The ripple widens

One of Virginia's largest bakeries called on W-L-E-E recently. They wanted us to help get the news around about their economy size loaf of bread.

They started out slowly. Twelve spots the first week. But on the 5th day of broadcasting . . . they saw we were producing.

The ripple widened!

They extended the 12 spots a week to 4 weeks. Then, knowing that W-L-E-E was doing a job for them . . . they handed us a "run until we tell you to stop" order . . . not only for the bread . . . but for their entire baking line!

If you've got a job you want done in this top-of-the-South market . . . you can put your bet on W-L-E-E. And that's a fact!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADLEY-REED

IN THIS ISSUE: HEARINGS ON WHITE RADIO BILL—PAGE 14
WINS NOW 50,000 WATTS

Over the most densely populated area of New York City, WINS now has a clear, powerful directionalized daytime signal equivalent to 240,000 watts non-directional.

With its five-fold increase in power, WINS for the first time will deliver to metropolitan New York listeners a signal thoroughly comparable with the very best now available in that market.

And even though daytime power goes up, no immediate rate increase is contemplated. Any rate adjustment either up or down will, in the future as in the past, reflect our long standing over-all company policy of selling a demonstrated listening audience at the lowest possible cost-per-listener consistent with sound and constructive operation.
WPEN was first in Philadelphia with regular Facsimile broadcasts and public demonstrations. That was no surprise to Philadelphians. It’s what they expect of WPEN.

Early in April WPEN began regular daily Facsimile broadcasts to economical small-size receivers of flash news bulletins, livestock quotations, weather reports and stock prices. On April 28 WPEN gave the first public demonstration in Philadelphia of Facsimile on large-size receivers.

Philadelphians look first to WPEN for the best in sports, complete coverage of special events, the finest in music. They know WPEN gives them what they want. Our advertisers know that WPEN is a first buy in America’s third city.
Closed Circuit

VICK CHEMICAL Co., New York, will start looking for station availabilities within next three weeks through agency, Morse International, New York, in preparation for seasonal spot campaign to start mid-September.

EVENTS last week have made Washington more of rumor bbee than usual. If Republicans win elections next year, will Commissioner-designate Robert F. Jones get nod for chairmanship? Or will Sen. Wallace H. White Jr., author of most of radio laws, who has announced his retirement at end of next session, be willing to assume chairmanship? He could have it for asking under almost any Republican administration.

WHY is Rep. Robert F. Jones, Ohio Republican, willing to accept FCC appointment at $10,000 per year when new Congressional pay is $12,500 plus $5,000 in tax-free allowances? Probably reasons: Two young children attending Washington schools; seven years in Congress as against two-year stint in Congress with rigorous of campaigning; sees great opportunity for public service.

WHEN WORD CAME through last week of withdrawal of Wakefield nomination, that Commissioner, who has been serving as acting chairman since mid-May, asked Comr. Paul A. Walker to assume acting chairman. Chairman Charles E. Denny designated Mr. Wakefield to acting chairmanship because International Telecommunications Conference at Atlantic City is commanding bulk of his time.

WHITEHALL PHARMACAL Co., through Sullivan, Stauffer, Colwell & Bayles, New York, shopping for fall program to replace Bally's Queen Sun., 6:30 p.m. on NBC, scheduled to run until October.

PIERCE'S Proprietaries, Buffalo (Dr. Pierce's Golden Medical Discovery and Favorite Prescription), plans spot campaign. Agency is Duane-Jones, New York.

STATE DEPT. is going to get one real radio brain. Nomination of Gen. Charles E. Saltzman to be Assistant Secretary of State brings to American diplomacy son of late former chairman of Federal Radio Commission, Gen. Charles McK. Saltzman (1929 to 1932), who distinguished himself in communications work as as well as in last war as Brigadier General.

INSERTION of stinger in tail of new NAB standards of practice may be delayed, but work on standards themselves moves briskly. Joint meeting of NAB standards and program committees may be called within fortnight to scan document, now in hands of drafting committee. If committees approve, standards can be mailed to board two months ahead of Atlantic City convention, when board next meets. But problem of setting up enforcement meas-

(Continued on page 106)

Page 4 • June 23, 1947

Upcoming

June 23: Resume hearings on White Bill, Senate Caucus Room.
June 26: NAB District 15 meeting, Claremont Hotel, Berkeley, Calif.
June 27: Radio session, NRDC Sales Promotion Convention, Palmer House, Chicago.
June 27: NAB District 2 News Clinic, Hotel Utica, Utica, N. Y.

Bulleted

THOMAS H. A. LEWIS, vice-president, director of radio, member of plans board, member of executive committee and stockholder, Young & Rubicam, Friday notified board that upon contacting President Sigurd Larmorn, now in Europe, he will resign.

FIRM stand against brokerage of large campaigns taken by NAB Small Market Stations Executive Committee at closing session Friday (early story page 20). Similar opposition voiced at recent meeting of Sales Managers Executive Committee [BROADCASTING, May 19].

G. R. A. RICE, CFRN Edmonton, elected president of Canadian Assn. of Broadcasters. He is member of board of directors. Harry Sedgwick, CFRB Toronto, elected chairman of board.

MUSCLE SHOALS Broadcasting Co. directed Friday by National Labor Relations Board to recognize Radio Broadcast Technicians Local 1564 (IBEW) as bargaining unit for operators at WLAV Muscle Shoals City, Ala.

Business Briefly


ABC DAYTIME SELLOUT • ABC will mark complete sellout of all commercial daytime periods July 1 when Toni Co., St. Paul, expands sponsorship of final quarter-hour of Ladies Be Seated from thirtee-weekly to five-weekly, 3-3:30 p.m. Agency, Foote, Cone & Belding, New York.


McCORMICK NAMES • McCormick & Co., Baltimore (tea, spices) to Sullivan, Stauffer, Colwell & Bayles, New York. Expanded use of all media, including radio, planned for rest of year.

DORLAND APPOINTED • Ticonderoga Pen- cil Division of Joseph Dixon Crucible Co., New York, for advertising in foreign markets.

TWO RELIGIOUS GROUPS SUPPORT WHITE BILL

WHITE BILL drew support Friday from two church representatives. Rev. Carl McIntire, vice president in charge of radio for American Council of Christian Churches, and William S. Bennett, its counsel, said networks are unfair to religion (early story page 14).

BMB Board Drops Plan for 1948 Study

BMB BOARD, meeting Friday, suspended plans for 1948 study while developing long-range plan tending to make BMB operations permanent and continuous, which boards approved in principle.

Board approved recommendation of its Research Committee that BMB refrain from engaging in program measurements at this time and notified C. E. Hooper this precludes purchase of his organization (early story page 20).

Full slate of officers was re-elected with J. Harold Ryan, chairman; Justin Miller, NAB, Paul West, ANA, Fred Gamble AAA, first; second and third vice chairmen, respectively, Joseph Allen, Bristol-Myers Co., and Leonard Bush, Compton Adv., elected to Executive Committee to give ANA and AAA two members each.

Board approved recommendation of its Research Committee that total weekly audience be retained as basic measurement for study No. 2, supplemented with data on daily listening, and that relationship between BMB and other radio research be studied under joint auspices of BMB and universities to be selected. Two-year university fellowship will conduct this study. BMB will not seek to establish standards for radio research for the entire industry. All board decisions were unanimous.

BMB board action Friday follows recommendation of NAB board, that 1948 study be deferred and long-range program be developed [BROADCASTING, May 26].

BROADCASTING • Telecasting
Why We Call This “Expanding Mid-America”

Kansas City, geographically the center of the United States, has long been known as the “Heart of America.” Around this sturdy, pulsing heart of the nation, lies the rich and expanding industrial and agricultural area—MID-AMERICA!

The expanding radio coverage of KCMO, made possible with 50,000 Watts day, 10,000 Watts night (nearing completion) at a new frequency of 810 kc., will carry your sales story far beyond the boundaries of Greater Kansas—into EXPANDING MID-AMERICA.

National Representative:
John E. Pearson Co.

KCMO

Kansas City, Mo. — Basic ABC for Mid-America
...and Frosty Blair, our national rep, has Good reason!

Cooperating at a fat 11.7, UMBRELLA MAN now is available three or six days a week. You know what that means. If you are interested in a proven, top-drawer program, with extra services and extraordinary sales potency, call us or Petry today!

CHARLES T. STUART, President and Executive Director, Stuart Bldg., Lincoln, Neb.

W. J. NEWENS, Station Manager

KOIL
OMAHA COUNCIL BLUFFS
1290 KC 5000 WATTS

Represented by EDWARD PETRY CO., INC.

BROADCASTING
Published Weekly by Broadcasting Publications, Inc.


IN THIS ISSUE...

- Jones Naming May Herald FCC Shake-up...
- Seek FTC Jurisdiction in Race Result Show...
- See Uphill Fight for Low to Curb FCC...
- Three Ask Transfer Handling...
- Radio-Minded Philco Tops the Field...
- Further Realignment Made at FCC...
- Porter-Fly Match Booked for June 20...
- NAB Group Favors RMB Expansion...
- Hooper Proposes RMB Program Rating...
- FM Frequency Assignments...
- New Features at NAB Convention...
- N. Y. Radio Council Forming Near...
- WNEW 'Horse Trades' for Promotion...

Barton Suggests NAB Affiliate Group...

DEPARTMENTS

- Agencies...
- Commercial...
- Editorial...
- FCC Actions...
- Management...
- News...
- Open Mike...

At Washington Headquarters

SOL TAIHOFF
Editor and Publisher

EDITORIAL

ART KAY, Managing Editor

J. Frank Batty, Rufus Cats, Associate Editors;
Fred Fitzgerald, News Editor; Paul Fulmer, Art Editor; the News Staff.
Lawrence Christensen, Peter W. Denier, Elizabeth Joa Halle,

Eleanor J. Bremhuber, Secretary to the Publisher.

BUSINESS

MAURY LONG, Business Manager

Bob Breckinridge, Adv. Production Manager; Harry Stevens, Advertising Manager.


CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Director

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVY, Manager

NEW YORK BUREAU

250 Park Ave., Zone 17, Plaza 4-2525

EDITORIAL: Edgar H. James, New York Editor;
Florence Small, Irving Marder, Patricia Ryan, Helen Shuster.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. Paul, Advertising Director;
Martin Davidson.

