANLEY SEWARD, vice president of A.D.'s Adv., Cleveland, is in Los Angeles on 10-day business conference.

RAY CORRIGAN, account executive of Allied Adv. Agencies, Los Angeles, has been elected president of Los Angeles Junior Ad Club.

ALBERTA HACKETT, former administrative assistant to NBC New York production manager, has joined Compuscript Corp., New York, as production manager.

HAROLD J. CARMICHAEL, former space buyer at Hasky & Montgomery, New York, has joined Rose-Martin, New York, as account executive.

GORDON BEST Co., Chicago, formerly Med/trunk Adv. [BROADCASTING, March 21], has opened New York office at 36 Rockefeller Plaza. ARTHUR W. CLODE, formerly with Young & Rubicam, New York, has been elected vice-president of firm.

ROBERT S. COX, art director of Baker & Hoxie, New York, has been elected vice-president of firm.

JACK BRENNAN, former account executive, has joined Oddo Agency, New York, has joined Gunn & Moore Adv., New York, in same capacity.

GEORGE H. LABURG has been named production manager of Young & Rubicam Long Adv. Service. He joined firm last February.

JACK SPRINGER, formerly with UP in Portland, Ore., has joined Don Steele Adv. Sales, New York.

A. L. ADKINS Adv., San Francisco, has moved to larger quarters at 693 Mission St., San Francisco.

EMMA STARR, former of Spokes- men's Club, Denver, has joined the Rockwell Manufacturing Co., Denver, as director of "Rockwell's December, Home economics workshop established by Farm Journal, Seattle.

M. K. PIKE, former vice president of KCMJ Palm Springs, where she directed the "Pacific Kitchen" home economics workshop established by Pacific National Agency, Seattle.

DOROTHY R. DUNNING, formerly with Young & Rubicam Ltd., Toronto, and BEA SIMMONS, formerly with JL & Louis, New York, have joined the office of Canada Ltd., Toronto, as account executives of Women's Ad Club of Toronto.

S. A. RUTLAND & Co., Toronto, has opened new office at 26 Queen St. East.

RUSSELL T. KELLEY Ltd., Hamilton, Ont., has opened an office at St. Catharines, Ont., at 10 King St.

OTIS BEEMAN, formerly with Wallace-Ferry-Haney Co., and McCann-Erickson, New York, has joined Chicago office of Young & Rubicam, as account executive.

HARRY INGRAM, director of Client Services, formerly with Schenley Distillers Co., New York, has joined Chicago office of Young & Rubicam, as account executive.

RUTH E. HUDSON, for two years radio copy writer with magazine and trade publications and member of offices' staff, has been appointed to head of radio copy department.

CHARLES BRENNIG, account executive at Justin Funkhouse Adv., Baltimore, has been named a vice-president and member of firm's board of directors.

EDWARD J. LUSH, formerly with Hicks & Great, New York, and with Graham Assoc., New York, has been appointed director of the firm's sales department.

JAMES KENNEDY, formerly with J. Walter Thompson Co., New York, has joined the office of E. H. Brown Co., New York, as account executive.

B. L. NALL, formerly with the office of E. H. Brown Co., New York, has joined the office of E. H. Brown Co., New York, as account executive.

ALGARD B. NELSON, former account executive at J. Walter Thompson Co., New York, has joined Chicago office of Young & Rubicam, as account executive.

ROBERT LAKE, formerly with McCann-Erickson, New York, has joined Chicago office of Young & Rubicam, as account executive.

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KPRC LEADS IN LISTENERS

THROUGHOUT THIS AREA

DAYTIME MAP
Summary by Levels

Based on BMB Study No. 1—March, 1946. Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

<table>
<thead>
<tr>
<th>BMB Comparisons</th>
<th>Number of Counties</th>
<th>1946 Radio Families</th>
<th>BMB Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counties with 30% to 100% BMB</td>
<td>36</td>
<td>394,330</td>
<td>304,670</td>
</tr>
<tr>
<td>Counties with 30% to 49% BMB</td>
<td>14</td>
<td>51,100</td>
<td>21,810</td>
</tr>
<tr>
<td>Counties with 10% to 29% BMB</td>
<td>26</td>
<td>119,380</td>
<td>20,060</td>
</tr>
<tr>
<td>Measured city with over 10% BMB. Totals</td>
<td>76</td>
<td>564,810</td>
<td>346,540</td>
</tr>
</tbody>
</table>

KPRC Day 304,670 326,480 346,540
KPRC Nite 291,270 326,410 345,810
Station Day 255,660 280,200 305,690
Station Nite 278,020 292,540 320,500
Station Day 179,700 185,930 193,310
Station Nite 169,510 174,670 181,860
Station Day 97,100 102,730 114,370
Station Nite 91,420 91,420 98,970

KPRC LEADS IN LISTENERS

HOUSTON, TEXAS

KPRC 950 KILOCYCLES 5,000 WATTS

NATIONAL REPRESENTATIVES
Edward Petry and Company

AFFILIATED WITH NBC & TQN • JACK HARRIS, General Manager
Dr. Frigon Questioned on CBC Plans; CKBW U.S. Audience Cited at Ottawa

CFRB Toronto, and CFCN Calgary, both 10 kw stations occupying Class I-A channels, were given to July 1 to notify Department of Transport, Ottawa, which frequencies, they will use when CFC takes over their channels for its new 50 kw stations at or near these cities. This was revealed before Parliamentary Radio Committee at Ottawa on May 29. CFCN has been offered 1060 kc instead of its present 1010 kc frequency, and CFBF was given choice of four frequencies, with CBC recommending move to 1010 kc from present 860 kc, when CJBC Toronto, CBC Dominion network key station now on 1010 kc, increases power to 50 kw and moves to 860 kc.

Parliamentary Radio Committee members questioned A. D. Dunton, CBC chairman, Dr. A. Frigon, CBC general manager, and W. S. Caton, Department of Transport radio branch official, on the frequency situation as well as on progress made on building three new 50 kw and 10 kw stations for CBC. Total of $1,661,700 of $2,000,000 loan has been spent to date. Licenses of CFBF and CFCN were renewed for only three months on present frequencies, while license for CKY Winnipeg, 15 kw station, whose 990 kc frequency CBC is also taking over for new 50 kw station, was renewed for year. CBC is negotiating for purchase of CKY with Manitoba government, which owns station. CFCN terms were too high for station to be bought by CBC, committee told.

Committee was told that 162 applications for new broadcasting stations and changes in existing licenses had been heard by CBC board of governors, from Jan. 1, 1946, to Mar. 31, 1947. Of these 68 had been approved, 57 were denied and 37 deferred. There had been four applicants for a station at Ottawa, with license being issued to Frank Ryan who recently opened CFRA, Ottawa.

FM Grants to Seven

Seven AM stations had been granted FM station licenses to date, namely: CFBF Toronto, CFPCF Montreal, CKWS Kingston, CKBG Timmins, CHSJ St. John, CKSO Sudbury, and CKCR Kitchener. Committee delved into Petriillo ruling of not permitting musicians to play same programs on AM and FM stations, and how this conflicted with CBC ruling that in Canada AM stations with FM affiliated must use same program on both stations. Mr. Dunton reported conferences are being held with Canadian affiliate of Petriillo's AFM. FM would be restricted and decided if ruling were also to apply in Canada, Dr. Frigon stated.

CBC officials were questioned on $22,000 advertising expenditure of CJBC Toronto, to build up its listening audience, with billboards, streetcar, newspaper and other advertising means. Committee members asked why CJBC appeared so unpopular, and Mr. Dunton stated "I think it has been swamped in the publicity given programs of other stations."

Liquor advertising policy of CBC also came in for review, with Socialist party members attacking policy of allowing of beer and liquor advertising in Quebec province, by just mentioning company name.

Possibility of CBC controlling newspapers when facsimile transmission becomes a reality in Canada, was brought up by committee members, and Mr. Dunton stated he did not think CBC powers under the Canadian Broadcasting Act, would cover facsimile newspapers. Discussion on ownership of radio stations by newspapers, now owned by newspapers or are affiliated with newspapers, was terminated by chairman Ralph Maybank, who pointed out monopoly of state control of dissemination of information developed.

CBC officials told committee CBC wanted a station at Windsor, Ont., opposite Detroit, but lack of frequencies and finances stopped present development. Committee members claimed CKLW Windsor, was using a Canadian frequency to address itself mainly to United States audiences.

Ernest Bushnell, CBC program director-general, reported that Canadian radio talent, and especially that of CBC, was moving to United States where positions were offered by networks to actors, producers and writers, and Mr. Dunton wondered if United States papers were beginning to write about the invasion of Canadian radio talent.

Canadian Chamber of Commerce sent a letter to the Parliamentary Radio Committee calling for "a thorough public and non-partisan inquiry into the whole problem of radio broadcasting in Canada ... in particular we believe that consideration should be given to placing broadcasting under jurisdiction of a body independent of both CBC and private stations and responsible directly to Parliament."

KBS Adds Five

KEYSTONE Broadcasting System, New York, has announced addition of five affiliates bringing number of KBS outlets to 258. New affiliates are, WBBB Jasper, Ala., KXXJ Fortville, Ark., WMBC Petoskey, Mich., KDJMO Carthage, Mo., and KDSJ Deadwood, S. D.

COMPLETE PRODUCTION FACILITIES FOR:
SPOT ANNOUNCEMENTS—SHOWS—BANDS—AIR CHECKS—LINE CHECKS

Everything you need for your radio work.
Chicago's Largest
Independent Studio
State 5635
UNIVERSAL RECORDING CORP.
20 N. Wacker Drive
Amb. 2142—CHICAGO 6—State 5635
Page 62 • June 9, 1947
K. Excel Says:

MAYBE WE ARE SLIGHTLY "MAP HAPPY"

BUT, GET THIS . . . .

We are serving an area as large as Germany, Italy and Japan combined . . . . an area embracing nearly half the nations potential hydro-electric power, the nations richest timber lands, a population earning the highest per family income in the world (for its size) and an industrial "future unlimited". Is it any wonder our listeners buy more "radio advertised" items per capita? More dentrifices, more cereals, more shampoos, more of all the better-things-for-better-living items. THEY CAN AFFORD THEM. And incidentally, you can cover this MAJOR MARKET with a single contract by broadcasting your message over Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blvd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago

Write for our complete MARKETIPS
PACIFIC NORTHWEST BROADCASTERS
May 29 Decisions . . . .

BY THE COMMISSION

Southeastern Beep, Co., Clinton, Ala.—Ordained that effectiveness of CP granted Dec. 24, 1946, for new station to be suspended until further order of FCC because of order of D. C. Court of Appeals in re WQW Chicago v. FCC staying Commission's order to Radio Virginia until Court's decision in case of WJR etc., referred to above.

AM-7110 kW WCPW Terpero, N.C.—Ordered that license to cover CP granted May 13 for new station to be set aside and that further order of FCC be suspended until further order of FCC because of order of D. C. Court of Appeals in re WJR v. FCC staying FCC grant of CP to WCPW until Court's decision in case of WJR etc., referred to above.

Granted special temporary authority for operation of WCPW on 590 kc 1 kw D for 30 days from May 28, pursuant to Dec. 1, 1946, Order, provided that this or subsequent authorization extending operation on 590 kc shall be subject to immediate cancellation and revocation at any time prior to expiration date thereof. Ordered that effective date of order setting aside license be suspended until June 5.

BY COMMISSIONER HYDE

Gila Beep, Co. Inc., Coolidge, Ariz.—Grant petition to intervene in hearing on application of KRED.

Hotel & Theaters Inc., Bluefield, W. Va.—Grant petition for waiver of rules and accepted petitioner's written appearance in re application.

Litchfield County Radio Corp., Torrington, Conn.—Grant petition for leave to alter application to specify 980 kc instead of 1170 kc. Amendment was accepted and application as amended was removed from hearing docket. Dismissed petition for leave to take deposition.

New Beep Corp., New York, N. Y.—Grant petition for waiver of rules and accepted petitioner's written appearance in re application.

FCC Corrections

IN REPORT of actions on motions dated May 2, item relating to Petaluma Bcrest., Petaluma, Calif., should have been reported as follows: Dismissed as most petition requesting dismissal without prejudice of application.

May 29 Applications . . . .

ACCEPTED FOR FILING

Modification of CP

WYOK—Binghamton, N. Y.—Modified CP which authorized new standard station to change type trans. to make changes in vertical ant., to change trans. location and to specify studio location.

WGAD—Gadsden, Ala.—Modified CP, as mod., which authorized a new standard station, for extension of completion date.

WAPX—Montgomery, Ala.—Modified CP, as mod., which authorized new standard station, for extension of completion date.

WESTERN ELECTRIC

PROGRAM DISPATCHING SYSTEM

This new Relay Type Program Dispatching System reduces your most complicated radio broadcast switching operations to the movement of one key. It speeds up switching in serving several destinations with rapidly inter-
THESE STATIONS HAVE PURCHASED
COLLINS BROADCAST EQUIPMENT...

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California

BROADCASTING • Telecasting

June 9, 1947 • Page 65
Applications Cont.:  
and station and authority to determine operating power by direct measurement of antenna.

Modification of CP
W2EPC Chantilly, Va.- Mod. CP, as Mod., which authorized new standard station, to change type of trans., power from 2 to 1.75 kw, change from portable-mobile to mobile.

Modification of CP
KMAR McKinney, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of antenna.