CHICAGO BUREAU

280 N. Michigan Ave., Zone 1 Central 4118

Fred W. Densmore, Manager; John Schwan.

HOLLYWOOD BUREAU

6000 Sunset Blvd., Zone 23, Sherman 1-1515

David Glickman, Manager; Robert D. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbourfront Commission Blvd., Gorton 0775

James MacGregor, Manager.

BROADCASTING TEXTILE Magazine was founded in 1931 by Broadcasting Publications Inc. using the title BROADCASTING. -The News Magazine of the Fiftth Estate. Broadcast Advertising was acquired in 1935 and Broadcast Reporter in 1938.

BROADCASTING * Telecasting

Page 6 * June 23, 1947
KSFO's music policy is building a tremendous audience of appreciative, responsive listeners. Latest orchid pinned on the KSFO mike is an award of merit by the American Association of University Women for the "Hour of Melody." This show, now entering its 5th year, is sponsored one hour nightly seven nights a week on KSFO by Hale Brothers, leading San Francisco department store. McCann-Erickson is the agency.

Many other top-name advertisers are thriving on KSFO's "music-preferred" audience. Department stores, beverage, banks, pharmaceuticals, clothing, foods, real estate, automotive . . . All have found KSFO music sells economically, effectively and constantly.

AAUW Pins an Orchid
Says "KSFO Music pays off in better listening"
... the man
On January 7, George Clem left his real estate and insurance office in Pine City, Minnesota (pop. 2,000) ... said goodbye to his wife Helen and their two children — nine-year-old Cleo Ane and three-year-old Stuart Peter ... then drove 96 miles to Minneapolis, where he took his seat in the State Legislature as Representative of the 25,000 Minnesotans of the 56th District.

During the 16 weeks between January 7 and April 26, 36-year-old Representative Clem attended 61 committee meetings, cast his ballot for or against 420 bills, and did committee work on or co-authored 22 resolutions. One bill provided for Improved Livestock Control in Rural Areas; another established a million-dollar Veterinarian School at the University of Minnesota; all were designed to benefit the life and livelihood of his agricultural district.

And at night, Representative Clem learned how he could report these activities most effectively to his Pine City constituents by attending "The Radio School for Legislators"—conducted by 50,000-watt WCCO. Everything from the dangers of rolling his r's and hissing his s's... through "mike technique"... to platform poise, was taught to Representative Clem by a faculty of experts: WCCO's Educational Director E. W. Ziebarth, who for ten years has taught radio speech at the University of Minnesota, Program Director Gene Wilkey, News Director Sig Mickelson, and Farm Service Director Larry Haeg.

Last month, graduate George Clem wrote to a faculty member of WCCO's Radio School: "When I faced the microphone on May 14 to address the Pine City Commercial Club regarding my legislative activity, I knew that my attendance at the WCCO Radio School had been time well spent. Thank you, gentlemen, for some very valuable assistance. And thanks, too, for instruction which made it possible for me to make Pine City a better-informed community about Minnesota legislation."

Making the people of Pine City better-informed citizens by making Representative Clem a better speaker is the kind of service that has made WCCO "The Good Neighbor to the Northwest." It helps explain, too, why — day and night — more people listen to WCCO than to any other station in the Northwest.

"Good Neighbor to the Northwest" WCCO

MINNEAPOLIS-ST. PAUL, COLUMBIA OWNED, 50,000 WATTS. REPRESENTED BY RADIO SALES. THE SPOT BROADCASTING DIVISION OF CBS. NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA
LATEST STEP in the million-dollar Westinghouse broadcasting expansion in the Pacific Northwest was scheduled for today (June 23) — the breaking of ground at Clackamas, near Portland, Ore., for the building which will house the new 50-kw KEX transmitter.

C. S. Young, station manager, presiding at ceremony, planned to use the spade used by the late Dr. Frank Conrad, broadcasting pioneer and godfather of KDKA Pittsburgh, in breaking ground for the present KDKA transmitter installation. The spade, now owned by Si Steinhauser, radio

(Continued on page 94)

**Sellers of Sales**

PROBABLY the only ex-copper mucker in radio today is Edmund Breckenridge Abbott, vice president and radio director of Shaw-LeValley Inc., Chicago.

When Ed transferred from Dartmouth College to the U. of Minnesota he had ambitions of becoming a geologist and exploring the remaining undiscovered sections of the globe for gold and other precious metals. Nobody ever started more literally from the bottom up, because Ed's first job as a geologist was digging for copper in an Anaconda mine 2700 feet below the surface of the earth near Butte, Mont.

Five months later he realized that the only gold to be found in a copper mine was in the owner's safety-deposit box and he quickly came up for air and a new job. After working for GMAC and Universal Credit Co. as a field credit man he broke into radio at WCCO Minneapolis. Applying for a job as a salesman he was given an audition and wound up as an announcer. Seven years later he resigned to join Salt Lake City, KSJL. When the job was completed he moved to WBBM Chicago as a producer-director and stayed until 1942 when an Army Recruiting poster led him to enlist. Once again he was starting from the bottom up, climaxing by his promotion to a captaincy and duty as liaison officer, radio branch of the AAF in Washington, D. C.

On receipt of his ruptured duck in 1945, Ed returned to Chicago to join the radio department of Dance-Fitzgerald-Sample as assistant to Roy Winsor. In that capacity he was responsible for all commercial production for General Mills and Proctor & Gamble radio in Chicago. The lessons he learned there and the excellent grades he received led to his present position with Shaw-LeValley. As account executive on Household Finance Corp. he supervises production on The Whittaker, on CBS, on Wednesday, in addition to other media including newspaper, card, matchbooks, and an extensive spot radio schedule.

Aside from his duties as an agency account executive, which also includes radio for Standard Milling Co. and College Inn, Ed, a bachelor, devotes his leisure time to tennis, record collecting which ranges from Bach to Boogie, and photography. In all three hobbies, he admits to being an amateur.

Ed was born Feb. 5, 1906, in St. Paul.
"RENDERING A SERVICE ... SECOND TO NONE"

That's part of the testimonial accorded WNEB when the Worcester Common Council adopted a resolution at a recent meeting, expressing appreciation to the station for broadcasting the Council sessions. These regularly scheduled broadcasts of the City Council are an important part of the program structure which continues to earn for WNEB increasing listener loyalty.*

And listener loyalty in the Worcester market can only mean increased sales for our advertisers. In this key New England city, buying income and retail sales are far above the national average ... and it is here that WNEB's coverage is concentrated. If you want the most out of your advertising dollars in Worcester—WNEB belongs on the schedule.

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WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
NO. 14—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)
Jones Naming May Herald FCC Shake-up

President Selects Ohioan; Recalls Wakefield

By SOL TAISHOFF

PRESIDENT TRUMAN intends to clean up what he regards as an unsatisfactory situation at the FCC.

That was the clear inference drawn from his summary action of last Wednesday in unceremoniously withdrawing the nomination of Ray C. Wakefield, California Republican, which had been submitted on May 21. Simultaneously, the President nominated Rep. Robert Franklin Jones, of Lima, Ohio, a regular Republican, for the seven-year term which begins July 1.

The President's action may be the beginning. Mr. Wakefield's reappointment had been vigorously espoused by FCC Chairman Charles R. Denny. Withdrawal of the appointment, it is understood, came without the consent of the FCC chairman. This was interpreted in some quarters as a break with the President.

Not Active Candidate

Rep. Jones, a 40-year-old attorney who has the solid backing of the Republican majority, was not an active candidate for the FCC. In regular Republican circles, reappointment of Mr. Wakefield was frown upon. Questions had been raised as to his party fealty both at the Republican National Committee and in majority councils in Congress.

There were prompt behind-the-scenes repercussions. Senator John R. Knowland (R-Cal.) who had endorsed Mr. Wakefield's reappointment along with other California legislators, is understood to have protested vehemently to the Republican leadership. Several "liberal" Democrats also were aroused.

It was expected that Rep. Jones' nomination would be considered by Senator White's Interstate and Foreign Commerce Committee at its regular meeting this Thursday. Ordinarily the nomination of a member of Congress is favorably reported as a Congressional courtesy and Senate confirmation promptly ensues.

The unusual turn of events last week, however, may alter this procedure. Chairman White expressed surprise at the withdrawal of the Wakefield nomination. Proponents of Mr. Wakefield argued that the failure of the White Committee to act promptly was responsible for the incident.

Herculean efforts are being made to convince the President that he has erred and should restate Mr. Wakefield's nomination. But those close to the Chief Executive felt that, having made up his mind, he would not change it. Everywhere the feeling was that a major political incident had erupted and that there would be reverberations from the Capitol to the White House for weeks.

Rep. Jones, regarded as a conservative Republican of the Taft school, was urged to accept the post by some of his colleagues. It is learned authoritatively he was endorsed not only by regular Republicans but by the leadership on the Democratic side of both House and Senate. He recently won acclaim as the Chairman of the House Appropriations Subcommittee which handled the Interior Dept. appropriations and cut the Budget Bureau's recommendation nearly 50%.

Withdrawal of the Wakefield nomination came with dramatic suddenness last Wednesday. There

(Continued on page 94)

FTC Jurisdiction Is Sought In Race Result, Prize Shows

By JOE SITRICK

FIRST EFFORT in modern radio annals to invoke jurisdiction of the Federal Trade Commission against stations broadcasting horse-racing results, on grounds of alleged unfair competition, was instituted last Wednesday with the filing of complaints against two Washington area stations by WWDC Washington.

WWDC, an old-established independent controlled by Joseph Katz, of the Baltimore advertising agency, and his son-in-law, Ben W. Strouse, of Washington, filed the complaints against WARL Arlington, Va., and WGY Silver Springs, Md., both new daytimers which began operation this year. The complaints filed through the law offices of Pierson & Ball, alleged that the racing programs result in "unfair methods of competition and unfair practices in commerce which are resulting in injury to the public interest."

Whether the FTC will assume jurisdiction could not be ascertained last week, coincident with the filing of the complaints. James A. Horton, director of the office of legal investigations, declared the complaints were being studied to ascertain whether the Federal Trade Commission Act applies.

The FCC on a number of past occasions, has inquired into possible prosecution of so-called borderline "lottery" broadcasting, into which category the broadcasting of racing results and money-giveaways had been placed, but has never taken action. In the celebrated "Pot-O'Gold" network case of several years ago, the Dept. of Justice, following an investigation at the behest of the FCC, held the case "not prosecutable."

The FCC, however, has taken such programs into account in considering renewal applications and in connection with FM and television applications of the affected AM licenses. It has inveighed against such broadcasts in its written opinions.

In the case of WGAY, the com-

(Continued on page 95)

Philco Tops The Field

By PETER DENZER

COLLEAGUES OF ROBERT F. JONES, new nominee to the FCC say his appointment will be a gain for the Commission and "a distinct loss to Congress."

The tall, broad-shouldered Ohioan has a self-effacing capacity for hard work, a quality which gained him a seat on one of the most demanding Committees in Congress—Appropriations. He came to Congress in 1939 as a comparative youngster—only 32 years old and the following year was named to the Committee where this year he served as Chairman of the Interior subcommittee.

This was the Committee which struck almost 50% from the budget of the Interior Dept. Such action, say fellow Congressmen, takes courage and integrity since the Interior Dept.'s activities are spread all over the country with patronage jobs aplenty.

Mr. Jones' office in the New House Office Building across from the Capitol is singularly undorned considering the more than eight years service of its present occupant. The lack of mementoes on the desk, and the usual tributes from visiting "firemen" was attributed by the Congressman to the fact that "all I've ever known is work—that's my occupation and my hobby."

Although he has an administrator's capacity for work, he has the politician's insight into people. This he said, he learned from his father whom he credited with "great political shrewdness although he never ran for office."

He was born in the small town of Cairo, Ohio. His father, now deceased, was a grocer with a keen interest in the machinery and history of political movements. This interest is incorporated into the early training of his son, with no thought that he would later be

(Continued on page 92)
**Uphill Fight Seen for Law to Curb FCC**

**Miller Views Draw Crossfire; White Seeks Action**

A WEEK of hearings on the White Bill (S-1333) was sufficient to convince top representatives of American radio that they face an uphill fight for legislation that will remove FCC from the sphere of program regulation and put radio on a parity with the press.

The legislative outlook was regarded by industry representatives as bleak indeed following hearings before the Senate Interstate Commerce Subcommittee which ran from Tuesday through Friday and will continue this week.

Chairman Wallace H. White Jr. (R-Mo.), author of the controverted measure, committed himself to prompt redrafting of the bill and said flatly he would press for action at this session and in all events at the next session, which begins in January.

Almost from the outset of the hearings, hostility of the committee members was evident. NAB President Justin Miller, who presented radio's case in chief, was subjected to a strafing cross-fire from committee members when he unremittingly urged that Congress revise the White Bill to assure full application of the First Amendment to insure radio's full freedom.

**White Says Talk**

**Is Sort of “Red Herring”**

His thesis met stone-wall opposition from several committee members, notably Senators White, E. W. McFarland (D-Ariz.) and Edwin C. Johnson (D-Colo.).

"All this talk about freedom is talk about something that doesn't exist," Senator White declared at one point. "At another he said it seemed to be a sort of "red herring."" Still again he observed that "trends indicate to him that radio is moving toward the public utility concept," much as he disliked to see it, and that broadcasters by their opposition to regulatory legislation are "asking for abolition of the notion that broadcasting is not a common carrier."

Charges of "sancionimousness" and "raving and ranting" were leveled against some of the industry representatives by Senator Johnson, who at another point accused one witness of "picayunish quibbling."

NAB President Miller, asked point-blank whether he preferred the present law to the White Bill as written, replied forthrightly that he felt radio was better off as the law now stands. Similar views were given by many other spokesmen.

In contrast to the rough going experienced by Judge Miller, FCC Chairman Charles R. Denny (l), when Senator White's radio subcommittee opened hearings on the measure (S-1333), had the main theme was the same throughout: get FCC out of the way, and let radio thrive as a free competitive enterprise, not half-slave.

Niles Trammell, NBC president, was scheduled to lead off testimony today (Monday), to conclude the main case for the broadcasters. Don S. Elias, WWNC Asheville, N. C., also is scheduled to appear then. After that the schedule is hit-and-miss, with representatives of prohibition, freedom and other organizations tentatively slated. Groups which have asked for time include Cooperative, Progressive Citizens of America, and National Temperance & Prohibition Council.

Efforts will be made to conclude the hearings by Thursday, probably with morning sessions only. Remaining to be heard after the Monday session are a number of miscellaneous groups which have complaints against radio, and several individuals interested in radio. Among the latter is Rear Admiral S. C. Hooper, former director of Naval Communications.

Speaking without notes, Mr. Bannister, chairman of the NAB affiliates committee, said that the networks that have complaints against radio, and for the right of the listener to dial as he pleases. He struck a responsive chord with the Committee.

Mr. Pengra, speaking as a small market station operator, objected sharply to "business regulation" of stations, to the need for filing financial reports beyond those furnished Internal Revenue Dept., and to questionnaire paper work. He insisted there is no limitation on facilities, as FCC contended, and that this is evidenced by the more than 1,700 AM stations now authorized, many of which he predicted will fail by the wayside.

CBS President Stanton urged that radio be "turned back to broadcasters, and, with other network spokesmen, emphasized particular opposition to the proposed 25% coverage rule on multiple ownership, other arbitrary limitation on radio growth. Mr. Kobak, MBS president, pleaded for "program control by public opinion." ABC President Mark Woods, testifying Thursday, insisted that the approach should be toward elimination of existing unnecessary restrictions, not introduction of further limitations on broadcasters.

Exchanges between Judge Miller and committee members at times were tinged with acrimony. Senator White, obviously nettled over efforts of NAB and the networks to get a postponement of the hearings, pulled no punches in his criticism of the manner in which the hearings had been conducted.

Chairman White and other committee members wanted to know why broadcasters, through NAB or other entities, hadn't proposed the kind of legislation they would like to see enacted. He lamented that not a single authorized representative of the communication fields had counseled with him on his bill, which, he confessed, was a patchwork of the old White-Wheeler Bill of 1943 with some additional ideas of his own.

**Miller Promises NAB Will Submit Draft**

The line of inquiry brought from Judge Miller the promise that NAB would submit a draft to the committee as promptly as he could. This came after Judge Miller had left the witness chair Wednesday afternoon, and after he had told the Subcommittee that broadcasters had not been given enough notice for the hearings.

Judge Miller's refusal to give ground against the onslaughts of Senators White, McFarland and Johnson won the plaudits of the some 150 representatives of stations, networks and other radio groups present. He said he would fight for the rest of his life, if need be, for his concept of an American radio as free as the press.

Usually mellow mannered, Senator White became bellicose at times. He cut witnesses down repeatedly with the instruction that they place their statements in the record and confine oral presentations to short reviews or interpolations. Judge Miller and the presidents of the four networks—Niles Trammell, Harry Bannister, general manager of WWJ Detroit and Marshall Pengra, general manager of KRKR Roseburg, Oregon—clarified the atmosphere somewhat at the Friday morning session.

Frank Stanton, CBS president, Joseph Ream, CBS executive vice president, and Edgar Kobak, MBS president, were among other Friday witnesses. The main theme was the same throughout: get FCC out of the way, and let radio thrive as a free competitive enterprise, not half-slave.
PRESENT during virtually all of last week's sessions were (1 to 7): Chairman White, author of the radio bill; Senator Moore (R-Okla.) and Senator McFarland (D-Ariz.). Standing is Edward Cooper, committ-ee communications expert. Other senators who attended last week's hearings included Johnson (D-Colo.); Magnuson (D-Wash.); Capehart (R-Ind.); and McMahon (D-Conn.).

mell, NBC; Frank Stanton, CBS; Mark Woods, ABC, and Edgar Kobak, MBS—plus Frank Mullen, NBC vice president and general manager, visited with Sen. Robert A. Taft (R-Ohio), chairman of the Republican Policy Committee, Tuesday afternoon. They received little solace, it was understood, and there was no indication that the subject of the White Bill or radio legislation generally would be placed on the agenda of the Policy Committee at this session.

Senator White personally took charge of all sessions save for a short time Thursday when he had another appointment and turned over the presiding officer's chair to Sen. Homer E. Capehart (R-Ind.). Other Subcommitteemen sitting with him intermittently throughout the week were Warren G. Magnuson (D-Wash.), Edward H. Moore (R-Okla.), and Messrs. Johnson and McFarland.

Session-by-session account of the testimony follows:

**TUESDAY MORNING**

FCC Chairman Denny, first witness, presented a 55-page section by-section analysis of the bill, describing his statement as representative of the views of the entire Commission even though Comrs. E. K. Jett and E. M. Webster, attending the International Telecommunications Conference at Atlantic City, were not at the hearing.

There were frequent pointed but friendly exchanges between Mr. Denny and Senator White over such sections as those splitting the Commission into separate divisions, which FCC viewed as desirable in principle but not in detail, and the provision relating to equitable distribution of radio service, which Mr. Denny considered a threat to free enterprise in broadcasting.

The FCC chief insisted there should be three FCC divisions—one for safety and special services as well as those for broadcast and common carriers—and that each division should have more than three members to avoid the possibility of 2-to-1 votes on major policy matters. Enlargement of the Commission might be necessary to achieve larger divisions, he added.

Senator White, conceding at one point that “you're persuasive but you haven't convinced me,” contended that the full Commission under the bill might sit as a “third division.” Mr. Denny feared this would not give sufficient attention to safety and special services, which he thought in two years will have taken the emphasis away from broadcast matters in FCC work.

Chairman Denny strongly opposed the bill's plan to limit activities of the chairman, who he said would become a “ceremonial figurehead.” He found no fault with the proposal to have the chairman elected annually by the Commission instead of appointed by the President.

His description of the division plan which he said FCC could effectuate by Oct. 1 was:

One plan that we have under study at the present time contemplates three divisions, each to be composed of four members: a Broadcast Division, a Common Carrier Division, and a Safety & Special Services Division. Each division would have a chairman who would serve on that division only. All other Commissioners would serve on two divisions. And it has been suggested that the Chairman of the Commission under the bill might sit as a “third division.”