TOWER SALES & ERECTING CO.
Radio Towers  
Erection, lightning & grounding systems
6100 N.E. Columbia Blvd.
Portland, 11, Oregon
C. H. Fisher, Agent Phone Portland 7320

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 W. Moss St. Cherry 4070
Portland, Oregon

FCC Actions (Continued from page 64)

area of Fort Worth, Tex.—License to cover CP for KRXK, which authorized new standard station, to change type of trans., power from 2 to 1.75 kw, change from portable-mobile to mobile.

Modification of CP
KMAR McKinney, Tex.—Mod. CP which authorized new standard station, to change type hires, approval of antenna.

Robert L. Kaufman  
Organization
Technical Maintenance, Construction, Broadcasting Services
for Broadcast Stations
Muese Bldg.
Newark, 6, N. J.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lightning & grounding systems
6100 N.E. Columbia Blvd.
Portland, 11, Oregon
C. H. Fisher, Agent Portland 7320

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.

SPECIALISTS
AM-1900 kc

Modification of CP
WALLA-PM Mobile, Ala.—Mod. CP which authorized new standard station to change ERP to 101.4 kw and make change in station system.

WALLA-PM Spec., Washington, D. C.—Mod. CP which authorized new commercial TV station for extension of completion date.

Radio Consultants, Inc.
C. P—Preliminary

June 2 Decisions...

DOCKET CASE ACTIONS
(By the Commissions)

AM-1190 kc
Neuman Brstg. Co., Newark, N.J.—Adopted supplemental proposal decision proposing to grant application for new station 1300 kc 1 kw. Order on file, subject to cond. that applicant will not commence operation until WATL Atlanta, Ga., has ceased to operate 1400 kc in accordance with its 60 day panel, and that applicant will wait 60 days from final grant the application for mod. CP specifying trans., sim. and ant., and require completion of FCC standards.

AM-1190 kc


AM-1190 kc

Petition Denied

AM-1190 kc

(Continued on page 68)

INVEST YOUR AD DOLLAR

WCK
s-lv
P. C. Wilson
WCY
50,000 WATTS
OF
SALES POWER

BROADCASTING • Teletac Listing

Page 66 • June 9, 1947
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C. Adoms 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. Di. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

INTERNATIONAL BLDG. Di. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8021
KANSAS CITY, MO.

RING & CLARK
82 Years Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3379
WASHINGTON, D. C.

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

RAYMOND M. WILMOTTE
AND ASSOCIATE
PAUL A. deMARS
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

FRANK H. McINTOSH
710 14th St., N.W.—Metropoliton 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F ST., N.W. Kellogg Bldg.
Washington, D. C. Republic 9894

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7661
WASHINGTON, D. C.
1000 No. Seward St. No. 6321
Hollywood, 38, Cal.

HAROLD B. ROTHROCK
GEORGE B. BAIREY ASSOCIATE
1900 EY ET., N.W. NATIONAL 0186
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F ST., N. W. DISTRICT 4127

RUSSELL P. MAY
1422 F ST., N.W. Kellogg Bldg.
Washington, D. C. Republic 9894

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5570
WASHINGTON 4, D. C.

DIXIE B. MCKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adams 3711

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7661
WASHINGTON, D. C.
1000 No. Seward St. No. 6321
Hollywood, 38, Cal.

HAROLD B. ROTHROCK
GEORGE B. BAIREY ASSOCIATE
1900 EY ET., N.W. NATIONAL 0186
WASHINGTON, D. C.

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 77TH ST. TRIANGLE 4400
CHICAGO 18, ILLINOIS

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
ROYAL J. HOWARD, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

GUY C. HUTCHESON
1100 W. ABBAM ST. PHONE 1218
ARLINGTON, TEXAS

GILL Bros.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

A. E. CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6-6108

COLTON & FOSS, INC.
827 15TH ST. N.W. REPUBLIC 3883
WASHINGTON, D. C.

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bank
211 W. 3rd St. Bldg.
Raymond 6111
Laboratories: Baton Rouge, La.
Roswell Road

BARCLAY & SAXON
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

GUY C. HUTCHESON
1100 W. ABBAM ST. PHONE 1218
ARLINGTON, TEXAS

A. R. BITTER
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO
FCC Actions

(Continued from page 66)

Decisions Cont.:

By Commission En Banc

Transfer of Control

WPCA Asheville, N. C.—Granted petition, removed from hearing and granted application for transfer of control of WPCA from Carolina Broadcasting Co., to Asheville Radio Station, Inc., for $5,000. Petition Denied.

Modification of License

WINS New York—Granted, mod. license to operate on 1010 kc, 15 kw night: 50 kw-LB (DA-1) in time instead of 1000 kc 80 kw untl; subject to cond. in original grant that license satisfy legitimate complaints of blanketing within 250 m/m. contour, including cross modulation.

WDBF South Bend, Ind.—Granted renewal of AM license for period ending June 1, 1948.

WBBM and Wgnz. Carteret, N. J. —Same.

WSIL El Paso, Tex.—Granted renewal of AM license for period ending Feb. 1, 1948.


National Beigy, New York City—Same for WJZ6.

License Extensions

WABW Indianapolis—Extended FM license on temp. basis. since Sept. 1, 1947, pending determination upon application for renewal.

WCAU-PM Philadelphia—Extended FM license for 90 days on temp. basis.

By Commission

Clear Channel Beigy, Service—Granted petition to continue hearing in matter of clear channel broadcasting in standard band from July 7 to Sept. 17.

June 3 Decisions . . .

DOCKET CASE ACTIONS

(As of the Commission)

AM-1650 kw

Northern Kentucky Airways Corp. and The Northern Kentucky Radio Corp., Covington, Ky.—Announced final decision granting application of Northern Kentucky Airways Corp. for new station 1060 kc 350 w D and denying application of The Northern Kentucky Radio Corp. for same facilities.

AM-1110 kw

Tri-City Beigy, Co., Newport, Ky., and Morris Beigy, Inc., Dayton, Ohio—Adopted final decision granting application of Tri-City Beigy, for new station 1110 kc 1 kw D and denying application of Morris Beigy, Inc. for same facilities.

AM-1340 kw

Williamsport Radio Beigy, Assoc., and Lycoming County Beigy. Co., Williamsport, Pa.—Adopted proposed decision looking towards approval of Williamsport Radio Beigy, Assoc., for new station 1340 kc 250 w unl. and denial of application of Lycoming County Beigy. Co. for same facilities. Commissioner Jeff eavored granting of Lycoming and denial of Williamsport.

By Commission En Banc

FM Conditional Grant

KROV Inc., Winfield, Tex.—Authorised cond. grant new Class B FM station: subject to further review and approval of engineering details.


FM Dismissals

Columbia Broadcasting System, Inc., St. Louis—Dismissed without prejudice application for new Class B FM station upon applicants request.


FM CPs Issued

Authorised CPs for 10 Class B FM stations; 11 other FM CPs issued in lieu of previous condition (see this issue).

FM-90.2 mc

The Michigan State College, East Lansing, Mich.—Granted CP new non-commercial educational FM station, channel 210.0 mc 1 kw. ant. for.

AM-740 kw

Obey Beigy, the Commission—Granted CP new station 170 kc 250 w D; engineering cond. for.

Effective July 1, 1947

NEW SUBSCRIPTION RATES

● Effective July 1, 1947, the following schedule of subscription rates will apply for all new or renewal BROADCASTING subscriptions. Until July 15, subscribers are invited to renew or extend present subscriptions at the current rate of $5 a year or $8 for two years.

One-Year Subscription—$7
Two-Year Subscription—$12
Three-Year Subscription—$16
Schools and Public Libraries—$5

—YEARBOOK Number Included—

Note: New subscribers are entitled to the special rate of $5 per year for a single subscription. The subscription rate for the YEARBOOK is always $5.

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BROADCASTING representations office.

+ Horace N. Stovin

+ Radiostation representatives

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which authorized installation of new trans. for extension of operation dates to 1-17-47 and 3-11-41, respectively, for WIRU.

- WOGR Ashland, Radio Corp., Port- able, Area of Muskegon—Granted mod. CP for extension of completion date to 10-11-47, for WGR.

- KPOW Point Arena—Granted mod. CP change type trans., for extension of completion date to 7-20-47.

WLOP Orlando, Fla.—Granted mod. CP for change trans. location.

WKAM Muscalumb, Ill.—Granted mod. CP for approval of new antenna tower and to make changes in trans., for approval of trans. and location.

KSLG Lewiston, Me.—Granted CP for extension of completion date to 8-25-47.

WAEP Yuma City, Ariz.—Granted mod. CP for extension of completion date to 1-19-47.

WELI New Haven, Conn.—Granted mod. CP for extension. Area of Des- ner. Col.—CP for new remote pickup station on frequencies to be assigned in 24-30 mc band, power of 2 w. emission A1 (FM) and hours in accordance with Sec. 4.408. Modifications of CP

KDEA Pueblo, Colo.—Mod. CP which authorized new noncommercial educational station to change type trans., for approval of ant. and trans. location and to specify studio location.

The Evening Star Corp., Area of Washington, D. C.—License to cover CP for new experimental television relay station for extension of completion dates. Assignment of CP

WFAL Fall River, Mass.—Same to 11-19-47.

WCAI Anderson, S. C.—Same to 12-3-47.

WABF New York—Same to 12-21-47.

KARM-FM Prumo, Calif.—Same to 12-7-47.

WPRF-FM Columbus, Ga.—Same to 9-1-47.

KCNX Tucson, Ariz.—Granted license for new station 1400 kc 250 w. unl. and for change of studio location.

WORT Poison Springs, Miss.—Granted license for new station 1400 kc 250 w. unl. and for change of studio location.

WELW Lima—Same to 3-12-47.

KWWL Albina, Ore.—Granted license for new station 1450 kc 250 w. unl. and for change of studio location.

WJSF Port Worth, Tex.—Same to 11-11-47.

KWWH Albuqa, N.M.—Same to 11-24-47.

The new standard license issued to 11-1-47 (KAQW).

June 3 Applications... ACCEPTED FOR FILING

Modification of CP

KCRW Santa Monica, Calif.—Mod. CP for extension of completion date to 11-1-47 for change in vertical ant. and change type trans., which authorized new noncommercial educational station to change type trans. and make changes in ant.

AM-1440 kc

Central Colorado Btst., Co., Denver, Colo.—CP new broadcast station 1400 kc 800 w.-1 D.-Unul.

BROADCASTING • Telecasting

Spartanburg, South Carolina

5600 watts day and night, 950 kc. Rep. by Wbldalig CBS Station for the SPARTANBURG-GREENVILLE Market

Sauerbrey, Beaty Corp., Area of North Carolina—CP new standard station 1100 kc 250 w. CP amended to change frequency from 1050 to 1200 kc.

AM-1520 kc

Tri-City Btst., Co., Bellaire, Ohio—CP new standard station 1150 kc 1 kw D. CP AM-1520 kc

Western Waves Inc., Area of Seattle, Wash.—CP new standard station, for approval of ant. and trans. location.

EUGENE P. O'Fallon INC., Area of Wash- ington, D. C.—License to cover CP on frequencies to be assigned in 24-30 mc band, power of 2 w. emission A1 (FM) and hours in accordance with Sec. 4.408. Modifications of CP

KDEA Pueblo, Colo.—Mod. CP which authorized new noncommercial educational station to change type trans., for approval of ant. and trans. location and to specify studio location.

TV—Earp Relay

Kafe Btst., Corp., Area of Boston, Mass.—CP new standard station, license WEGM 1050 kc for extension of completion date to 11-1-47.

License to cover CP

KWSU Providence, R. I.—Mod. CP which authorized new noncommercial educational station, for approval of ant. and trans. location.

KEGAP Greenville, Tex.—Mod. CP which authorized new noncommercial educational station, for approval of ant. and trans. location and to specify studio location.

License for CP

AGINS Herlim, Tex.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on topper and authority to determine orientation by direct measurement of ant. power.

AM-1170 kc

Peninsula Btst., Corp., Hampton, Va.—CP new standard station 1590 kc 1 kw D. Remote Pickup

WGFR-Glendale, Calif.—CP new standard station 1590 kc 250 w. D. Remote Pickup

Western Waves Inc., Area of Seattle, Wash.—License to cover CP new standard station 1700 kc 250 w. D. RP

License for CP

AM-1450 kc

KPIC Klamath Falls, Ore.—CP which authorized new noncommercial educational station 1700 kc 250 w. D. RP

License for CP

AM-1450 kc

KGFJ Los Angeles, Calif.—CP increase power from 100 w. to 250 w. and make changes in trans. equipment.

AM-990 kc

Redlands Btst., Co., Redlands, Calif.—CP new standard station 990 kc 250 w.-D. RP

License for CP

AM-1450 kc

KWJF Pennsylvania, Calif.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on topper and authority to determine orientation by direct measurement of ant. power.

AM-1170 kc

Peninsula Btst., Corp., Hampton, Va.—CP new standard station 1590 kc 1 kw D. Remote Pickup

Western Waves Inc., Area of Seattle, Wash.—License to cover CP new standard station 1700 kc 250 w. D. RP

License for CP

AM-1450 kc

KGFJ Los Angeles, Calif.—CP increase power from 100 w. to 250 w. and make changes in trans. equipment.

AM-990 kc

Redlands Btst., Co., Redlands, Calif.—CP new standard station 990 kc 250 w.-D. RP

License for CP

AM-1450 kc

KWJF Pennsylvania, Calif.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on topper and authority to determine orientation by direct measurement of Ant. power.
FCC Actions

Applications Cont.: Fernando, Cal-D.—Mod. CP which authorized new standard station to make changes in DA.
AM-1210 kc KFKA Great Yarmouth, Cal.—CP change frequency from 1310kc to 1290 kc to change hours from sharing time with KFPO to unlit, install new trans. and DA-N and change call sign. Modification of CP

WTTG Washington, D. C.—Mod. CP which authorized new commercial TV station for extension of construction date only.
Assignment of CP WTLF-AM Tailahassee, Fla.—Voluntary assignment of CP to John R. Phillips. Modification of CP

WTAD-FM Quincy, Ill.—Mod. CP which authorized new FM station for extension of completion date.

Rake Wireless, Inc., Mod. CP which authorized new standard station to change vertical antenna, to make changes in vertical antenna, and to change trans. and studio locations.

KPH Wichita, Kan.—Mod. CP, as mod., which authorized installation of FM ant. on AM tower, and to make changes in ant., for extension of completion date.

APPLICATIONS RETURNED

AM-1180 kc KBDM Billings, Mont.—Authority to determine operating power and direct measurement of ant. power. Returned 360 Forms, letter dated 6-27-47, questions not asked.

APPLICATIONS DENIED

AM-790 kc Ware Radio Co., Waycross, Ga.—CP new standard station 730 kw 50 w unlit. TENDERED FOR FILING

AM-1250 kc News-Examining Co., Cleveland, Ind.—CP new standard station 1580 kc 250 w D. 1580 kc

AM-1190 kc Irving Rarback, Webster, Mass.—CP new standard station 1400 kc 250 w unlit. Modification of CP

WHOM Jersey City, N. J.—Mod. CP to change proposed trans. location, to make changes in power of 5 kw and DA-ON.
AM-1460 kc Jasper Radio Co., Jasper, Tex.—CP new standard station 1400 kc 250 w unlit. Modification of CP


June 4 Decisions

DOCKET CASE ACTIONS

(Pre-Commissioner)

AM-450 kc WLPB Lexington, Ky.—Queeny City Boro. Corp., Frankfort, Ky.—CP new standard station 1240 kc 50 w unlit. An- An- nounced proposed decision looking towards granting license to CB application of American Boro. Co., to change facilities of WLPB from 1450 kc 250 w unlit, to 650 kc 5 kw-D 1 kw-N DA; demands a new location, and to change name of station. Modification of CP

AM-1460 kc Town Talk Boro. Co., Santa Paula, Calif.—CP new standard station 1460 kc 250 w unlit; engineering cond.

AM-1400 kc ANCO Telecasting, Inc.—CP new standard station 1400 kc 250 w unlit; engineering cond.

Koke Boro., Coquille, Ore.—Granted CP new standard station 1460 kc 250 w unlit; engineering cond.

AM-1190 kc Greater Hartford Boro. Inc., Hartford, Conn.—Granted CP new station 1290 kc 500 w D (Commissioner, Dury for hearing).

AM-690 kc The Advance Int., Elizabeth City, N. C.—Granted CP new station 970 kc 500 w D; engineering cond.


North Alabama Boro., Decatur, Ala.—Granted CP new station 900 kc 1 kw D; engineering cond.

Hearing Designated

Modern Boro., Inc., Seminole, Okla.—KVOI, Fort Worth, Texas; KOKE, Bakersfield, Calif.—KDAK, Dallas, Tex.—Designated for hearing proceeding application of Modern Boro., Inc. for new station 1420 kc 1 kw D with application of KVOI to change from 1340 to 1420 kc, increase power from 250 to 1 kw-LS 2 kw-N.

AM-670 kc Douglass Boro., Cwo.—CP new station 570 kc 1 kw D; engineering cond.

Charles W. McDonald, Des Moines, Iowa.—Granted CP new station 930 kc 1 kw D; engineering cond.

AM-680 kc WTAL-FM Tallahassee, Fla.—Voluntary assignment of CP to John R. Phillips. Modification of CP

KQV Pittsburgh.—Granted mod. CP to make changes in.

Petition Granted

Oneonta Standard Stationizing Co., N. Y.—Adopted decision and order granting petition for reconsideration and determination of DA.

Granting of license to WDGY Minneapolis 1120 kc 5 kw-D 600 w-LS Albuquerque.

Show Cause Hearing

WDGY Minneapolis.—Adopted order affirming WDGY to show cause at hearing before Commission, why existing license of WDGY should not be mod. so to make party to proceeding. Ordered further that hearing to show cause be consolidated with consolidated hearing on application of WDGY which requests 1330 kc 50 kw unlit. DA, and application of KIRN (TACR) for CP new 1300 kc 50 kw unlit. DA.

Petition Denied

Central Utah Boro. Co., Provo, Utah.—Denied, memorializing denial of request for reconsideration and grant of its application without hearing.

WJMO Cleveland.—Denied application for CP new 1770 kc 5 kw-D 1 kw-N, Cleveland.

June 4 Applications

ACCEPTED FOR FILING

Modification of CP

KRAI Craig, Colo.—CP which authorized new station to change vertical antenna of Am. Boro. Co., to change name of station. Modification of CP

AM-1460 kc WPDP-FM Jackson, Miss.—Voluntary assignment of CP and license to Jackson, Miss.

AM-1190 kc Florida West Coast Boro. Inst., Tampa, Fla.—CP new standard station 1500 kc 1 kw D. AMENDED to change name of station to Florida Boro. Co., to change facility of WPDP from 1450 kc 250 w unlit, to 650 kc 5 kw-D 1 kw-N DA; demands an extension of completion date, and to change studio and ant. location.

AM-1450 kc KIRI Macon, Ga.—CP new standard station 1450 kc 50 kw unlit. License for CP

AM-1360 kc KDKA Inst., Pittsburgh, Pa.—CP new standard station 650 kc 5 kw-LS unlit. License for CP

AM-1190 kc WAVA Washington, D. C.—CP new standard station 1190 kc 5 kw-D. License for CP

June 5 Applications

ACCEPTED FOR FILING

AM-740 kc Rodgers and McDermott Newspapers, Inglewood, Calif.—CP new AM station 1460 kc

Benton Analyzes Russian Advertising

Act is Motivated by Necessity

Not Free Enterprise

ASSISTANT SECRETARY OF STATE William Benton declared Friday that any hope that Russian radio might be adopting a free enterprise pattern for acceptance of radio advertising was entirely premature and based on a false premise.

In the first place, he said Broadcast- ing, the Russians are not putting "commercial" on the air. In a country where one of the biggest problems is shortages in everything, it is a real public service to tell the public where goods, such as soap, can be purchased. The motive is not to sell soap, because there isn't a surplus which requires salesmanship, but to tell listeners when and if they can find it.

Thus, he concluded, the Russian resort to "advertising" is by no means motivated by the free enterprise stimulus that results from American advertising. It is a question of necessity to distribute short supply goods.

His parting comment was: "Further, there is this may be an attempt by the Russians to prove to their people how truthful the Russian radio is. When Radio Moscow says there is soap at a certain store, the Russian listener can rush out and find that the radio has spoken the truth!"
FCC Denies Petition Asking Rehearing on Newark Case

FCC MADE CLEAR last week that it interprets the Communications Act's "equitable distribution" clause as referring to transmission as well as reception.

The interpretation was contained in the Commission's reply to petitions filed by two New York applicants who sought rehearing of a decision and order on an application from Newark, N. J. On the basis of Sec. 307(b), the equitable distribution provision, FCC had granted the respondent of Newark Broadcasting Corp. for 280 kc with 5 kw, denying those of Donald Flamm and Metropolitan Broadcasting Service for the same assignment in New York [BROADCASTING, March 3].

Denying the rehearing petitions of Metropolitan and Mr. Flamm, the Commission declared last week in a subsequent opinion:

"The argument apparently is that Sec. 307(b) requires the Commission to make distribution of the new station, the several states and communities so as to result in an efficient and equitable distribution of radio service, that radio service refers to radio reception only and does not include transmission, and that since Newark receives service from near all of the New York stations, some of which actually have their transmitter sites in New Jersey, no basis for the preference of the Newark application over the New York applications can be grounded on Sec. 307(b)."

The history of the Communications Act, however, makes clear that the petitioners' interpretation of the section is not valid, and that radio service is in fact refers to transmission as well as reception and includes consideration of the sources from which the programs are received as well as number and quality of programs which can be heard.

The 1928 Davis Amendment to the Radio Act, FCC pointed out, defined "service" as including both transmission and reception. This language, the Commission contended, "serves equally" to clarify the present provision, even though the Davis Amendment itself was repealed in 1936. FCC argued that the repeal was intended only "to eliminate the impractical device" of the quota system of allocations which the amendment had established.

FCC continued, noting that New York has 18 stations and Newark three:

"Except in the case of communities which are not included in the usual signal area or an insufficient number of such signals, the mere quantity of stations whose programs are received in a given area is irrelevant to the question of equality of opportunity of the community interests of that area as compared with those of some other community." [Bold in original]

Cities Present Situation

The Commission pointed out that Metropolitan and Mr. Flamm had argued that all but five of the New York outlets either render specialized service to one or more particular groups or are network key stations, and therefore should be eliminated from competition as stations serving New York. But FCC reasoned that all 16 stations are licensed to serve the New York population or some segment of it. The opinion added:

"If, in fact, one or more of such stations are not serving the needs of the Newark area, that might appropriately be the subject of inquiry in other proceedings before the Commission, but is not, itself, a reason for maintaining an imaginary monopoly of the New York City in preference to another community where the facilities may be used."

Newark Broadcasting, whose grant was reaffirmed, is owned by six businesses and a professional man and women, headed by Arthur Walsh, Edison Co. vice president and former U. S. Senator. Mr. Flamm, one of the unsuccessful applicants, is former owner-operator of WMCA New York and now half owner of WPAT Paterson.

ROPER SURVEY SHOWS FREE RADIO IS DESIRED

AMERICANS think even less of government ownership or regulation when it comes to electric utilities. They object to electric utilities, according to a survey by Elmo Roper in the New York Herald Tribune May 22.

He tabulated the results of two surveys in 1938 and 1946 to show the growing suspicion with which the great majority of Americans look upon government interference with the traditional capitalist management of private businesses. Following is the tabulation of the two surveys as they applied to electric utilities:

<table>
<thead>
<tr>
<th>Year</th>
<th>In favor of government owning &amp; operating</th>
<th>In favor of more regulation</th>
<th>Less than same regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>15%</td>
<td>11%</td>
<td>74%</td>
</tr>
<tr>
<td>1946</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Following is the tabulation as it applies to radio reception:

<table>
<thead>
<tr>
<th>Year</th>
<th>In favor of government owning &amp; operating</th>
<th>In favor of more regulation</th>
<th>Less than same regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>10%</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>1946</td>
<td>18%</td>
<td>7%</td>
<td>75%</td>
</tr>
</tbody>
</table>

If you want more information just drop me a line or contact a Brahman man.

Yrs.
Alg

WCHS
Charleston, W. Va.

**RADIO**

**NBC**

5000 WATTS

590 KC

WRITE, WIRE, OR PHONE

JOHN J. GILLIN

OR JOHN BLAIR

June 9, 1947 • Page 71
White Bill

(Continued from page 15)

lotment. Each will deal with a particular phase of the bill.

Members of the legislative committee who met at Judge Miller's cabin were Joe B. Carrigan, KWFT Weehit Falls, Tex.; Wayne Co., WINX Washington; Herbert Hollister, KBOL Boulder, Colo.; Joseph H. Ream, CBS executive vice president; Frank M. Russell, NBC vice president; Robert D. Sweeney, MBS vice president and general manager, and Joseph A. McDonald, ABC vice president and general counsel, who sat as an observer. Ulman to be present were commit-

tee members J. Harold Ray, chairman, vice president Fort Industry Co.; Don S. Elias, WWNC Asheville; Clair R. McCollough, Mason-Dixon stations; G. Richard Shafter, WIS Columbia, S. C., and Louis Wasmer, KGA Spokan, O. L. Ted Taylor, KGNC Amarillo, arrived in Washington for the meeting but was stricken with a respiratory ailment. His condition was considerably improved Friday. He had been confined to his Carleton Hotel quarters virtually the entire week.

The identical notice of hearing sent to 21 individuals and organi-

zations over the signature of Ed-

ward Cooper, communications ex-

pert of the Interstate & Foreign

Commerce Committee, said the sub-

committee desired that the hear-

ings be concluded “as expeditiously

as possible.” The notice cited that

the legislative Reorganization Act, adopted at the last session, provides for submission in advance of written statements of witnesses at hearings.

Advance Testimony

“Accordingly”, said the letter,

“the subcommittee desires that

each witness will submit at least 48

hours in advance of his testi-

mony 15 copies of his formal state-

ment which will be made a part of

the hearing record.”

The notice continued that the

witness upon his appearance, will

be expected to “limit himself to a

brief oral supplementary state-

ment, not to exceed 20 minutes, and

the answering of such questions as

may be asked.”

The letter concluded that the

hearings are not expected to con-

inue for more than six days (prob-

ably to begin on Tuesday, June 17, and the remaining three, or four beginning on Tuesday, June 24). Respondents were requested to notify the committee promptly whether they desire to be heard, so that the witness schedule can be arranged and time be allotted.