Mr. Denny agreed to draft and submit to the Subcommittee an order by which the system might be set up, asserting that FCC intends to give some division plan a three or six-month trial this fall, after the Atlantic City conference.

He said FCC favored permissive legislation, as in the present act, but that Messrs. Wakefield and Walker endorsed the division system so heartily that they wanted it made mandatory if not undertaken voluntarily.

The FCC executive feared that free enterprise would go “out the window” if the bill's equitable distribution provisions require FCC to consider a community's ability to support new stations in passing upon non-competitive applications.

It would be necessary, he said, to set up a standard governing “fair returns” of stations, plus a uniform system of accounts. A similar result, he added, might come from the requirement that grants be set for hearing if protested by existing broadcasters who claim economic damage from the new authorizations. Hearings on all applications might be desirable, he said, but should be required as a matter of law whether there are other protests or not.

**White Fears Future Frequency Shortage**

Senator White, not agreeing that the bill imposes economic threats, noted that FCC now makes grants to all qualified applicants and contends that many stations face failure. He said he feared the time would come when there would be no frequencies left for new applicants.

Mr. Denny agreed that many do face failure but insisted there should be no limits on the competitive system of broadcasting. He said competition will improve programming and that “there are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet unexploited.” Any plan that would permit better distribution of service without threatening free competition would be welcome, he said, though he doubted such a plan could be devised.

He termed impractical a suggestion by Senator Johnson that FCC (Continued on page 96)
BORG-WARNER'S NORGE UNIT STARTS USING TV
NORGE Division of Borg-Warner Corp. is becoming a full-fledged member in the commercial television field, participating in regularly-scheduled video programs over WJW-TV, Detroit station owned by Detroit News.

Norge entered the field June 1 with commercials in the form of demonstrations in which features and advantages of the current Norge refrigerator and electric range were cited and explained. Theme of presentations was to "take the audience backstage," explaining how various shots were made with three different cameras being used.

First program, a half-hour presentation, included acts by several entertainers from Detroit night spots. Telecast was estimated to have reached 5,000 persons in Detroit area with excellent reception reported as far away as 25 miles in Pontiac.

Norge officials pointed out that the purpose of the show was not to obtain tangible results through immediate consumer reaction, but rather to test techniques for future programs.

**New Trade Mark Statute Goes Into Effect July 5**

Many types of advertising identifications and service marks may be registered under the new Trade Mark Act (Lanham Act) which becomes effective July 5, according to Commissioner of Patents Casper W. Ooms. The act adds many new types of marks not now registrable [BROADCASTING, April 28].

Union labels, association marks and many other symbols may be registered. Assignment of trade marks will be permitted for the first time, according to Commissioner Ooms, and parallel companies may register marks used by subsidiaries. Revised rules under the act will be available after July 1 from the Patent Office, 1908-C, Commerce Bldg., or from the Commissioner of Patents, Washington 25, D. C.

**De Soto Negotiating**

DE SOTO DIVISION of Chrysler Corp., Detroit, which Sept. 28 begins sponsorship of the 10-10:30 p.m. Sunday period on CBS, is reported negotiating with Ed Byron, producer and owner of the NBC Mr. District Attorney program, for a package show titled Reporter at Large. De Soto has been using spot campaigns throughout the country. Agency is BBDO, New York.

**Signal Shift**

SIGNAL OIL Co., Los Angeles, July 2 shifts The Whistler on 21 CBS Pacific stations, from Monday, 8:30 p.m. (PST) to Wednesday, 8:30 p.m. (PST). Agency, Bar- ton A. Stebbins Adv., Los Angeles.

**FCC Asked to Approve Sale Of WFDF, WHHM and KIUL**

THREE STATION transfers, involving considerations totaling almost a million dollars, were tendered for filing last week at FCC. Consent is sought for the sales of: WFDF Flint, Mich., to Arthur R. Treanor and WFBM Inc. (each 50%) for $600,000 plus; WHHM Memphis to group identified with operation of KTBS Shreveport, La., for $300,000, and KIUL Garden City, Kan., to Telegram Publishing Co. for $42,000.

The WFDF transaction comprises transfer of control of Flint Broadcasting Co., station licensee, through sale of all outstanding stock by Howard M. and Frederick S. Loeb to Trebit Corp. The transferee is composed of: Mr. Treanor, former vice president and editorial counsel for Booth Newspapers Inc., which has radio interests, chairman of the board; Harry M. Bitten, president; Harry M. Bitten Jr., vice president and treasurer, and Charles T. O. Peabody, secretary. WFDF is assigned 1 kw fulltime on 910 kc.

The Bitters with other members of their family are chief owners of WFBM Inc., licensee of WFBM Indianapolis and WEOA Evansville, Ind. Harry M. Bitten also is owner of WFEA Manchester, N. H. The secretary, Miss Peabody, has been associated with the Detroit law firm of Butzel, Levin & Winston. Mr. Treanor also is director of the Wilson Cypress Co. of Florida, director of the Bancroft Hotel, St. Louis, and chairman of the Saginaw Museum.

Trebit Corp. has an authorized capitalization of $300,000, of which $55,000 has been paid in, and the remaining to be received upon approval by FCC of the transfer. Both Mr. Treanor and WFBM Inc. would retain half-interests. The transferee is to secure a six-year 4% loan of $800,000 from the Mellon National Bank and Trust Co., Pittsburgh.

The transaction calls for total consideration of $600,000 plus an amount equal to net current assets as of June 1, payable within 30 days following the Commission’s consent.

Reason for the sale, according to the application, was the desire of the Loeb’s to move to warmer, drier climates in view of the health conditions of certain members of their families. Washington counsels in the case are Andrew G. Haley for WFDF and Segal, Smith & Hennessey for Trebit Corp.

**WHHM Transaction**

Mid-South Broadcasting Corp. is buying WHHM (also including a construction permit for WHHM-FM) from Herbert Herff, sole owner. The transferee is composed of: George D. Wray, one-third owner of KTBS, chairman of the board and 25% stockholder; P. E. Purlow, also a third owner of KTBS, president and 25%; Forrest Cate, part owner, vice president and general manager of Broadways Motor, Chattanooga, vice president and 10%, and C. K. Beaver, KTBS general manager, secretary-treasurer and 15%. Remaining 35% is equally shared by Sally Morris Loyd, Eugenia Morris Edwards and Florence Morris, each 6.66% owner of Frank’s Body Works. According to the application, Mr. Herff is retiring from broadcasting because of his health.

The $300,000 consideration calls for $87,500 to be held in escrow, a payment of $12,500 on Jan. 15, 1948, and 10 promissory notes covering the remaining $200,000. Legal counsel is Darius F. Prince, Washington.

The application further stated that Mr. Beaver would divide his time between KTBS and WHHM with the WHHM staff also being employed in the operation of WHHM-FM outlet. WHHM facilities are 250 w on 1340 kc.

In the request for assignment of license of KIUL to the Telegram Publishing Co. it was stated that Frank D. Conrad, sole owner, desires to devote fulltime to his other business interests. The assignee publishes the Garden City Daily Telegram and is owned by Robert E. Reed and family. KIUL is assigned 250 w on 1240 kc. Dow, Lohnes & Albertson, Washington, handled the transaction.

Application also was received last week by FCC requesting consent to assignment of license of WAZL Hazleton, Pa., from Hazleton Broadcasting Service Inc. to Hazleton Broadcasting Co. Latter is a new partnership composed of the WAZL stockholders: Victor C. Diehm, E. E. Whitney, Hilda M. Deloney, and George M. Chappell. Each retains 25% interest. No money is involved in the transaction.

**Toni Co. Contracts ABC, Not Set on 'Torme' Time**

THE TONI Co., St. Paul (home permanent) has contracted for Tuesday-Thursday portion of 2:15-2:50 p.m. CDST segment of Local View-Over, beginning July 29, starting Monday, 2:30 p.m. over ABC. Company also has 2:15-2:30 p.m. CDST segment of Monday-Wednesday-Friday portion on 52 week basis, except for which began March 31. New contract is concurrent with old one, terminating at same time. Agency is Foote, Cone and Belding, Chicago. ABC now reports that all available commercial time on daytime programs has been sold.

Company last week was also reported to be deciding between Saturday, 5:45-6 p.m. EDST spot on NBC and a Sunday afternoon or evening spot on CBS for its Mel Torme show. It was understood that the company had requested the CBS Sunday, 5:45-6 p.m. EDST spot now occupied by Joseph Harsch and the News, but the network wanted to keep the news program in that period. Toni agency is Foote, Cone & Belding, New York.

**Drano Plans**

DRACKETT Co., Cincinnati (Drano), is considering the possibility of a limited television work show for this fall. Young & Rubicam, New York, is the agency. Decision is expected within two weeks.

**Borax Renewal**

PACIFIC COAST BORAX Co., New York, effective Oct. 3 for 52 weeks renews The Sheriff on ABC, Fridays, 9:30-9:55 p.m. Agency is McCann-Erickson, New York.

**Down for Broadcasting by Sid Hix**

"Man, that kid's got a power output close to 38 db above 6 milliwatts!"
Radio-Minded Philco Tops the Field
Sponsor Uses New Selling Techniques To Attain Sales Dominance
By J. Frank Beatty

PHILCO sells more radios than any other manufacturer. It has done so every year since 1930. Right now it is shooting toward annual production of 3,000,000 radio and television receivers.

To set and then maintain that record the company has spent $60,000,000 since 1919 to promote the Philco name and to sell over $850,000,000 worth of civilian products.

In that period Philco has used more radio time than any of its competitors, and has used the broadcast medium as a principal method of getting prospects into stores, and then selling them sets with a higher average value than any other set maker has attained.

At the present time approximately 50% of Philco's national budget is spent in broadcasting.

Philco's formula is simple — so simple and so obvious that you wonder why other set makers haven't used it.

Cut down to capsule size, the formula can be stated in this way: Philco is radio-minded. Its main product is radio sets. It wants to sell them to radio listeners. So naturally one of its main advertising media is radio. Its 1940 advertising budget, for example, was approximately 35% of the industry's total.