Judge Miller was scheduled to speak before the annual conven-

tion of Canadian Association of

Broadcasters at Jasper Park, Alta. When he learned that the decision was “final” he cancelled his own appearance and designated Mr. William to take his place so that he might personally direct preparation of material for the hearing.

Notice of the hearing went out

last Wednesday to 21 key organiza-

tions and individuals identified with

radio. Included among the invitees

besides the FCC and NAB were:

the four major networks; J. Leon-

ard Reinsch, radio adviser to the

President and managing director,

Cox Radio Stations; Major E. H.

Armstrong, FM inventor; Com-

mander E. F. McDonald Jr., presi-

dent of Zenith Radio; Dr. Lee De-

Forest, radio inventor; FMA; Tele-

vision Broadcasters Association;

Clear Channel Broadcasting Ser-

vice; Radio Correspondents’ Asso-

ciation; Federal Communications

Bar Association, and Radio Manu-

facturers Association.

The Committee's invitation re-

minded prospective witnesses that

nearly two months of hearings

were held in November and De-

cember of 1943 on the former

White-Wheeler bill (S-814) and

“that a substantial number of sec-

tions of the present bill, S-1333

were taken unchanged from the

earlier measure.” Thus, continu-

ing the letter, the subcommittee be-

lieves repetition of the earlier tes-

timony to be unnecessary.

White's Retirement Factor

Some observers saw Senator

White's action on the radio bill as

related to his announcement ear-

lier in the week that he will re-

tire on the expiration of his term

in the Senate. His present term is

up at the end of 1948. Senator

White wrote the Lewiston Sun,

Lewiston, Me., that he would seek

“no further service in the Senate.”

FCC sources interpreted Sena-

tor White's desire for an early and

short hearing as indication that he

is pushing hard for enactment of

a new radio law before the end of

the 80th Congress.

FCC Chief Counsel Harry M.

Plotkin is directing preparation of the Commission “case” which is

expected to resemble that presented

in 1943 when the White-Wheeler

bill was protested as “emasculat-

ing” the Commission. FCC spokes-

men feel that the new bill would

be considerably weakened by most

of the substantive provisions.

They object particularly to those

portions which would split the

Commission into two parts and take

away much of the Chairman's

power by making his post rotat-

ing and dividing his responsibilities

between the two branches.

Under the proposed White Bill

of 1947 one part of the Commission—
each part would consist of three

members, with the Chairman sit-

ting on each section but without

a vote—would deal with common

KELO Sioux Falls Opens New Studios

HOUR-LONG BROADCAST May 31 marked opening of new studios of KELO Sioux Falls, S. D., and the climax of a week of special

activities designed to acquaint the station's listeners and its business contacts with the new facilities.

Among those taking an active part in the festivities were four

KELO executives—Sam Pantle Jr. (seated, center), president of Mid-
Continental Broadcasting Co. Inc., KELO licensee, and (standing, 1 to r)

Tony Moe, sales promotion manager, Ted Matthews, commercial man-

ager, and Evans Nord, program department head—and two visitors,

John Meagher, KYSM Mankato, Minn., and Bill Wallace, of John

Pearson Co. Chicago office (seated, 1 to r, respectively).

Dedication broadcast included transcribed greetings sent from Wash-

ington, D. C., by South Dakota's senators, Chan Gurney and Harlan

Bushfield. A special greeting over entire NBC network was extended by

Ty Krum from NBC studios in Washington.
carrier matters, and the other with broadcasting.

Mr. Denny is expected to claim also that the bill will inevitably force the Commission to hold hearings on practically all applications for licenses.

It was not known who besides Chairman Denny would testify for the Commission, although the door was open for other commissioners and some of the staff executives. The Commission is expected to ask for not more than a day to make its presentation.

One reason Senator White pushed for a short hearing was the over 1,000 pages of hearings on the former White-Wheeler bill, about three-fourths of which has been incorporated into the present bill. Those sections of the current proposal dealing with procedural and appellate matters were lifted almost completely from the predecessor bill.

These sections are expected to be dealt with in a more perfunctory manner, since previous testimony covers them so thoroughly.

There were also some FCC personnel who objected to the White procedural proposals as burdening both the Commission and the Courts with excessive appeal routine since the bill generally gives broadcasters and other appellants from FCC action a greater recourse to the courts.

FCC Investigation Talked

In the House, members talked of activating a resolution introduced by Interstate Commerce Committee Chairman Charles A. Welsch (R-Ind.) to investigate the FCC.

The resolution has been buried in the House Rules Committee since its introduction. Committee Chairman Leo Allen (R-III.) told Broadcasting that he would push the resolution only if there were "pressure for it" but he added that to date there has been no demand for its approval.

If the House Committee had the benefit of the resolution it would be able to subpoena witnesses and in general enlarge the scope of its hearings to include a thorough investigation of the present operation of the FCC.

An indication of the importance being attached to the hearings by Senator White was given Thursday with the announcement of the addition of two new members to the subcommittee considering the Communications Bill. New members were Senators Homer E. Capehart (R-Ind.) and Warren G. Magnuson (D-Wash.). Other Committee members besides Chairman White are: Charles W. Tobey (R-N.H.); E. H. Moore (R-Okl.); Edwin C. Johnson (D-Colo.), and Ernest W. McFarland (D-Ariz.). All members present voted for prompt hearings. Senator McFarland was absent at the time.

Heavy Backlog

The House radio subcommittee of the Interstate Commerce Committee ran into a heavy backlog of hearings last week which prevented its Chairman, Evan Howell, from making plans for hearings of his own. Mr. Howell has discussed the bill with Senator White and it was agreed that joint hearings were out.

Mr. Howell had asked for an executive meeting of the subcommittee late last week, but was vetoed by Chairman Welsch who wants the full Committee to clear its calendar of the load accumulated during hearings over the last four months.

Mr. Howell ran into another snag last week when he requested that Rep. Harris Ellsworth (R-Ore.) be added to the subcommittee. Chairman Welsch is understood to have refused on grounds that Rep. Ellsworth is disqualified from sitting on radio matters since he is part owner of KNRR Roseburg.

Ellsworth has been avidly interested in radio legislation that has arisen.

Another Added

The House group did, however, add another Democrat to its members—Alfred L. Balwinkle (D-N.C.) last year's subcommittee chairman. Other members are Chairman Howell; Leonard W. Hall (R-N.Y.); Joseph P. O'Hara (R-Minn.); James I. Dohrlik (R-Iowa); Hugh D. Scott Jr., (R-Pa.); Oren Harris (D-Ark.); Richard F. Harell (D-Ariz.) and Clarence Lea (D-Okla.), as a member ex-officio.

New AWB Head to Attend First District Meeting

FRANCES FARMER WILDER, CBS consultant on daytime programs, will make her first public appearance as new president of the Asso. of Women Broadcasters (BROADCASTING, June 2) at the AWB's First District conference in Hartford, Conn., June 14-15, according to an announcement by Neil Daugher, First District chairman.

Attending from Boston, Miss Daugher said, will be: Phyllis Doherty, publicity director, WNNAC; Kay Harrison, publicity director, WCOP; Connie Shumaker, sales representative, WEEI; Mildred Bailey, director of Food Is Fun program on WCOP; Nancy Dixon, WCOP; Priscilla Fortescue, director of Listen Ladies program on WEEI; Marie Houlahan, publicity director, WEEI. Also planning to attend is A. N. Armstrong Jr., WCOP's salesman, who is First District counselor.

'Collier's' Congressional Award Won by LaFollette

FOR HIS OUTSTANDING work in the U. S. Senate in 1946 (79th Congress), Robert M. LaFollette Jr., chairman of the board of directors and president of the Milwaukee Broadcasting Co., operators of WEMP, has received Collier's (magazine's) annual Congressional Award.

The award is presented to the legislator who, in the opinion of a board of judges, has contributed most to the improvement of national government. Former Senator LaFollette was honored for his work on the Congressional reorganization measure. He announced that he planned to turn over the award, a check for $10,000, to the U. of Wisconsin "to promote the study of government reorganization, to the end that the instrumentalties of government as it now stands may function more efficiently and be more responsive to the will of the people."

Bonduvant to WJBC

HALE BONDURANT, for the past 10 years sales manager, WHO Des Moines, has been appointed manager of WJBC Bloomington, Ill., It was announced last week by Loring C, Merwin, president of the Bloomington Broadcasting Corp. and publisher of the Daily Pantagraph, which acquired the station earlier this year. Mr. Bondurant succeeds A. M. McGregor, who is resigning to devote full time to the management of KSTT Davenport, Iowa, of which he is part owner.
WBZ Announces Plans for Radio-Video Center as TV Caravan Visits Boston

Television and FM activities of the Westinghouse Boston stations, WBZ and WBZA, will be housed in this $1,000,000 building under construction adjacent to Harvard stadium.

RCA-VICTOR-ALLIED STORES

Television Caravan [BROADCASTING, April 21] moves into Boston's Jordan Marsh Co. department store tomorrow (June 10), for a week-long display of equipment and a video demonstration. Special opening day broadcast will be carried at 1:45 p.m. by WBZ and WBZA, with "Chick" Morrisey, director of special events, describing Boston's first sizable television exhibit.

Coincident with the Caravan's visit, detailed plans for the new $1,000,000 WBZ radio and television center now under construction in suburban Allston were announced by Station Manager W. C. Swartley. The center will be located on a 10-acre tract adjoining Harvard stadium and will house all offices, studios and transmitting equipment, as well as WBZ's FM operations and the International shortwave station, WBOS.

The new two-story structure will provide more than 36,000 square feet of space, including a 40x45-ft. ultra-modern television studio, complete with a mezzanine operations room for technicians and pro-ducers; an auditorium-type studio equipped for video; makeup rooms for television performers; facilities for broadcasting film by television, and a film vault.

Foundations Completed

Foundations of the radio-television center have been completed, Mr. Swartley said, and work on the superstructure is slated to begin within the next few days. "We plan to have television test programs on the air before the end of the year and to inaugurate a regular television program service early next year," Mr. Swartley added. Under present plans, station will have the call letters WBZ-TV.

Meantime, Bostonians will focus their attention this week on the Television Caravan. Video receivers have been strategically located around the Jordan Marsh store for the public's entertainment.

Massachusetts' governor, Robert F. Bradford, and other notables have been invited to appear on the opening program tomorrow. On Wednesday the regular Marjorie Mills program will be televised starting at 12:30 p.m., and on Thursday a special 15-minute news program from the WBZ newsroom will be televised at 1:45 p.m.

Friday's video show will bring to the cameras the WBZ baritone, Ray Dorey, WBZ's home forum director, Mildred Carlson, and the veteran radio team of Hum and Strum, all at 12:15 p.m. "Bump" Hadley, sportscaster and former major league pitcher, will interview some of Boston's leading sports personalities Saturday morning starting at 10:45.

National merchandisers and their products will be televised throughout the week to provide continuous entertainment.

General Sarnoff to Address RMA Chicago Meeting

BRIG. GEN. DAVID SARNOFF will be principal speaker at the 23rd convention of Radio Manufacturers Assn., to be held Tuesday through Thursday at the Stevens Hotel, Chicago. His address will be delivered at the annual banquet Thursday night, with the subject "The Outlook for the Radio Industry." FCC Chairman Charles R. Denny had been scheduled to speak at the Thursday luncheon but it was understood last week he would be unable to make the trip.

The RMA Advertising Committee will meet Tuesday to review plans for National Radio Week. Other committees and divisions will meet Tuesday and Wednesday, with annual membership meetings scheduled Thursday, as well as election of officers.

NBC Washington TV Outlet Opens June 27

WNBW, NBC Washington television station, is scheduled to have its formal opening June 27, according to Program Manager John Gaunt. The station already is sending out a test pattern which has been received satisfactorily at points as far away as Baltimore. It operates on Channel 4, with 5 kw and effective radiated power of 20.7 kw.

The management includes F. M. Russell, vice president of NBC in charge of the Washington office; Carleton Smith, general manager of WNBW, and WRC-FM; and K. W. Sandefer, television assistant to the general manager, and Mr. Gaunt. Loren Myers handles promotion and Jay Royen press relations for the NBC Washington stations. A. E. Johnson is engineer in charge of the NBC Washington office, with Harold See, television operations supervisor for WNBW.

California Senate Gets Revised Copyright Law

REVISION of California copyright law is in prospect with passage accomplished in Assembly and action in Senate likely this week. Measure, which streamlines copyright regulations and brings wordage up to date and in line with existence of radio and movies as media, should reach Gov. Earl Warren by end of week, according to observers in Sacramento.

Bill, being shaped with the aid and consultation of radio and movie studio attorneys, has produced no radical changes in law but makes wording more precise.

News Show Renewed

GENERAL MILLS, Minneapolis (Sperry pancake flour), June 2 renewed for 52 weeks Sam Hayes News will air on NBC Pacific stations, Mon-Sat., 7:45-8 a.m. (PST). Agency is Knox-Reeves, Minneapolis.

GUARANTEE YOUR LOCAL TIME

Regardless of Network Offerings

- It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be placed in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

CBS KGVO KANA KGF MONTANA
5 KW DAY • 1 KW NITE
MISSOULA (DEC. 1, 1947)
CONSENT to transfers of control of WFOY St. Augustine, Fla., and WNCA Asheville, N. C., was given last week by FCC. WFOY consideration is $100,000; that of WNCA, $90,100, before adjustments.