There's Action at Philco
Now, good formulas are absolutely necessary to good sales set-ups. But good recipes don't guarantee fluffy cakes, and Philco knows that it can't sit back on its corporate dignity, trusting that millions of understanding Americans will clamor for the sets that roll off some 20 production lines, most prolific in all peace-time electronic history.

Therefore, Philco implements its formula with action. Its manufacturing executives are fast-thinking and fast-moving men. But they don't think any faster or more any faster than the general sales staff that is still able to keep distributors and dealers yelling for more and more sets though the whole broadcasting world knows that the war-accumulated backlog is rapidly being skimmed off the market.

The pace is terrific. Philco executives are commercial grass hoppers, staying in one place only long enough to start things moving, or keep them moving. A visit to the Philco headquarters in the factory district of North Philadelphia is an adventure in electronic excitement. It's a decisive answer to the charge that big businessmen spend their time and energies lolling over plush divans and lapping up club-car cocktails.

Philco's merchandising and sales strategy is conceived, mapped and operated by James H. Carmine, vice president in charge of merchandising, and Thomas A. Kenally, vice president in charge of sales. Together they spark a nationwide sales organization that operated right through the four-year gap in radio and refrigerator production.

The story of that operation is a saga of selling and advertising — intensive selling of radios and refrigerators, and effective advertising by radio primarily and by other media secondarily.

In 1941 Philco plowed back about 5% of its $77,000,000 sales into a $3,750,000 advertising budget. That sum sold 2,100,000 radios sets worth $46,700,000 to distributors, in addition to $17,000,000 worth of refrigerators and more single-room air conditioners than any competitor.

Last year the company sold an estimated $85,000,000 worth of radios, plus about $30,000,000 of refrigerators and freezers and two-thirds that much in storage batteries, tubes and accessories.

No Philco executive will give even a hint about how big the advertising budget was, but applying the 5% formula to total sales of $121,506,000 (allowing for military business), gives an estimated advertising fund of perhaps $6,000,000, of which at least half went into radio.

Possible Budget
Currently the company appears to be operating at a rate that portends total business of more than $150,000,000, with possibly $7,500,000 going into advertising in 1947. Distributors and dealers spent nearly half that much under Philco's cooperative plan.

During the war, when Philco converted 100% to radar and war production Mr. Kenally organized a committee whose sole duty was to secure products to hold the company's dealer organization together. This committee came up with clocks, furniture, Kem-Tone, coffee makers and some 30 assorted gadgets of nontactical materials. In those years the Philco name was kept before the public by such network programs as Radio Hall of Fame with Paul Whiteman on ABC and Secret Weapon with Rex Stout on CBS.

While everybody in the organization was scrambling to find something, anything, for distributors and dealers to sell, the saleforce was looking ahead, under the guidance of a postwar planning committee whose chairman was Mr. Kennally.

Ideas by the dozens were laid on the table, studied, then flung away. Many of them were good; some were exceptional. But the "exceptional" ideas were not good enough. The Philco sales dictionary has two words—"first" and "most."

One of the ideas was put into operation in 1945, shortly before Japan surrendered. Looking over the radio field, Mr. Carmine and John Gilligan, Philco's advertising manager, saw a hot opening, the popular ABC Breakfast Club, for years a tough program for network salesmen to peddle.

Though Philco was not fooled up for civilian production, it didn't hesitate to take on the million-dollar-a-year quarter-hour. For Philco figured the Breakfast Club could sell refrigerators, and found the guess had been correct when prospects began asking how soon they could get new "Don McNeill refrigerators."

Through 1945 and well into 1946 Philco concentrated its radio merchandising on the Paul Whiteman and Don McNell programs. Results were good; they were excellent. But plant engineers were moving fast, and radios were starting to come off the line at a

GROUP OF KEY EXECUTIVES

TOP POLICY LEVEL at Philco includes (1 to r): John Ballantyne, president; Larry E. Gubb, chairman of board; David B. Smith, engineering vice president; Larrk F. Hardy, vice president in charge of home radio division.

LEADER of the radio set industry since 1936, Philco Corp.'s story of successful selling has been selected to open a series of articles describing how important sponsors have attained sales leadership. Philco's merchandising and advertising techniques, and the results that have followed, are described in this article. The second Philco article will tell how the company has used radio in the past and its FM and television plans.

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Further Realignments Made at FCC

Keneth, Emery Given New Duties; Three Promoted in Law

RESHUFFLE of two of its newly chosen hearing examiners and promotion of three members of its Law Dept. were announced by FCC last Thursday [CLOSED CIRCUIT, June 16].

Edward F. Kenenh and Walter E. Emery have relinquished their appointments as hearing examiners - Mr. Kenenh to become chief of the Broadcast Division AM Section and Mr. Emery to become chief of the Broadcast Division Renewals Section.

The promotions: Bernard Koteen, Hearing Section attorney, to chief of the Broadcast Division Renewals Section; Bernard Strassburg, senior attorney in the Domestic Wire Section of the Common Carrier Division, to chief of that section, and Benito Gaguine, from acting chief to chief of the Emergency, Experimental and Miscellaneous Section of the Safety and Special Services Division.

The Commission is presently negotiating for quarters for the new examiners whose appointments were effective June 11, date when the new hearing division became effective under the Administrative Procedure Act [BROADCASTING, June 16]. It has not been determined whether these offices will be at the Commission's present headquarters in the New Post Office Bldg. or elsewhere in Washington.

No hearings as yet have been scheduled for the new examiners although they are continuing to help expedite the backlog of hearing cases.

Whether new appointments or other readjustments in the Law Dept. will be effected because of the present promotions will depend upon outcome of the Commission's budget request pending before Congress, an FCC source indicated last week.

Mr. Kenenh has been member of the New and Changed AM Facilities Section while Mr. Emery has been member of the New and Changed FM Facilities Section. Mr. Emery onetime was director of WNAD Norman, Okla., the U. of Oklahoma station. Background of both men is given together with that of the other nine and now remaining new hearing examiners on Page 98 of BROADCASTING, June 16.

The hearing examiner roster now consists of: Jack P. Blume, former Hearing Section acting chief; Jay D. Bond, former member of New and Changed AM Facilities Section; Joseph Brenner, former acting chief, Rate Section, Common Carrier Division; James D. Cunningham, former chief of the Renewals and Revocation Section; Robert W. Hudson, former field attorney in charge of San Francisco office; Hugh B. Hutchison, former chief of New and Changed AM Facilities Section; J. Fred Johnson, who has been in both broadcast and common carrier matters as presiding officer; Mrs. Fannie Newman Litvin, former chief of the Motions and Rehearings Section, and Leo Resnick, who has been member of the Hearing Section.

Mr. Koteen has been an attorney in the Hearing Section since September 1945, participating early this year in the Don Lee Renewals and network case on the West Coast [BROADCASTING, Jan. 20]. Prior to that he had been with the New and Changed AM Facilities Section, joining the Commission in January 1946 upon release from the Navy as lieutenant. He served from 1942. From 1940 to 1942 Mr. Koteen was attorney with the office of the general counsel of the Farm Credit Administration. He is a graduate of the Harvard Law School and a member of the Bar of the District of Columbia.

Mr. Strassburg has been senior attorney in the decision of which he was named chief since January 1945. Prior to that he was on the editorial staff of Pike & Fisher, Washington legal publisher. He obtained his B. and LL.B. from St. Johns U. Mr. Gaguine joined FCC in September 1946 as associate attorney in the Broadcast Division. During the war he served as lieutenant colonel in the Army's Judge Advocate General Dept. From 1940 to 1941 Mr. Gaguine was with the chief counsel's office of the Bureau of Internal Revenue. Prior to that, from 1938, he was with the law department of the Federal Communications Administration. He got his LL.B. from Columbia U. School of Law and holds an LL.M. from George Washington U. Law School.

Senate Fund Boost Is Sought by Denny

Will Ask $81,000 more Increase in Budget for Commission

FCC CHAIRMAN Charles R. Denny told the Senate Interstate & Foreign Commerce Committee last week that he will ask the upper chamber to increase his appropriation by $81,000.

During hearings on the White Communications Bill Mr. Denny expressed extreme dissatisfaction with the $6,040,000 given the Commission by the House Appropriations Committee. Although the cut of $1,250,000 was expected, he was still resentful of the Commission's backlog of applications, in his opinion, it to more lenient treatment.

He declared that when the FCC appropriation, approved in the House last Wednesday by a voice vote, reaches the Senate within the next two weeks, he will ask that it be increased to $6,850,000.

The FCC appropriation is now before a Senate subcommittee headed by Sen. Clyde M. Reed (R-Kans.) but no hearing has been scheduled. Chairman Denny is tentatively slated to be the first witness. Hearings in the Senate will be open to the public.

Kraft Renewes

KRAFT FOODS Co., Chicago, July 24 renewes for 52 weeks Kraft 1946 Hall-Wedneday at 7:30 p.m. EST over NBC. Nelson Eddy and Leonard Fennario, concert pianist, will be featured headliners on the show series which begins July 3. Agency is J. Walter Thompson Co., Chicago.

Join Don Lee-MBS

DON LEE Broadcasting System added two affiliates June 22 to boost its total to 45, thereby increasing MBS to 431. New stations added are KOOL Phoenix and KCNA Tucson.

Juke Box Operators Oppose Bill Seeking Royalty Fees

CONGRESS was asked last Wednesday to decide whether performing artists should be given additional royalty fees for the performance of their compositions in coin-operated machines.

Juke box operators appeared before a House Judiciary subcommittee to plead that the margin of profit is already so narrow that a further percentage to artists would put operators out of business. Representatives of songwriters, on the other hand, pointed out that records played for profit over the air net the songwriters and performers a percentage of profit.

Rendition Fee Doomed

The testimony was part of hearings on two bills sponsored by the National Assn. of Performing Artists. Earlier hearings [BROADCASTING, June 16] covered another proposed bill which would grant royalties to performing artists for their rendition of musical and other recorded works, in addition to the actual creators.

The latter bill is doomed, according to members of the Judiciary Committee, just as it has been 11 previous times. There was, however, more chance that the Juke box bill might receive serious consideration.

Wednesday's hearings devoted some time to discussion of the amount of income which the operators of coin musical machines enjoy. John Schumacher, attorney for the Songwriters' Protective Assn., estimated that the operators of coin musical machines enjoy more than $500,000 in a half-billion dollars annually. Irving B. Ackerman, of the Michigan Automatic Phonograph Owners Assn., and M. C. Bristol, vice-president of Rudolph Wurlitzer Co., claimed the expenses of manufacture of the coin boxes, maintenance, drain off a major proportion of gross earnings.

Mr. Ackerman declared he had been an operator of the coin machines for a year but had left the business because it was so unprofitable.
PORTER-FLY MATCH BOOKED JUNE 26

Ex-FCC Chairman Slated To Argue Atlanta Network Case

LEGAL battle of the decade—Paul A. Porter, ex-U.S. Attorney for West Virginia—Fly—will be fought June 26, first encounter of the two ex-FCC chairmen.

The Scene: U.S. District Court for the Northern District of Georgia, Atlanta Division.

The Issue: Whether CBS and the George B. Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGTS Atlanta's CBS affiliation to WAGA, a Storer station.

The Participants: Mr. Fly, of Fly, Fitts & Shuebruck, representing Liberty Broadcasting Co. (WAGA), along with Dow, Lohnes & Albertson of Washington, and Jones, Williams & Dorsey of Atlanta; and counsel for CBS Inc. Mr. Porter, of Arnold, Fortas & Porter, and Eugene Cook, Attorney General of Georgia, representing the Regents of the University System and the State of Georgia, owning WGTS.

Interesting Sidelight: FCC's rules governing network contracts, designed to prevent monopoly, were conceived, argued, adopted and enforced during the Fly regime. They were rigidly enforced during the ensuing Porter regime. Mr. Porter was CBS Washington counsel during the network monopoly hearings.

Restraining Order

Last Monday Judge E. Marvin Underwood, of the District Court, granted a temporary order directing CBS and WAGA not to make any affiliation commitments until the court can hear argument on the WGTS petition for a temporary injunction. The order is effective until the June 26 hearing.

WGTS charges that CBS had entered into a conspiracy in restraint of trade by agreeing with the Storer group to change its Atlanta outlet from WGTS to WAGA.

KIDO LOSES 1st ROUND IN PAPER'S LIBEL SUIT

KIDO Boise has lost first round as defendant in $100,000 libel action brought by publishers of Boise Statesman.

Newspaper instituted suits against KIDO and three other Idaho stations based upon transcribed political talk by Sen. Glen Taylor, in which alleged that publication was "bought" and paid for by Idaho Power Co.

District Judge Charles E. Winsley ruled stations were liable since they failed to exercise their own consciences in what was illustrated at the time NBC Tom Fred Allen and other comedians off the air when they attempted to "kid" vice presidents of NBC."

90% Cut in Studio Light Needs Claimed For RCA's New Image Orthicon Camera

A new TELEVISION camera has been developed by RCA-Engineering Products Dept. of RCA Victor, Camden, N.J., which the company expects will revolutionize studio operations.

The new camera, the first studio-type Image Orthicon, produces a light image 60 times smaller than the one-tenth the light of present iconoscope cameras, according to W. W. Watts, vice president in charge of the department. Consequently, the need for expensive and uncomfortable studio lighting is reduced, and the need for an oversized air-conditioning plant is eliminated. Eye-straining glare is eliminated, according to Mr. Watts.

Brilliant Pictures

The company claims the new camera produces brilliant sharply-defined pictures at light levels of 100 to 200 foot candles and will function at light levels down to 25 foot candles. It will operate at a lower noise level than the field type Image Orthicon.

"Eye" of the new video camera is a new studio-type Image Orthicon pickup tube which is said to combine the light sensitivity of the original RCA Image Orthicon tube with the sharp resolution and contrast of the new. The elimination of the spurious "black spot" signals which occur in conventional camera tubes and require constant manual adjustment is taken care of by this new tube.

Ektar type and are available in sizes from 25 mm F:2.8 to 155 mm F:3.8. Changing from one lens to another requires only 1 sec. 2-ends.

Optical focusing is by a knob which moves the pickup tube backwards or forwards, together with the focus and deflection coil assembly. Thus, the scene is brought into focus on the cathode of the tube without having to move the lenses. Each lens may be preset individually to focus on a given scene with the same setting of the main optical focusing mechanism. This makes readjustment.

(Continued on page 81)
**NAB Group Favors BMB Expansion**

**Small Market Stations Hold Conference In Washington**

**Expansion** of BMB on a long-range basis, with improved technical methods, was unanimously favored in a resolution adopted at the June 19-20 meeting of the NAB Small Market Stations Executive Committee, held in Washington.

Wayne W. Cribb, KHMO Hannibal, Mo., committee chairman, presided with J. Allen Brown, Assistant Director of Broadcast Advertising, as secretary.

The committee pointed out that success of uniform measurements depends on general and effective use of the data. It proposed that future studies omit any reference to nonsubscribing stations or networks and that subscribers be given information on counties in which less than 10% of radio homes are reported as audience programs.

Cost of the service came up for recommendation, the committee asking that it be provided "at minimum cost" and that billing be more frequent than monthly.

**Program Dept. Services**

New NAB Program Dept. services were described by Director Hayford Fair. He urged stations to exchange program ideas and said the department will compile success stories for publication in special bulletins. In addition information on handling music copyrights will be provided.

Committee members said rates for transcribed shows are coming down through package sales under three-year contracts. Mr. Fair urged stations to make full use of transcribed libraries. He advised them to have an experienced farm director, since fane programs are highly salable, and stressed the value of qualified program executives.

NAB will set up a series of programs to be broadcast to the benefit of all network members.

Relief from provisions of FCC regulations requiring first class operators on duty at all times was sought by committee members. Chairman Cribb named a subcommittee to consult FCC Chief Engineer Fred Sullivan and present views of small market stations. Members are Marshall H. Pengra, KRNR Roseburg, Ore., and R. Sanford Guyer, WBTM Danville, Va.

Other topics discussed were sale of radio to chain stores in small cities; market data; municipal taxation of stations; campaign to inform representatives in Congress of FCC's new regulations; opposition to competitive bidding; and sale of special features to broadcasters in small markets.

Mr. Fair pointed out that by careful planning, a station can make more money than it would by billing itself a smaller amount.

**BMB Program Rating Plan Proposed**

A new company organized by Mr. Hooper and his associates would make a 10-year contract with BMB to do the field work, tabulating and computing for these services on a basis of cost plus 10%.

Payment should impose no additional burden on BMB subscribers. Mr. Hooper pointed out in a letter outlining the plan, that the amount that "C. E. Hooper Inc. conservatively estimates we shall earn on these reports as profit, before taxes, during the next ten years." Letter adds that a sales campaign by BMB to get advertisers and agencies using radio but not now subscribing to the BMB program reports to do so would increase BMB revenue and be without enough to cover its payments.

**Hooper Contention**

Mr. Hooper concluded his letter by stating that adoption of his proposal would put BMB into the program audience measurement business "without financial investment, without immediate increase in organization, without change in structure, without increase in cost of ratings to subscribers, without duplication in audience measurement."

Mr. Feltis and John Churchill, BMB research director, attended the session at which Mr. Hooper submitted his plan to the Research Committee members—D. E. Robinson, of Local No. 607; chairman; H. M. Beville, NBC; Albert S. Dempwolf, Celanese Corp. of America.

The committee during its morning session also discussed the effects on its work of a long range operations system and of a postponement of the second BMB nationwide survey from 1948 to 1949, but made no recommendations pending the decision of the BMB board on fundamental matters.

Advertising industry relations committee, meeting Monday, suggested the formation of a subscriber service department to aid stations in their use of BMB data in selling, promotion, etc. Committee pointed out that some stations seem to feel that BMB has no value to any but the top station in each market, which feeling is not shared by the buyers of radio time.

**Facsimile Feature Service by Autumn**

**NPFs Plans October Delivery To Original Subscribers**

THE NEWSPAPER Publishers Facsimile Service, a subsidiary of Radio Inventions Inc., New York, discussed its facsimile plan. Chairman Hogan, who is president of both the NPFs and Radio Inventions Inc. The NPFs facsimile feature editor, Charles A. Tepper, said this service will be broken down into four component parts. For example, one page will be aimed at women readers, while another will deal with sports. A page of comics and one of general interest will be planned.

These pages may be used by subscribing editors as they are printed by the Facsimile Recorder, Mr. Tepper said, or separated into clipboards for separate use. Since the subscribers are themselves newspapers the NPF will limit itself to features and make no attempt to provide a news budget, he said.

Facsimile scanning and recording equipment is being manufactured by General Electric to NPF specifications. The October Delivery will be to the 25 broadcasting and newspaper editors in the United States who comprised the original NPF subscriber group, according to Mr. Hogan.

**Committee Meetings Held All of Last Week In New York**

A PLAN FOR BMB to supply audience measurements for individual programs as well as overall station audience data by taking over the publication of the "continuous" reports now issued by C. E. Hooper Inc. was submitted to the BMB Research Committee by Mr. Hooper last Tuesday. Committee took no action on the proposal, which came as the result of an unofficial request made June 6 by Hugh M. Feltis, BMB president, that Mr. Hooper explore the possibility of furnishing program measurements for BMB distribution.

In essence, the plan calls for the purchase by BMB, "guaranteed by ANA, AAAA and NAB," of the capital stock of C. E. Hooper Inc. for $1,000,000, payable in quarterly installments of not less than $25,000, with interest at 5% on the unpaid balance. BMB would then publish, copyright, bill and service Hooper's continuous reports, including network program Hooperings, comprehensive Hooperatings, Pacific Hooperatings and city Hooperatings.

EXAMINING the gila monster, brought from Arizona as gift for Glenn Snyder, vice president and general manager of WLW Chicago, is Robert Schendegu, curator of reptiles at Chicago's Brookfield Zoo. Lee Little (l), manager of KTVG Tucson, and Johnny Hogg (r), commercial manager of KOY Phoenix, who presented reptile to Mr. Snyder, appear not a bit unhappy over Mr. Snyder's decision to pass it on to zoo. Presentation to zoo took place on WLW Dinner Bell program.