The WFOY sale resulted from the duopoly condition in an earlier grant of increased power and assignment change to WMBR Jacksonville, Fla. In that decision FCC ruled that the WMBR stockholders must divest themselves of WFOY. Purchaser of the St. Augustine outlet is J. C. Bell, former part owner of WBRC Birmingham, Ala., and supervising engineer in charge of technical operations and expansion of WMBR and WFOY.

The owners of WNCA sold their interests to Jacksonville Broadcasting Co., WPDM Jacksonville, Fla., because of their other business interests and inability to concur readily on operating policy.

Marshall Relinquishing

The St. Augustine transaction involved sale of all outstanding stock in Fountain of Youth Broadcasting Co., WFOY licensee, to Mr. Bell by Glenn Marshall Jr., general manager, president and 54% owner; Ed Norton, assistant treasurer (28%), and Frank King secretary-treasurer (18%). The three together own WBRC while Mr. King and Mr. Marshall are general manager and commercial manager respectively of that station. WMBR in January was granted change from 250 w on 1400 kc to 5 kw, directional night, on 1400 kc.

According to the sales application, Mr. Bell has offered three year options for purchase of up to 175% interest in WFOY to John E. Bernhard Jr., technical director, and Frankie Colyer Walker, program director. The stock would be acquired at cost and Mr. Bell reserves the right to repurchase it if the parties decide to sell. Mr. Bell indicated that it would be desirable from a community service standpoint to have key executives of the station participate in its ownership.

The application further said that with the sale Mr. Bernhard would become president and Mr. Walker secretary-treasurer of the licensee corporation following approval of the transfer. Mr. Bernhard also would become general manager with Mr. Walker as assistant manager.

The WNCA transfer approval resulted from the Commission’s request for the sales application from a hearing held in April to inquire about the transaction, its price and related potential effect upon commercialization and program plans and policies. The petition reviewed the WNCA organization history, the contract details, reasons for the sale and cited the eligibility of the transferee as the established operator of WPDM.

The six WNCA transferors, each holder of 40 shares, are: Richard M. Arnold, partner in S & H K. & D., and president of M. B. Broadcasting Co.; James M. Ernest, Washington, D. C., attorney; A. B. Knight, patent counsel for American Radio Corp.; J. Alfred Miller, trustee and president of The Miller Printing Co.; and C. Frederick Rabell, who resigned April 1 as general manager to assume that post, and ownership interest in WON San Diego, Calif., under construction.

Program for WCBS-TV Handled by WMAL-TV

A SPECIAL television pickup from Washington featuring Rep. Fred A. Hartley Jr. (R-N. J.), co-sponsor of the Taft-Hartley Labor Bill, was presented by WCBS-TV New York, Wednesday, June 4 at 8 p.m. on the Gulf Oil News Show.

The pickup, which originated at WMAL Washington, was arranged by Kenneth Berkeley, general manager; WMAL; Dan Hunter, chief engineer; Frank Harvey, television engineer; and Don Silber, James R. Harter and Stan Egbert, WMAL-TV technicians.

YANKEE AGAIN SEEKS BOSTON TV STATION

YANKEE NETWORK applied to FCC last Thursday for a new television station at Boston. It requested Channel 7.

Yankee had previously filed for a video affiliate of its WNAC Boston, but withdrew with the intention of entering the color television field if FCC approved commercial color operations. [BROADCASTING, March 25, 1946] It withdrew applications for Hartford and Providence at the same time.

Five video channels have been allocated to the Boston area. Two of these have been assigned: One to Westminster Radio Stations Inc. for WBZ-TV Boston and one to Raytheon Mfg. Co. for WRTB Waltham. In addition to the Yankee Network application, which was filed by Thomas N. Dowd of the Washington law firm of Potter & Balz, New England Theatres Inc., is seeking a television station at Boston.

BAR GROUP DISCUSSES TREATMENT OF CRIME

RADIO, motion pictures and comic strips and their treatment of crime were discussed last week by the Criminal Law Section of the American Bar Assn.

Meeting at Washington’s Hotel Mayflower, some 20 members of the section from all parts of the country took up: (1) Portrayal of lawyers, judges and the police by the above media; (2) emphasis placed on depiction of crimes.

The portrayal of courts and the police, some of the delegates contended, is creating the feeling that the administration of justice is proceeding irregularly. The second topic was felt to be even more important by many delegates who said that the manner in which crimes were being emphasized was not only encouraging them but resulting in juvenile delinquency.

The criminal law group members now will report back to their local organizations. Section’s next meeting possibly will take place in the fall.
18 More Standard Stations Granted

San Antonio, Hartford Daytimers Among Recipients

EIGHTEEN new standard stations, including eight daytime and the rest fulltime outlets, were authorized last week by FCC. This brings to 255 the total number of construction permits issued to date this year by the Commission. AM CPs outstanding now total 515.

All of the fulltime grants are for 250 w local operations. Of the daytime assignments, four are for 1 kw power, two for 500 w and two for 250 w.

A majority of the new grantees include persons who have, or previously had, other radio interests or associations.

The daytime grants:

**Oleby, Ill.**—Oleby Broadcasting Co., 740 kw, 250 w. President, Marshall H. Poole, president and general manager and owner; 62 shares or 58.75% (to get 60 shares for second station); Joseph L. Schaffer, Texas Oil Co. county agent, 4.25%; Finnie, H. W., 6.25%; F. Allen Carver, Jr., attorney; 5%; Schulz Seed Co., 3.125%; Zen Gazeman, insurance, 3.125%; A. H. Shelburn, wholesale poultry, 3.125%; Bertha Schults, 3.125%; Cleo Hocking, auto agency, 3.125%; Ernest Gripgby, plumbing, 3.125%; and remaining interest sold to minor stockholders.

**Mount, Wash.**—F. L. Thornhill trading as East Side Broadcasting Co., 1500 kw, general manager for 10 years; formerly with KYKU and KTKN Ketchikan, Alaska.

**Hartford, Conn.**—Greater Hartford Broadcasting Inc., 1250 kw, 750 w. Principals: William M. Savitt, jeweler, president; Francis M. Savitt, attorney; treasurer-secretary; Max M. Savitt, 1% plus.

**Elkton City, Md.**—The Advance Inc., 550 kw, 500 w. Publishes Daily Advance.

**Libby, Mont.**—N. C. Libby Broadcasting Co., Inc., 790 kw, 1 kw. Principals: E. H. Jenkins, livestock dealer, president; N. S. Garrett, furniture dealer, undertaker, attorney, president; Alex Lipitz, department store; treasurer; Joseph B. Hurley, attorney; secretary; J. L. Wilkins, tobbaco warehouseman, and W. B. Nashant, grocery and farm supply distributor. Each holds 18.4/3 ratio.


**Douglas, Ariz.**—Douglas Broadcasting Co., 570 kw, 1 kw. Partnership: William N. Carver, ranch owner; Theodore Stilson, ranch owner; and Jeanne Illegal, rancher; secretary, and Max F. Wren, business agent, 1%.

**San Antonio, Tex.**—Charles B. Bathpole, Jr., 1 kw. Partnership: Charles B. Bathpole, sole owner; is manager of KABO San Antonio.

The fulltime authorizations:


**Coral Gables, Fla.**—KWM Broadcasting, 1450 kw, 1500 w. Partnership: William E. Gables, attorney, and Walter L. Read, sales engineer of Gates Radios Co.

**Kafka, N. Y.—Oneonta Star Inc., 1400 kw, 250 w. Publisher daily Oneonta Star and Weekly Herald.


**Gainesville, Fla.—Alachua County Broadcasting Co., 1250 kw, 250 w. Principals: Mr. and Mrs. W. H. Beebe.

**Tampa, Fla.**—Radio Advertising Agency, 1250 kw, 1 kw.

**Springfield, Ill.**—Radio Ad agency, 1250 kw, 1 kw.

Disc Shows (Continued from page 17)

Disc shows eventually affect our employment. As a matter of fact, the use of the record itself is unfair because not only are many of our people not being compensated for the record we played on air because it was originally made for home use and not for radio.

Mr. Heller’s reference to this discussion recalls legislation adopted in 1933 between RCA-Victor and WNEW New York. RCA sought to prevent the station from playing its phonograph records, but lost the case in the Supreme Court of New York.

The suit was filed by RCA in behalf of Paul Whitman, who in that pre-disco m. e. period opposed the use of records on the air. Mr. Heller said he might contest with James C. Petrillo, president of the American Federation of Musicians, in an attempt to join AFRA-APM action concerning record c. shows.

Mr. Petrillo never has endeavored to conceal his dislike of such programs, from which his musicians derive no direct revenue.

Paula grantees, earlier had been de-

ined a new standard station at Grass Valley, Calif., when the re-quested facility was awarded a competitive applicant, Grass Val-

ley- Nevada City Broadcasters [BROADCASTING, February 24].

The Oneonta Star application had been advertised for hearing by FCC to determine possible interference with WABY Albany, N. Y. Upon finding that no objection-able interference would result, the Commission granted the Com-

mission for immediate and final de-

cision, which was granted. The grantees also hold permits for a new Class B FM station.

Radio Session Scheduled At NRPGA Unit's Meeting

ANNUAL sales promotion conven-

tion of the National Retail Dry Goods Assn. will be held June 26-28 at the Palmer House, Chicago, with a half-day radio session sched-

uled the second day.

Chairman of the radio meeting will be William T. White, Wis-

beldt’s Inc., Chicago. He will lead a panel of three other retailers whose programs won awards in NRPGA’s first radio contest. Frank F. Behnke, director, and Leland Hart, assistant director of the NAB Dept. of Broadcast Advertising, will take part. Broadcasters are in-

vited to the meeting.

The LARGEST station in the LARGEST city in WEST VIRGINIA

HUNTINGTON, W. VA.

5000W. DAY 1000W. NIGHT

930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

Upcoming

June 17: Senate Subcommittee Hearings on water bill (H-199).


June 22-24: North Carolina Association of Broadcasters Convention, Ocean City, Md.

June 25-26: NRPGA Sales Promotion Convention, Palmer House, Chicago.

June 27: PMA-RMA Liaison Committee, NAB Hqtrs., Washington.

Sept. 1-15: NAB 25th Annual Convention, Convention Hall, Atlantic City. (Current Upcomings on Page 4)
Reduced Personnel Now Handling OIC

UNCERTAINTY as to the fate of its $31,000,000 appropriation has forced the Office of International Cultural and Information Affairs to put 273 of its 1,000 personnel on "enforced leave," BROADCASTING learned last week.

OIC spokesmen said this "temporary" layoff had seriously crippled the operation of the 28-language "Voice of America" which has lost some of its top personnel, some of whom have been forced to accept permanent employment elsewhere. All employees of OIC have received 30-day notice which will not be withdrawn until the Congress takes final action on the appropriation, which to date has been completely stricken from the State Dept. Appropriation Bill. In spite of this operational difficulty however, OIC officials were optimistic for at least a partial restoration of their funds by the Senate, where an Appropriations subcommittee headed by Sen. Joseph A. Ball (R-Minn.) is examining the proposed budget.

Sen. Ball told BROADCASTING that if enabling legislation now pending before the House is passed, his Committee will be able to reinstate OIC funds without a two-thirds vote. The House was expected to vote on the enabling bill, introduced by Karl E. Mundt (R-S. Dak.), last Friday. Signs of a tough fight were indicated by lack of unanimity on the House Rules Committee.

To Sponsor Heatter
NOXZEMA Chemical Co., Baltimore (Noxema medicated shave cream and medicated skin cream), effective July 4 begins sponsorship of Gabriel Heatter, news commentator, on MBS, Fri., 9-9:15 p.m. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

KRGV, WBLK Given Class FM Grants; CP's for 10 Others, 11 New Permits

FCC last week issued conditional Class B FM grants to KRGV Weslaco, Tex., and WBLK Clarksburg, W. Va.; authorized construction permits for 10 other Class B operations, and issued new permits to 11 others "in lieu of previous conditions."

The Commission also deleted, at the grantees' request, previous conditional Class B FM grants to CBS/KMOX St. Louis and to KFBI Wichita.

CBS explained that it was giving up its St. Louis authorization without prejudice to reapplying later—so that it can prosecute its Washington application without involving conflict with FCC's FM multiple-ownership rule. The network is licensee of FM stations in New York and Chicago, has construction permits for St. Louis and Los Angeles and a proposed grant for Boston, and is held by FCC to be operator of WAPI-FM Birmingham because of a 45% non-voting interest. FCC rules limit one licensee to six FM stations.

KFBI gave up its conditional grant because of "numerous unforeseen obstacles" including inability to secure a satisfactory site. KFBI is licensed to Farmers and Bankers Broadcasting Co., Wichita.

The conditional grants to KRGV and WBLK were subject to further review and approval of engineering details.

Applicants receiving initial construction permits were as follows (all for Class B and subject to certain conditions; power is effective radiated power and antenna height is height above average terrain; AM affiliation, if any, is indicated in parentheses or in the call letters of the FM station):

Arkansas - Oklahoma: Bost. Corp. (BKNB) FM, Smithville, Ark.—92 kw; 170 feet; Studebaker Bost. Co. (KSQI) San Diego, Calif.—10 kw; 500 feet.

FM Radio and Television Corp., San Jose, Calif.—60 kw; 1,740 feet.

KSER Radio Diablo Inc., San Bruno, Calif.—450 kw; 3,479 feet.

WBLK West Inc., (KYSTS) Merced, Calif.—2.3 kw; 250 feet.