(Continued on page 20)
We've always said
"USE WHO FOR IOWA PLUS"

NOW BMB's NIGHTTIME STATION AUDIENCE REPORT FURNISHES TANGIBLE FIGURES...

NIGHTTIME AUDIENCE BY DECILES

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>No. of Nighttime Penetration Counties</th>
<th>Aud. Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>78</td>
<td>439,870</td>
</tr>
<tr>
<td>80-100%</td>
<td>88</td>
<td>480,130</td>
</tr>
<tr>
<td>70-100%</td>
<td>98</td>
<td>513,050</td>
</tr>
<tr>
<td>60-100%</td>
<td>112</td>
<td>544,700</td>
</tr>
<tr>
<td>50-100%</td>
<td>138</td>
<td>581,110</td>
</tr>
<tr>
<td>40-100%</td>
<td>166</td>
<td>605,670</td>
</tr>
<tr>
<td>30-100%</td>
<td>206</td>
<td>635,620</td>
</tr>
<tr>
<td>20-100%</td>
<td>308</td>
<td>714,800</td>
</tr>
<tr>
<td>10-100%</td>
<td>526</td>
<td>814,670</td>
</tr>
</tbody>
</table>

CANADA

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>County Nighttime Penetration Units</th>
<th>Aud. Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-100%</td>
<td>1</td>
<td>2,200</td>
</tr>
<tr>
<td>20-100%</td>
<td>2</td>
<td>2,890</td>
</tr>
<tr>
<td>10-100%</td>
<td>36</td>
<td>14,750</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>829,420</td>
<td></td>
</tr>
</tbody>
</table>
UP Boosts Local News For California Clients.

THE UNITED PRESS announced in San Francisco that on July 1 it will substantially increase and improve the service on its California radio wire by offering more local and regional news for its radio station clients.

The California wire loop will be increased by four men—two in San Francisco and one each in Sacramento and Fresno.

Timebuyers Group Views WWNC’s New 5-kw Plant.

A GROUP of timebuyers from the Chicago and Cincinnati areas were flown to Asheville, N. C., as guests of WWNC to witness the placing into operation of a new 5-kw transmitting plant by the station.

In addition to seeing the new plant, located on a 65-acre tract west of the city, the group visited the WWNC studios and some of the state’s largest industrial plants.

The United States Electronic Data Systems has announced a new contract for their services with the Federal Communications Commission (FCC).

The contract, valued at $1.2 million, covers the development and implementation of a new computer system for the FCC’s licensing and regulatory functions.

Under the terms of the contract, U.S. EDS will provide a comprehensive suite of software and hardware solutions to support the FCC’s operations.

The new system is expected to enhance the efficiency and effectiveness of the FCC’s licensing and regulatory processes, allowing for faster and more accurate processing of applications and other activities.

The project is scheduled to be completed within 18 months, with full implementation expected by the end of 2024.

FCC received a petition from a group of radio station owners who requested permission to operate a new radio station in the area.

The petition was granted by the FCC, and the new station will begin broadcasting in August.

The new station will operate on a frequency of 97.3 MHz, with an effective radiated power of 250 watts.

The station will serve a population of approximately 100,000 people in the local area.

Kermit - Raymond Plans To Transcribe 3 Shows.

THREE NEW SHOWS have been selected for transcription by the Kermit-Raymond production company, Ray Green, general manager, announced last week.

The three shows selected are "The George Burns and Gracie Allen Show," "The Jack Benny Show," and "The Adventures of Superman."
tools for the summer season

If sales-cultivation is your aim this season (and from many quarters come reports that cultivation is needed) you'll find the microphone a mighty useful tool. It's as effective in summer as it has proved itself in winter. Radio is doing a man-sized job of keeping merchandise moving, even where buyers are showing unaccustomed restraint. Westinghouse stations are ready to deliver your sales-message to large, responsive audiences in six great market areas centering in Philadelphia and Pittsburgh, Boston and Springfield, Fort Wayne, and Portland, Oregon. In each of these areas, listeners have learned to tune in the Westinghouse station both for popular network shows and for local programs geared to special needs, special preferences. Our representatives will be glad to present evidence of results produced by each Westinghouse station... in today's market... for advertisers like yourself.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA
National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters
50 kw. FM...

High Band FM Comes Of Age...

Here's How It Is Done...

Above, Four Eimac 4X500A tetrodes in push-pull parallel raise the power level from 50 watts to 3 kilowatts.

Right, A pair of Eimac 3X2500A3 triodes in a grounded-grid circuit provide 12 kilowatts of driving power for the final amplifier.

**Operating Conditions**

(2 Tubes)

<table>
<thead>
<tr>
<th>Voltage</th>
<th>Current</th>
<th>Grid</th>
<th>Grid</th>
<th>Power Input</th>
<th>Power Output</th>
<th>Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>4000 volts</td>
<td>1.44 amperes</td>
<td>1.9 amperes</td>
<td>12 kilowatts</td>
<td>57.6 kilowatts</td>
<td>54.4 kilowatts</td>
<td>94%</td>
</tr>
</tbody>
</table>

*Actual power delivered to water-cooled load. Amplifier output estimated to be 3 kw higher, due to resistance and radiation losses between amplifier and load.
ON THE AIR

...with Eimac Tubes, Of Course...

When KSBR put the first 50-KW high-band FM transmitter on the air Eimac tubes were in every important socket. This was only natural, as Eimac tubes have been associated with every FM transmitter development, including the original historic 1935 demonstration before the IRE.

KSBR's 50-KW amplifier was designed and built by Eimac to demonstrate the capabilities of the new Eimac 3X12500A3 multi-unit air cooled triode. A pair of these new triodes in a grounded-grid circuit easily delivers 50-KW at high-band FM frequencies, with power to spare. Performance of this sort is made possible by sound vacuum-tube engineering. Because of its unique multi-unit design, the 3X12500A3 combines high power capability with close electrode spacing and low lead inductance, thus making it possible to produce high power at VHF with low plate voltage and high over-all efficiency. These same features make the 3X12500A3 an outstanding performer at low frequencies.

Data on the 3X12500A3 and the 50-KW amplifier are available. Write to

EITEL-McCULLOUGH, INC.
1760 San Mateo Ave., San Bruno, California

The final amplifier at KSBR—the amplifier that made FM history—consists of little more than two Eimac 3X12500A3 triodes and a pair of shielded, low-loss tank circuits.

The unit is extremely compact considering its power capabilities. Width 36”; Height 70”; Depth 25”.

<table>
<thead>
<tr>
<th>TYPE 3X12500A3</th>
<th>ELECTRICAL CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament: Thoriated tungsten</td>
<td></td>
</tr>
<tr>
<td>Voltage</td>
<td>Current</td>
</tr>
<tr>
<td>7.5 v</td>
<td>192 amp.</td>
</tr>
<tr>
<td>Grid-Plate</td>
<td>Grid-Filament</td>
</tr>
<tr>
<td>240 µuf.</td>
<td>5 µuf.</td>
</tr>
<tr>
<td>Transconductance (I_p = 3000 v, I_f = 4a)</td>
<td>80,000 µmhos</td>
</tr>
</tbody>
</table>

**PRICE $700**

<table>
<thead>
<tr>
<th>TYPE 3X2500A3</th>
<th>ELECTRICAL CHARACTERISTICS</th>
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</thead>
<tbody>
<tr>
<td>Filament: Thoriated tungsten</td>
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</tr>
<tr>
<td>Voltage</td>
<td>Current</td>
</tr>
<tr>
<td>7.5 v</td>
<td>48 amp.</td>
</tr>
<tr>
<td>Grid-Plate</td>
<td>Grid-Filament</td>
</tr>
<tr>
<td>48 µuf.</td>
<td>1.2 µuf.</td>
</tr>
<tr>
<td>Transconductance (I_p = 830 ma, E_p = 2000 v)</td>
<td>12,000 µmhos</td>
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</tbody>
</table>

**PRICE $165**

<table>
<thead>
<tr>
<th>TYPE 4X500A</th>
<th>ELECTRICAL CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament: Thoriated tungsten</td>
<td></td>
</tr>
<tr>
<td>Voltage</td>
<td>Current</td>
</tr>
<tr>
<td>5.0 v</td>
<td>13.5 amp</td>
</tr>
<tr>
<td>Input</td>
<td>Output</td>
</tr>
<tr>
<td>Transconductance (I_p = 200 ma, E_p = 2500 v, E_f = 500 v)</td>
<td>5200 mhos</td>
</tr>
</tbody>
</table>

**PRICE $85**

---

Eimac TUBES
The Power of FM

Export Agents: Fraser & Hansen, 301 Clay St., San Francisco 10, Calif.
Texas Study Discovers Best Listening Hours for Lone Star Schools 9-9:45 a. m.

By A. L. CHAPMAN
Director, Bureau of Research
In Education by Radio
U. of Texas

"WHEN is the best time to broadcast to schools?" This is a question many broadcasters are asking. Plans are now being made for broadcasts to schools during the 1947-48 session. Since it is important for the Texas School of the Air to be broadcast at the most desirable time of day, this study was undertaken.

The Texas State Dept. of Education keeps a record of the schedule of recitations of all accredited high schools in the state. These schedules show the time at which school begins in the morning, the time of all recess periods, the time of beginning and ending of all class periods, and the time at which school is dismissed in the afternoon.

Study Made

A study was made of these schedules of recitations of 323 of the 1116 Texas accredited high schools. All schools (29) in Texas with an enrollment of over 1000 were included. The remaining 294 schools were selected on the basis of percentages of schools of various sizes, i.e., the exact percentage of schools of small, medium, and large enrollment which were found in the entire state were selected for study.

The times at which all bells rang in each school were recorded. A glance revealed the times at which no bells rang in most schools. The results of the tabulation are shown in the table above. The 45-minute periods are shown because it is usually desirable to allow a few minutes before the broadcast for preparation and a few minutes for discussion after the broadcast.

The study also showed that it is not desirable to broadcast programs for classroom listening before 9 and after 3. The early hour is not desirable because of the great diversity of times at which schools take up in the morning.

The afternoon limit is suggested because of the large number of special periods and inadequate time for follow-up of the broadcast before school is dismissed. It is not desirable to broadcast to classrooms between 11:30 and 1 because many schools, particularly large ones, have three staggered 30-minute lunch periods.