WILM-FM Delaware Bost. Co., Wilmington, Del.—60 kw; 500 feet.

Paul Broe (AM grantee) Miami, Fla.—1 kw; 275 feet.


Radio Asheville Inc. (WSKY) Asheville, N.C.—15.2 kw; 1,120 feet.

Lee Segall Bost. Co. (KOCH) Houston, Tex.—45 kw; 380 feet.

All others were authorized construction permits in lieu of previous conditions, channels to be assigned. All for Class B stations: WAPI Voice of Alabama (WAPI) Birmingham, Ala.—540 kw; 610 feet.

KFMC-FM Merwynville-Yoke City, Merwynville, Calif.—4.7 kw; 596 feet.

KECA-FM American Bost. Co., Los Angeles, Calif.—250 kw; 2,900 feet.

KVEC-FM Valley Electric Co., Santa Ana, Calif.—5 kw; 100 feet.

KFPH Pacific Bost. Co., San Francisco, Calif.—1.6 kw; 1,500 feet.

WHMB Theodore Gruns, Washington, D.C.—19 kw; 610 feet.


WAVE-FM WAVE Inc., Louisville, Ky.—300 kw; 1,800 feet.


KSFM Atlantic Coast Bost. Co., Charleston, S. C.—49 kw; 385 feet.

Chicago Store
(Continued from page 16)

Richman believes, "is to win friends and influence shopping habits. Although we check direct sales on radio, we do not expect them to be as large as direct returns from newspaper advertising. The object of our radio promotion is to create a neighboring feeling between such an impersonal institution as a department store and the customer.

"Many new charge accounts are directly traceable to radio. General word of mouth advertising is extremely valuable in a city like Chicago where competition is keen. Radio has helped immeasurably to keep Goldblatt's name in our customers' minds. We have also reached a new market—people who never before had bought in our store—by arousing their interest and curiosity.

"For this reason our radio programs have been extremely valuable as an advertising medium."

Goldblatt's successful use of radio is all the more impressive since Let's Have Fun is aired 9-12:30 p.m. daily (CDST), a time when most listeners are accustomed to hear the news. It is also a slack period for store traffic yet the program has and is playing to in excess of 70,000 people daily. Mr. Richman is convinced that department stores are missing a bet in neglecting radio. All you need—he says—is a program like Let's Have Fun. But, he warns, don't expect to get results from radio overnight or by spending a few hours a day in preparing a program. It's a full-time assignment and fully as important as your advertising department.

May Kohler is St. Louis Women's Ad Club's Head
WOMEN'S ADVERTISING Club of St. Louis elected May Kohler of Gardner Advertising Co. president at its annual meeting June 2. Miss Kohler, who is assistant to Gardner's vice president, Charles E. Claggett, has been with the agency for nine years and for the last two years has served as secretary of the club. Mrs. Norriene Passino, art director of Famous Barr Co., is the club's retiring president.

Mrs. Chester J. Bohn, home service director of Laclede Gas Light Co., was elected vice president, Bea Carey of Ruthrauff & Ryan Inc., secretary and Ruth Thompson of Public Loan Corp., treasurer.

Wickett Will Leave Soon
For New Post in Seattle

MARTIN DEANE WICKETT, former program director of WTOP Washington, who has been confined to Doctor's Hospital in the capital, expects to be released shortly and to leave later this week for Seattle, where he will take up a new assignment June 16 as director of program policy at KEVR and its FM affiliate, KING-FM.

On July 15 KEVR will change its call letters to KING, the station management has announced.

for low-cost advertising
in BEAUMONT

its

KRIC

KRIC

DRUG$ +99.8%

over 1940 Census figures.

Drug sales in BEAUMONT
as estimated by Sales Mgt. Magazine, 1946.

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESELY I. DUMM, President
Represented by Universal Radio Sales

BROADCASTING • Telecasting

June 9, 1947 • Page 77
Labor (Continued from page 17)
the compromise labor bill overwhelmingly passed by the House and Senate late last week.
As Broadcasting went to press last Friday the Senate was expected to pass by at least a two-to-one majority the labor bill voted through the House on Wednesday by a record vote of 320-79.
At the last minute observers were watching Senate action closely, for upon the exact count of the Senate vote will depend the final question of whether the labor bill is to be enacted into law this year.
Chairman Robert A. Taft (R-Ohio) of the Senate Labor Committee expressed confidence at the beginning of the Senate debate that there would be enough votes in the upper chamber to override any possible veto. The vote on the original Senate bill, however, was short by ten votes of the power necessary to override.
Meanwhile, there was no clear indication from the White House as to what action President Truman will take. A party of three Democratic members of the House called on him Thursday to feel him out, but he was completely on guard and did not divulge his plans. Reps. Ray J. Madden (D-Ind.), John Lesinski (D-Mich.), and Arthur J. Klein (D-N. Y.) declared the president said he would study the bill very carefully, but made no comment as to his opinion.

W TAG WORCESTER
Delivers
Central New England


CCBS (Continued from page 18)
(KPO and RKO San Francisco, KOA Denver, and WBZ Boston).
6. That "in parts of their service areas" certain other (unidentified) 1-A's and 1-B's be protected from skywave and groundwave interference to their 25 microvolt contours calculated at an operating power of 750 kw "to permit them to provide daytime service" to listeners in areas now receiving substandard service.
7. That "all" remaining Class 1-B stations be protected to their 100 microvolt meter groundwave contour, calculated at operating power of 50 kw, from daytime skywave or groundwave interference.
Col. John H. Dewitt Jr., CBBS engineering director, who presented the CBBS evidence and recommendations, proposed that "daytime skywave service be defined as meteorologically skywave transmission during the entire period starting with the morning transition period (from two hours before to two hours after sunrise), to the evening transition period (from two hours before to two hours after sunset), and including the midday period (hours between the morning and evening transition periods who." Col. Dewitt, who prepared the CBBS evidence with the aid of a committee of chief engineers of member stations, presented maps designed to show how, with 20 stations operating with 750 kw, service of Type C quality (100 microvolts, the minimum recognized by FCC standards) could be extended to most U. S. areas now receiving less than Type C service. With 20 clear channel stations operating with 750 kw [Broadcasting, Oct. 28, 1948], Col. Dewitt said, usable daytime skywave service could be provided even to those areas not receiving 100-microvolt signals.
He also presented maps to illustrate that existing daytime clear channel stations may be reassigned so that they would be at least 1,200 miles from the dominant stations. Col. Dewitt was cross-examined at length, particularly by representatives of clear-channel station owners who questioned the extent of interference shown in his charts or who felt that the duration of interference was so negligible as to make unnecessary the protection he requested.
Several participants sought to show, through cross-examination, that daytime skywave on higher frequencies is greater than on lower channels. Col. Dewitt agreed that around sunrise and sunset the skywave signal on high frequencies is stronger than on low frequencies, "with the greatest difference occurring about one hour after sunrise and one hour before sunset." He insisted, however, that during the midday period—from two hours after sunrise to two hours before sunset—the skywave signal on lower frequencies (which includes the 1-A channels) is stronger than on high frequencies.

FCC Analyst
FCC evidence was presented by E. F. Vandiver Jr., chief of the Commission's Information & Analysis Section, Technical Information Division. It consisted of tabulations of data from recordings made by FCC engineers, an analysis, and representations of the results in the form of curves designed to estimate the intensity of interference, and its growth or duration.
Only other witness to complete his presentation during the first two days of the session was John V. L. Hogan, president of WQXR New York. He asserted that daytime skywave exists in sufficient intensity to justify its consideration in FCC rules and standards, and submitted personally made reception logs charting pre-sunset interference encountered by WQXR from WTOD Toledo, 1-kw daytime station on WQXR's 1560-ke channel.
Over the protests of some of the other participants, he also submitted a file of letters which he said came unsolicited from listeners reporting interference to WQXR from WTOD.

William F. Dutera, NBC staff allocations engineer, took the witness stand Thursday to present transmission curves and maps showing extent of interference from co-channel daytime operations to NBC's KOA Denver, WNBC New York, WTAM Cleveland, WMAB Chicago, and KPO San Francisco.
It was thought the hearing might be completed late Friday afternoon. Almost 40 stations, managers, and applicants were represented, and many chose to develop their points through cross-examination and were planning to waive affirmative presentations to avoid duplication of evidence presented by earlier witnesses.
The hearing was before Comrs. Rosel H. Hyde, Ray C. Wakefield, and Clifford J. Durr, with Commissioner Hyde presiding. Both of the engineer-commissioners, E. K. Jett and E. M. Webster, were absent: they are attending the International Telecommunications Conference at Atlantic City, along with Chairman Charles R. Denny. Harry M. Plotkin, assistant general counsel, was Commission counsel for the proceedings.
A decision in the case has been promised at the earliest possible date, since FCC in the meantime is refusing to act on pending applications for daytime clear-channel limited-time use of U. S. 1-A and 1-B channels. The decision will involve proposed rules relating to the recognition, if any, which will be accorded daytime skywave.
Just when the decision will come, however, was not predicted. One probable delaying factor is that some of the Commission staff executives will be engaged in preparation of FCC's "case" for the Senate Subcommittee hearing on the White Bill amending the Communications Act, now scheduled to start June 17. The idea is that the counsel of Commissioners Jett and Webster, since they are engineers, and also of Chairman Denny will be desired by the other Commissioners.
BROADCASTING

Intercity Television Relays Conference Opens at FCC

INFORMAL conference on intercity television relays will be held today, June 9, at FCC to be followed Tuesday and Wednesday by the engineering conference on non-Government service allocations in the band 42 to 88 mc. No appearances were formally indicated for today's video relay meeting but it is expected that there will be present many of the more than a dozen parties who have requested participation in the June 10-11 session. Today's meeting will be concerned primarily with determining the dates when television broadcasters will need relay facilities and whether or not common carrier service will be available at that time, a Commission spokesman said. It is expected that some of the video group will continue their deliberations for independent relay facilities on an economic and technical basis. This consideration must be balanced with spectrum availabilities and various related demands, the spokesman pointed out. One of many possibilities suggested was that television broadcasters might form a cooperative and operate their own common carrier facilities.

AT&T last week filed with the Commission its proposed rates for use of coaxial cable service in television network operations (see story page 18 this issue). Television service to 39 cities in 25 states is proposed in current grants and applications, FCC reported last week in a summary of the U. S. television situation report listed city-by-city service.

The June 10-11 conference will include consideration of possible deletion of one of the lower commercial television channels in order to lessen interference to certain other services [BROADCASTING, May 26]. Among those who will be present at the conference are:


FCC Chief Engineer George E. Strong is presiding at both meetings.

Sellers

(CONTINUED FROM PAGE 10)

Modulation Business as associate editor, as well as acting frequently before the television camera.

Shortly thereafter Bill set sail on the 88-foot cutter which was to take him to such spots as Brazil, where the crew spent most of its land time, and Trinidad.

Came November 1945 and his release from the Coast Guard as lieutenant (j.g.).

He returned to Leo Burnett, this time in the capacity of radio time-buyer. On June 24, last year he took a trip to Nanuet, N. Y., where he married Pat Murray. Together they returned to Chicago where they have since made their home.

Your Gospel Singer

EDWARD MacHUGH

Here is a feature with everlasting appeal—not dated, not a fad, but a down-to-earth perennial favorite. The Gospel Singer has proved that he keeps his audience through the years. The swarm of mail he receives daily indicates the personal contact he has with his listeners.

HOOPERS? DAYTIME!

ATLANTA 7.1
BUFFALO 6.0

420 quarter-hour transcribed programs presenting Edward MacHugh singing hymns that have lived through the ages.

Write, wire, phone . . .

Harry S. Goodman

NITCHEVO!

A Jingle Suitable for Even Chiquita Banana-Ski
Help Wanted

Womana's editor for established New England 5000 watt. Prerequisites: good vocal personality, ability. Handle some continuity, broad knowledge of radio. Write with daily salary. Box 564, BROADCASTING.

Help Wanted

Announcer—$72.00 to $75.00 per week. First class experience. Must have first class ticket, $500.00 for hotel, $50.00 for food. Local network station in city of 50,000. With details and references. Box 558, BROADCASTING.

Help Wanted

Announcer to a busy, fast-paced, progressive network-affiliated station in a big city. Excellent opportunity. Send modern resume to Box 572, BROADCASTING.

Help Wanted

Announcer-engineer with first class ticket. Must have some college experience. First class educational experience. Box 572, BROADCASTING.

Help Wanted

Program Director—NBC affiliate, California. Mumbers' experience. Director of Sales, Advertising, Promotion, Programming, News. We have a job for you. Reply Box 609, BROADCASTING.

Program Director Wanted

This kind of Program Director is being sought by one of the biggest and most progressive stations in the country. He will be in charge of everything that goes on. We have a full time programming department, and the man we want is a professional with a wide knowledge of the business. You must be able to think, plan and build your own audience. You must be a fast learner, and you must have the ability to get along with a large staff of announcers and newsmen. You must also be able to understand the needs of the audience and be able to set up programs that will meet those needs. You must be able to work under pressure and meet deadlines. You must be able to work with people of all ages and backgrounds. You must be able to work with budgets and meet financial goals.

We have a good salary and benefits package. We have a nice city, with good weather and good living conditions. We have a good opportunity for growth and advancement. We have a good job for the right person. You must have at least five years of experience in radio programming. You must have at least five years of experience in radio advertising. You must have at least five years of experience in radio news. You must have at least five years of experience in radio sales.

If you think you are the right person for this job, please send your resume to Box 200, BROADCASTING.
Navy travel.

Lacloia, N. H., Sale Approval is Asked

Transferee Company Is Headed By Warren H. Brewer

SALE of WLH Laclonia, N. H., for a combined consideration of $45,000 was reported to FCC last week for approval. Transaction involves assignment of license of the station for 25 years. Sale originated out of Northwest Broadcasting Co., to Northern Broadcasting Corp., a new firm composed of Warren H. Brewer, president of WMUR and WFEA Manchester, N. H., president (5%), and owners of Nashua Broadcasting Co., per- mittee of WOTW Nashua, N. H., for commercial broadcast.

For Sale

250 watt RCA 100-B transmitter available, complete with transmitter cabinet and 1126-AM. $59.50, BROADCASTING.

Raytheon 250 watt transmitter $3,000. Immediate delivery at $1,500, WGR-Buffalo. $3,000, General Radio.

Tower, 600 and 1300 self-supporting metal lattice towers, lighting; also two Freest 60A transmitter towers, 9-foot vertical, 1000 and 1200 watt parallel sets; Scott dynamic noise suppressor, new $600.00; two Gates CD-10 pickup, complete WGR Manhattan. $214, West Jefferson, Louisville, Kentucky.

New Gates 51-3 console, CB 4, desk, premiers, turntables, pickets and filters $175.00; complete WGR California.

Farnsworth Elections

ELECTION of Edwin M. Martin and Franklin L. Frishkorn, respectively, of the Farnsworth Television & Radio Corp. was announced by Board Chairman Jesse B. McCargar last week, following the board of directors meeting at the board of directors meeting at the Farnsworth Television & Radio Corp. Chas. H. (Buzz) Farnsworth, president, was named to succeed Mr. Martin, vice-president, and secretary of the company.

KWKH 1130 KC PEA IS DENIED BY FCC

ORDERS were adopted by FCC last week denying petition of KWKH Shreveport, La., directed against previous Commission decision in favor of WDGY Minneapolis for 1130 kc, and call- ing for a hearing at which WDGY may show cause why its license should not be modified to protect KWKH.

The KWKH petition sought reconsideration of the FCC’s decision of Aug. 29, 1946, granting WDGY a renewal of license for operation on 1130 kc, effective for 10 days after 500 w night. KWKH is assigned 50 kw fulltime on 1130 kc.

The show cause order precludes a proposed modification of the WDGY license so as to authorize operation on 1130 kc with power of 5 kw either daytime only or with directional antennas or other means to avoid causing interference to normally protected primary service and the secondary nighttime service of KWKH. The Shreveport outlet is made party to this proceeding.

The order further directs that the show cause hearing be consolidated with the presently consolidated hearing on the WDGY and WCAR Pontiac, Mich., applications which seek 50 kw operation on 1130 kc. Both proposed operations would be directional. The WDGY-WCAR consolidated hearing had been ordered by Commission action on May 1 and WNEW New York, 10 kw on 1130 kc, was made party to the proceeding.

WCAR presently is assigned 1 kw day on 1130 kc. Two other 250 kw-w daytime outlets are assigned to share the facility: KRVU Dubuque and KYOR San Diego, Calif.
U.S. Control 'Dangerous'--Gov. Bradford

Lauds Radio Public Service Function
At Boston

"RADIO IS such a powerful medium that to shackle and fetter it by Government control is dangerous and disastrous to democracy," Gov. Robert F. Bradford, of Massachusetts, told 150 broadcasters at the NAB District 1 meeting in Boston last week. Speaking at a luncheon session on Tuesday, Gov. Bradford paid tribute to radio for its public service and informational job. "No other medium commands such absorbed attention, and because of this power there should be a minimum of Governmental control."

Harold E. Fellows, manager of WEEI Boston, was unanimously elected director of the district (Board election story, page 83.) In tribute to Paul W. Morency, WTIC Hartford, who declined renomination and is retiring as director after eight years, the membership passed a resolution expressing their sincere thanks for "serving the broadcasters so faithfully and so well, by giving so unstintingly of his time and efforts; and for his outstanding accomplishments and record of achievement not only for them, but for the entire industry."

The group commended BMB for "the contribution it has made in the direction of standardizing station coverage measurements," but urged that further study be made of the results of the first report "to the end that new and improved techniques of even greater service to the industry may be developed and used, in connection with any next survey recommended by the NAB Board to be made in 1949."

The New England stations also suggested that since BMB data may be used to the detriment of subscribers, that the call letters of non-subscribing stations be eliminated from the next BMB report.

Al Foster, director of radio for Lever Bros., and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., spoke on BMB.

The meeting concluded the annual series of district and area sessions that started Jan. 8.

The district passed resolutions urging reestablishment of the rights of broadcasters to editorialize; favoring an NAB standards of practice code; disapproving the 2% cash discount; supporting BMI.

Swezey Reports

Robert D. Swezey, vice president and general manager of MBS, who is chairman of the NAB Special Committee on Standards of Practice reported on the problems of drafting and recommending a new code. A subcommittee is presently at work, Mr. Swezey related, writing a second draft of the revised code to incorporate new material and modifications that were discussed in a two-day meeting of the full committee in New York May 12-13 [Broadcasting, May 19]. As soon as this subcommittee completes its work, the whole committee will convene again, and if the second draft is approved, it will then be discussed with the Program Executive Committee and recommended to the NAB Board.

Presumably the code will be in shape for submission to the board at the NAB convention in Atlantic City, Sept. 15-18.

Expanding on the inherent difficulties of piecing together a practical and workable code, Mr. Swezey said he was "confident that broadcasting is far better for the American people than any other system which has ever been effected elsewhere. On the other hand, our system is not perfect. In spite of the accomplishments of the industry, we are still doing a job that does not measure up to our potential."

"There is too much criticism of radio," he went on, "to permit us to regard the kind of job we are doing with any degree of smugness or complacency. The fact that criticism comes from many sources is significant. Much of it is inspired—specious and insincere. But on the other hand, a good deal of it we must admit, if we conscientiously analyze the product of our industry, is not without merit. We have the alternative of attempting self-improvement or letting the job slide until somebody else does it for us, and in this instance to us. It is clearly time," he said, "for an objective appraisal of the job we are doing and a correction of the defects which is evident that any such appraisal must reveal." In an alliterative comparison, Mr. Swezey said that all the crucial words in broadcasting start with the letter "C"—critics, crusaders, cynics, cantankerous characters, commercial clients, and common sense.

As at previous district and area meetings, NAB executives reported on activities in their departments. A. D. Willard Jr., executive vice president, opened the session Monday morning with a general report on NAB activities; Dr. Kenneth H. Baker, Director of Research, explained the NORC Survey of Public Opinion; Robert T. Bartley, FM Director; Frank E. Pellegrino, Director of Broadcast Advertising; Royal V. Howard, Director of Engineering; Richard F. Deherty, Director of Employee-Employer Relations; and Harold Fair, Director of Programs, led discussions.

Music Discussion

A meeting on the music situation was headed by Carl Haverlin, BMI president; John Shepard 3d, Yankee Network; and Walter Hays, WORL, Hartford, while J. Allen Brown, Assistant Director of Broadcast Advertising, reported on the small market stations with Bert Georges of WIEB Portsmouth, N.H., presiding. In a discussion period that followed, Mr. Georges and A. E. Spokes of WJZV Burlington, Vt. told how they program and handle local news. In each case, the programs with local news have unusually high ratings.

At a luncheon session Monday Alfred C. Neale, Director of Research of the Federal Reserve Bank of Boston, pointed out with charts, the stability of the New England economy, and showed what has been taking place in employment, industry, and per capita earnings in the New England area over the past two decades.

At a cocktail party given Monday evening for Mr. Morency at which the Boston stations—WBZ WCOU WEEI WGBK WORL WNNC WORL—were hosts, a traveling bag was presented Mr. Morency by E. E. (Ted) Hill on behalf of the membership.

Registration list follows:

CONNECTICUT
Richard W. Davis, WESI; Robert Gezan, WIB; John Johnson, WTRG; Ralph Kanan, WONS; Joseph Lopez, WNT; William F. Malo, WBOB; Bob Martin, WBCT; Milton C. Meyers, WIVM; Thomas D. Milne, WIRM; Harvey Olson, WORC; Harold Meyer, WYCT; Paul W. Morency, WTRG; Eric Pease, WBOM; Leonard Treadwell, WTRJ.

MAINE
Jack S. Atwood, WRSO; Carlton D. Brown, WTLV; Ray Palmer, WZIP; WPB; WOR; WFGT; WGB; WJY; William E. O'Gara, WTDZ; Gerald T. Higgins, WPM; John C. Libby, WCOO; Robert P. Payne.

BOSTON QUARTET at NAB District 1 meeting (1 to r): William B. McGrath, WBHD; George Steffy, WNNC; Craig R. Lawренse, WCOO; George Lanker, WORL.
FELLOWS IS ELECTED BY NAB DISTRICT 1

ACTION SEEN AS GIVING CBS UNOFFICIAL VOICE

CBS will be unofficially represented on the NAB Board of Directors next September despite the proposed by-laws change which would place networks on an associate rather than active membership basis. The by-laws change is now in the hands of Ernst & Ernst, accountants handling mechanics of the Industry referendum on the subject, with final vote expected in early July.

The CBS representation arises from the election by NAB District 1 (New England) of Harold E. Fellows, general manager of WEEI Boston, a CBS-owned station. Mr. Fellows was elected last Tuesday to succeed Paul W. Morency, WTIC Hartford, who declined to be a candidate. New directors take office during the NAB Convention at Atlantic City Sept. 16-18.

Network Representative

NAB has been represented on the association board by Frank M. Russell, Washington vice president. CBS has been represented by Frank Stanton, president. Should the by-laws clause be approved by the industry, networks will no longer have members as such on the board. MBS has been represented on the board by Edgar Kobak, president, who sat as a non-voting observer. ABC has no membership in NAB but will join if the by-laws change is approved.

Six new members were elected to the board during the annual meeting of area-regional meetings that started Jan. 8. Three directors were reelected. The elections in odd-numbered years include odd-numbered districts, with even-numbered districts electing in the alternate years.

Results of district elections were:

District 1—Mr. Fellows succeeded Paul W. Morency, WTIC Hartford.
Proposed AM Grants for Four Are Made Final by Commission

Three New AM Stations for Kentucky and one for Rochester, N. Y., were authorized in final decisions announced by FCC last week.

The authorizations, all effecting earlier proposed decisions, went to the following:

Tri-City Broadcasting Co., for a 1-kw daytime station on 1160 kHz at Newport [Broadcasting, April 21]; the partnership of Bullard, Metcalf & Goodlette, for 1340 kHz with 250 w fulltime at Hazard [Broadcasting, May 5]; Northern Kentucky Airwaves Corp. for 2600 kHz of 1050 kc at Covington [Broadcasting, April 14]; and Veterans Broadcasting Co., for 1280 kc with 5 kw directionalized fulltime at Rochester [Broadcasting, May 12].

In each case mutually exclusive applications were denied: Moraine Broadcasters, seeking a new Dayton, Ohio station in an embossed Tri-City; P. R. Huff and Universal Broadcasting Co. in the Hazard case; Northern Kentucky Radio Corp. in the Covington proceeding, and Rochester Broadcasting Corp. at Rochester.

Higher Distribution Costs Are Forecast

Francisco tells NFSE Carefully Selected Advertising Needed

UNDERLINING importance of distribution in today's marketing scene, Don Francisco, vice president of J. Walter Thompson Co., New York, warned "we shall delude ourselves if we do not realize that it will be necessary to face an increase in distribution costs."

His remarks were in an address before the three-day Second Distribution Congress and 12th Annual Conference of National Association of Sales Executives which ended in Los Angeles June 4.

Mr. Francisco said that "continuous advertising to a carefully selected audience was one economic approach to economical distribution." He also stressed importance of cost accounting, fact-finding, market analysis, experimentation and testing.

Other key speakers included William E. Holler, formerly general sales manager of Chevrolet Motor Division 21 years, and renowned for his prowess as salesman; Neil Petree, president of Baker Bros., Los Angeles; Burton Bigelow, head of New York management consultant firm bearing his name; J. M. Moore, general sales manager of Slex Co.

New president of NFSE, elected at Los Angeles conference, is Gene Ray, director of advertising and trade relations counsel of Sunshine Biscuit Co. He succeeds A. T. Danielson, vice president of Baker Bros., Los Angeles home furnishing dealers.

AFM Campaign

AFM Los Angeles Local 47 has purchased five weekly 15-minute strips over KKLX Pasadena in effort to overcome legislation objections to labor. Commentators are being used in evening spot with test campaign of four weeks' duration. At weekly cost to unions of $500, step is first undertaking in campaign for which $20,000 has been allocated.
BANNISTER CRITICIZES DURR
FOR CHALLENGE OF RENEWAL

A SHARP ATTACK on FCC Comm. Clifford J. Durr’s vote for “further inquiry” on the license renewal application of WWJ Detroit has been sent to Mr. Durr by WWJ General Manager Harry Bannister, in a letter upholding the station’s 27-year record of operation.

“...I cannot reconcile the bounten duty of a high public official with a course of action which passes over a long and honorable record such as ours to regard it as a ground of disrepute. I am writing you from motives which are patriotic and therefore unworthy of one who has taken oath to do his duty,” Mr. Bannister declared.

Durr to Answer

The letter, turned up in Washington last evening, shows that Durr was not aware of Bannister’s letter which was written at Detroit before he became ill and that, since he has returned to his desk, it would be answered. Authorities said the vote for “further inquiry” did not mean a vote for hearing, but indicated there was some point on which Mr. Durr wanted additional information before passing upon the renewal application.

With Commissioner Ed Reinsch as the only dissentor, the Commission granted WWJ’s renewal application in late April [Broadcasting, May 8].

Mr. Bannister said that “we feel that before any impartial judge or jury, our record will stand up by comparison with that of any station, that no station can show a better record and that very few, if any, that has ever had WWJ’s trusteeship of its signed frequency.”

He said “I cannot help but wonder as to how you determine a station’s fitness for continuance of operation or by what standards you evaluate the merits of a radio licensee” — and wondered also “what votes you have cast to renew licenses more deserving than WWJ’s.”

Mr. Bannister said WWJ was operated “at a heavy loss” for many years but even then set “the highest possible standards” and still refuses “almost as much business as we accept.”

He asserted that WWJ’s yearly net return over its 27 years averages 5% on capital investment. “If you have saved any money, and I am sure you have done so for your own, you probably have earned a higher return than we have,” he declared.

He said the station spends a large part of its money on improved operations, with the result that average annual operating costs have grown from less than $500,000 before the war to “well over a million dollars yearly in the past two years.”

Reviews Policies

He reviewed WWJ’s program policies and said “all this was being done in routine fashion long before the Commission issued its Blue Book” and consequently was “not in any way motivated by fear of official displeasure.” He offered “documentary evidence to support every claim made in this letter.”

Mr. Bannister said he understood Durr’s position was based on WWJ’s decision not to cancel “a full hour of superb NBC programing in the heart of the evening time and to interrupt the listening habits of a million people” in order to carry a local talk by prominent scientist, Professor Urey. It is his considered belief that the decision was justified by the fact that the speaker failed to attract enough listeners even to fill the small hall in which he spoke.

“I venture to assert that a poll of all the individuals in the U. S. who have experience in radio would show a well-earned unanimous approval of the course I followed,” Mr. Bannister declared.

DENNY ASKS SPEEDY REALLOCATION WORK

THE INTERNATIONAL Radio Conference should substantially complete its work of setting up new frequency allocation table before July 1, Charles R. Denny, FCC chairman and also chairman of the IRC, told a plenary meeting of the Conference on Tuesday.

Otherwise, he said, the work of the Plenipotentiary Conference which opens on that date will be hampered.

The plenary agreed to Mr. Denny’s proposal that tomorrow morning (June 10) be set aside for a special meeting of the heads of the 70 national delegations with the chairmen of the ten conference committees to make plans toward that end.

Mr. Denny also stressed the need for establishing certain boards and committees which will form part of the permanent structure of the International Telecommunications Union. “In designating these matters and determining their urgency,” he said, “not minimizing the importance of the work of the other committees,” he said. “All I am suggesting is that in general we do not have the opportunity to complete this work under July 1.”

Request was received at the plenary session from Union Internationale de Radiodiffusion for admission to observer status at the conference. Russia is opposing this request. The UIR’s membership includes France’s Radio Club. Mr. Denny, President of three international telecommunications conferences meeting this summer in Atlantic City to work out a worldwide plan for the use of all frequencies, urged the committee not to minimize the importance of the work of the other committees,” he said. “All I am suggesting is that in general we do not have the opportunity to complete this work under July 1.”

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Proposal to speed up the reallocation work was begun by the chairman and may continue in the conference. When completed it will be sent to the Plenipotentiary Conference which opens on July 1.

Mr. Denny has charged that the conference is not making progress in this work and has recommended that the conference accelerate its studies on this problem. He has also charged that the conference has not made adequate provision for the work of the Plenipotentiary Conference which opens on July 1.

Mr. Denny said that it was essential to complete the work of setting up new frequency allocation table before July 1.

The conference has been urged to complete its work by the time the conference opens.

Mr. Denny has also suggested that the conference should not only complete the work of setting up new frequency allocation table before July 1 but should also carry the work over to the Plenipotentiary Conference.

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At Deadline...

FCC COMPLETES HEARING ON DAYTIME SKYWAVES

DIRECTLY OPPOSITE proposals submitted to FCC late Friday as three-day daytime skywave hearing was completed.

Perry Russell, counsel for Clear Channel Broadcasting Service, suggested FCC either effectuate earlier proposals of CCBS Engineering Director John H. DeWitt Jr. (story page 18), or continue "freeze" on daytime and limited-time applications for U. S. 1-A and 1-B channel service, or declare issue of clear-channel case is decided.

Harry J. Daly and Stephen Tuhy Jr., counsel for group of daytime clear-channel station applicants, submitted series of recommendations including: (1) reduction of number of 1-A's for high-power stations, reallocating these channels for fulltime use of Class 2 stations with 250-1000 w power and locals with power up to 250 w; (2) reservation, of "name group" 1-A channel service for 50-kw use in underserved areas; (3) facilitate "full use" of broadcast band by establishing the maximum number of daytime or limited-time stations; (4) resume licensing of 1-A and 1-B daytimers "without reference to alleged daytime skywave transmissions" until more dependable evidence is produced.

Final day's witnesses included J. W. Wright, CBS chief radio engineer; Andrew D. Ring, consulting engineer, appearing for WCKY Cincinnati, 1-B station; C. Richard Evans, chief engineer of KSL Salt Lake City (1-A); John C. Hanner, manager of WCFS Tarboro, N. C. (clear-channel daytimer), over another frequency as result of court order pending litigation; Earle Merryman, chief engineer of WARL Arlington, Va. (clear-channel daytimer); Edward W. Allen Jr., chief of FCC Technical Information Division.

FCC CIVIL SERVICE CHANGE

FCC's AUTHORITY over personnel transactions has reverted to pre-war status, with Civil Service approval again required before Commission can create or fill jobs or make promotions; resumed Friday. Final day goes to RMA board June 11 in Chicago. New report, incorporating latest advances in field, supplements last fall's School Sound Systems brochure and serves as purchase guide for schools.

NEW AUDIO GUIDE

BASIC standards for school sound recording and playback equipment agreed to by joint Committee on Standards for School Audio Equipment of RMA and U. S. Office of Education, Friday morning for Friday. Final day goes to RMA board June 11 in Chicago. New report, incorporating latest advances in field, supplements last fall's School Sound Systems brochure and serves as purchase guide for schools.

NETS REJECT RDG PLAN

RADIO DIRECTORS GUILD and four networks met in New York Friday to discuss recognition to RDG for freelance directors to be covered by national agreements. Networks reportedly refused to grant recognition to RDG for freelance writers. RDG said it would report matter back to locals for further directions.

REPEAL OF EXCISE TAX ON RADIO SETS URGED

REPEAL of 10% excise tax on radio receivers and phonographs asked Friday by NAB and RMA at hearing before House Ways & Means Committee. FMA and TBA joined in asking repeal.

Don Petty, general counsel, and Bryce Rea Jr., attorney, appearing for NAB, told of dependence of public on radio and declared it unfair to tax radios but exempt newsprint. They noted that Senate 3565 expressly exempts broadcasting from tax on communication facilities, and declared tax is incompatible with Constitution.

Joseph Geri, Sonora Radio & Television Corp., chairman of RMA Excise Tax Committee, and Ray C. Cosgrove, Crosley Division, RMA president, headed RMA delegation. Mr. Geri said elimination of tax is only practical means of cutting set prices to consumer, since wage and price controls make it difficult to maintain efficiency without cutting or making the tax injustice to consumer.

Continuation of tax will hamper FM and television development, he said, besides being deterrent to use of radio as information medium. Tax tends to increase prices and discourage purchase of FM sets, he said.

ATLANTIC CITY SESSION AGREES ON SPECTRUM PLAN

PLENARY session of International Radio Conference, meeting at Atlantic City, agreed on plan to rearrange parts of radio spectrum used for longrange communications on engineering basis, rather than strict priority basis or present hit-or-miss system.

Plan's two-fold objective of making more space available and avoiding interference between stations calls for assigning group of frequencies to each circuit, with maximum use assured by geographical duplications and time sharing.

For example, a frequency used from midnight to 7 a.m. (EST) between New York and London could also be used from 7 a.m. to 2 p.m. (EST) between San Francisco and Honolulu, from 2 p.m. to midnight (EST) between San Jose, Calif., and Melbourne, Australia, and for use of most crowded, best-equipped channel service, making yearly-round 24-hour leased channel service entirely feasible. Services affected would include telegraph, telephone, program transmission, facsimile.

WITH transfer of ABC's Western Division news headquarters to Los Angeles, Victor Reed, KGO San Francisco newsman, appointed news and special events manager of KGO (ABC O&O station). At KGO Mr. Reed replaces Frank La Tourette, director of news and special events for ABC Western Division, who is transferred to Los Angeles in that capacity.

SOUTHERN CALIFORNIA Broadcasters Assn. meeting in Hollywood June 12 with Northern California Broadcasters Assn., to discuss plans for single California broadcasters group.

SAMUEL M. THOMAS, former assistant chief engineer of BCA Communications New York, Friday appointed vice president and general superintendent.

DENNY CONGRATULATES WFBR ON 25TH ANNIVERSARY

RADIO will have "even greater opportunities to serve the public" in next quarter-of-a-century, FCC Chairman Charles R. Denney informed Hope H. Barroll, executive vice president of WFBR Baltimore, in telegram congratulating station on 25th anniversary (early story page 49). Text of telegram follows:

Please accept my heartfelt congratulations on your 25th anniversary of broadcast service to the Baltimore area.

The past quarter-of-a-century has been a crowded, dynamic period, encompassing the record-breaking prosperity of the twenties, the unprecedented depression of the thirties and the most devastating war in history.

During that period the American people have relied on radio to keep them informed of the great issues of the day as well as for wholesome entertainment to relieve the tension of the times.

In the next quarter-of-a-century American radio will have even greater opportunities to serve the public. I am confident that WFBR will meet the challenge of the future.

I am happy to send my wishes for many years of continued success and service to your legion of listeners.


Closed Circuit
(Continued from page 4)

from requested $7,300,000 budget—highest in its history—now said to be indicated whereas predictions previously had ranged from 25% to 40% cut.

CURRENTLY traveling with President Truman on Canadian trip and on subsequent trips to be made this month and next is J. Leonard Reinsch, managing director of Cox radio stations and White House radio adviser. Mr. Reinsch also made Kansas City trip last week.

NAB won't take any chances this fall when it picks place on agenda for annual banquet. Timing was bad last year and half of conventioners were en route home during Thursday night festival. Atlantic City banquet will be held earlier in week, probably Tuesday.

LOOK for early action on new NAB standards of practice. Sweezy subcommittee now redrafting proposal document, which should be ready within fortnight for scanning by full committee. If enforcement means are included, Dept. of Justice clearance needed. Final action up to NAB board, which meets in September.

FIRST APPEARANCE of Paul A. Porter's new law firm before FCC, which he headed as chairman, filed last week in behalf of Mason-Dixon Group in connection with its FM station in York, Pa. Mr. Porter, a member of firm of Arnold, Fortas & Porter, is representing Steinmuller stations on FM overlap issue in association with regular counsel, George O. Sutton.

SOME FEELING at FCC, independent of White Bill's treatment of subject, that rules on network-affiliate relationships should be revised. Feeling based on belief that influx of new stations, giving networks more to choose from, is putting networks in unduly strong bargaining position.

CBS Western Division headquarters in Hollywood has started to survey minimum personnel needs with view to retrenchment. Since survey proceeding throughout network's owned and operated properties.
TAKE A LOOK AT 40,000 LISTENERS — Just part of the Huge Farm Market You Sell with WMT

IOWA'S LARGEST CROWD turns out for WMT's National Clean Plowing Contest. The contest is Iowa's best attended event of the year!

THOUSANDS OF CARS jam surrounding highways and the Earl Elijah farm. Eastern Iowans are listeners with money to spend for your products!

THE WINNER. Ex-GI Bob Bowery of Indianola (seated at tractor) and runners-up get together after the show. $1,000 in cash prizes were awarded the top five participants.

CROP-DUSTING by Flying Farmers is an educational and entertainment highlight of the day's events. Iowa's farmers are modern, progressive, science-minded.

"VOICE OF IOWA". Dean Landfear, WMT, interviews a Farm Gadgeteer. The Gadgeteer's Exhibit is another important feature of the day.

THE ANNUAL CLEAN PLOWING CONTEST is just one instance of how WMT captures the interest of Eastern Iowa listeners for you.

To sell city and agricultural Iowans get on

WMT
Cedar Rapids, Iowa

600 KILOCYCLES 5000 WATTS Represented by THE KATZ AGENCY
Basic Columbia Network
You Can't SHOOT HOLES in THIS KIND OF COVERAGE

From this BMB map, you can see that WAX covers a 308 county area of 385,840 listening families in the West North Central.

Note how these counties snuggle together in one vast yet contiguous area. Note how very infrequently a white county shows up ... and then only on the outer rim of the area.

That, my friend, is SOLID COVERAGE, with no holes in it. And it happens to be solid coverage of a lot of SOLID citizens who are loyal to WAX. If you would know more about these BMB reports and WAX's loyal listeners, SEE YOUR KATZ MAN.