Although the results of this study may not necessarily apply to all states, the technique for securing the necessary information for determining the best time to broadcast to schools is applicable to any state. It is hoped that the above study may be suggestive to others who are confronted with the same problem.

Zenith Opens Sessions On Servicing FM Sets

SERIES of FM schools, originated and conducted by Zenith Radio Corp. to teach correct servicing of FM receivers, began in Milwaukee June 9. Schools will offer to technicians of distributors and dealers throughout country up-to-the-minute methods of proper servicing. Classes in Milwaukee were sponsored by Morley-Murphy Co., Zenith distributor. Zenith engineers explained technical aspects of FM. Meetings are tentatively scheduled for Detroit, Buffalo, Williamsport, Pa., Beantown, New York, Norfolk, Cincinnati, Memphis, Atlanta, Jacksonville, New Orleans, Dallas, Kansas City, Minneapolis, Billings, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City and Denver.

Honorary Degree

RAYMOND RUBICAM, chairman of the Research and Policy Committee of the Committee for Economic Development and retired chairman of Young & Rubicam, New York, was awarded an honorary degree of doctor of laws at Colgate U.'s spring commencement June 18. The degree was conferred by President Everett Case following the commencement address by Mr. Rubicam.

Diathermy Symposium

INVITATION was extended last week by FCC to manufacturers and engineers concerned with diathermy equipment to attend a symposium June 26-27 at the Commission's Laurel, Md., laboratory on field intensity measurements, procedures for type approval tests and related design practices.
announces the
appointment of

THE KATZ AGENCY, INC.

as the
national representative
of its

Television Station, WFIL-TV
as well as its

FM Station, WFIL-FM

WFIL - WFIL-TV - WFIL-FM
are
affiliated
with
The Philadelphia Inquirer
WBPZ LOCK HAVEN, PA. STAFF NOW COMPLETE STAFFING of WBPZ (Lock Haven Broadcasting Corp.) has been completed. Mr. C. C. H. Haas has been assigned as a staff announcer with WHOM Jersey City, N. J., and also was with the AFRS overseas.

Dave King has been named super- visor of announcers and also assists with the copy writing. He was active in radio dramas at Westminster College, New Wil- mington, Pa., producing and direct- ing the college radio program over WHIC Sharon, Pa.

Other staff members are: Ken- neth Caum, chief engineer, assisted by Charles Charney and Albert D. Berney. Mr. I. S. Caldwell, sales manager; William Poff, contin- uity; George E. Fueg and Har- ris L. Lipetz, announcers (Mr. Lipetz also is manager of the machinery manufacturer). The FCC report stated that Mr. Duffy however has not committed himself to support of the proposed FM station until there exists no uncertainty of the WMJ operation. The effectiveness of the WMJ operation has been stymied by the U. S. Court of Appeals for the District of Columbia pending outcome of the appeal taken by WCKY Cincinnati from the FCC's action refusing to set aside the Stanton grant [BROADCASTING, April 28].

The Commission dismissed the WDAS application since the station's new owner, William Gold- man Theatres [BROADCASTING, May 12], had not been party to the hearing in the case and no provision for the FM operation was contained in the sales transaction.

RINGSIDE SEAT has been provided for spectators who like to watch progress of construction work on new antenna of KSD-TV and KSD-FM St. Louis. Tower, built on top of Post-Dispatch's annex building, has overall height of 540 feet above street level, tallest structure in downtown area. It will be put into service in July.

L. A. Advertising Women Choose New Officers
GLAD HALL JONES, account ex- ecutive of KRKD Los Angeles, has been elected president of Los An- geles Advertising Women for 1947- 48. Lois G. Hatton, CBS Western di- vision education director and Edie L. Elliott, home economics director of California Fruit Growers Ex- change (Sunkist), were elected first and vice president respect- ively. Adene M. Lattahome, eco- nomic editor, Los Angeles Exami- ner, was made corresponding secre- tary, with Elora Sornson, fashion editor, Los Angeles Downtown Shopping News, recording secre- tary. Bea Davies, media director of Hixson-O'Donnell Adv., is treasur- er.

Directors are Helen Edwards of her own Los Angeles advertis- ing placement service; Venna Taylor, account executive of KRKD; Doris H. Allen, advertising executive of Southern California Board of Trade, as chairman. Hall is the new promotion manager, NBC Western di- vision; Kay C. Jones, advertising di- rector, Rose Marie Reid Originais.

New Magnavox Plant
WORK started last week on a $1,000,000 factory for Magnavox Co. at Paducah, Ky., according to Richard A. O'Connor, president. The plant will employ 1,000 in manufacture of radio components and household appliances, with a payroll of $2,000,000 annual payroll. It is to be completed about mid-October.

New BMB Subscribers
BMB HEADQUARTERS in New York has announced 34 more sub- scribers to forthcoming study No. 2 and the signing of WCRS Green- wich, Conn., for study No. 1. New Study No. 2 subscribers: KERN KICO KJM KMWD KFBK KKG WMGP WATL WRBL WTOC WPAK KRKC KANS WLAP WSKY KROF WTMF WAYN WJSF WFMD KORE WBIR WMKFD KTRM KVAL KBSW KGV KSJ KVJ WTHB KPOW.

Three FM Proposed Grants Given Philadelphia by FCC
THREE of the four remaining un- reserved Class B FM channel in Philadelphia were proposed to be assigned last week by FCC. The proposed decision looks toward grant of the applications of Unity Broadcasting Corp., owned by the International Ladies' Garment Workers Union (ALF); Independ- ence Broadcasting Co., licensee of WHAT Philadelphia, and Frank- lin Broadcasting Co.

Of the two other applications in the proceeding, that of Patrick Joseph Stanton was continued in hearing and that of WDAS Phila- delphia was dismissed.

The request of Mr. Stanton, favorably viewed by the Commis- sion in its decision, was continued in hearing because of the question of financing the operation. Mr. Stanton is holder of a construction permit for WMJ Philadelphia, 10 kw day on 1530 kc, and has been offered backing by James T. Duffy Jr., a Yonkers, N. Y., sales manager, office manager and bookkeeper, and Miss Maud Kauffman, secretary.

RINGSIDE SEAT has been pro- vided for spectators who like to watch progress of construction work on new antenna of KSD-TV and KSD-FM St. Louis. Tower, built on top of Post-Dispatch's annex building, has overall height of 540 feet above street level, tallest structure in downtown area. It will be put into service in July.
THEATRE
OF
a faucet
RADIO
MIDNIGHT
PLAYERS
485 Madison Ave.,
New York 22, N.Y.
Placa 9-3700
CHICAGO:
8 So. Michigan Ave., Chicago 3, Ill. Randolph 2022
HOLLYWOOD:
Guaranty Bldg., 6311 Hollywood Blvd.
Hollywood 28, Calif.

It's all up there in the headline—and on those billboards. The Cowan organization offers you seven of the hottest shows in the business... and they mean business.

Every program gets big-budget results on small-budget terms. Every show is tops in its field—disc jockey, situation comedy, mystery, drama, sports, music.

To stations these shows offer a programming opportunity to meet and beat competition. To advertisers and their agencies these transcribed programs mean network quality at extremely low cost.

The next seven pages (they might be the most important reading you've ever done!) are stamped with the Cowan kind of showmanship.

Cowan transcriptions turn the tables on competition!
People like to buy from salesmen they know, and everybody knows "Red Ryder."

"Red Ryder" is more than a radio show—he's an American institution!

45,000,000 men, women and children read this popular comic-strip feature in 750 daily and Sunday newspapers.

65,000,000 people see "Red Ryder" in the 8 feature motion pictures shown annually in more than 8,000 theatres.

12,000,000 "Red Ryder" comic magazines are sold yearly.

1,000,000 "Red Ryder and Little Beaver" Big Little Books are sold yearly.

"Red Ryder" is the most promotable program ever! And we've got everything ready for you: radio's greatest fan club, self-liquidating premiums, giveaways, tie-ups galore.

After five sensational years of live broadcasting and successful selling for Langendorf Bakeries, "Red Ryder" is now available for the first time on transcription.

Both sponsor and agency give great credit to this program for its contribution to a spectacular sales increase in recent years.

"Red Ryder" is ready to ride for you—in one or hundreds of markets, at an amazingly low cost. Get the facts today!

series of 52 half-hour surefire transcriptions

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
NEW YORK   CHICAGO   HOLLYWOOD
Ever wished you could sponsor "Henry Aldrich"... "Date with Judy"... "Life of Riley"... "Ozzie and Harriet" or any other high-cost, high-rating situation comedy show on the networks today?

Then here's the show you've been waiting for. "The Smiths of Hollywood" has every attractive top name of the audience-appealing programs of these top shows. And it has Big Star Names! "The Smiths of Hollywood" will take the play away from anything on the dial! Each half-hour cost $10,000 to produce... but share-the-cost transcriptions spread the expense among hundreds of advertisers. There's never been a better show. No station or sponsor ever had a better deal. It's surefire and the low cost is one of its best features! Half-hour shows ready now!

Matchless music by Charles Hathaway and his 15-piece orchestra. Brilliantly written by Dick Nossaman and Robert Presnell, Jr.
If you don't book it, you'll have to buck it!
All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here’s your chance to dominate — really dominate — any area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

(ASIDE TO STATION MANAGERS: Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. Remember, if you don’t book it, you’ll have to buck it… five full hours every week!)

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
NEW YORK  CHICAGO  HOLLYWOOD
THEATRE OF FAMOUS RADIO PLAYERS

RADIO'S GREATEST TALENTS
IN RADIO'S GREATEST DRAMATIC TRANSCRIPTIONS

AN AMAZING RECORD
OF SUCCESSFUL SELLING
AT LOWEST COST
FROM COAST TO COAST

PRODUCED BY LES MITCHEL

HALF HOURS

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
NEW YORK  CHICAGO  HOLLYWOOD
The proof of any radio program's value lies in its ability to produce SALES—and in city after city contract renewals for additional cycles are proof that "Murder at Midnight" does just that! (Ehret Beer just renewed for the fourth 13-week cycle on WJZ New York the other day).

Ratings, too, tell a success story:
- No. 1—13.2 in San Francisco on KFRC
- No. 1—6.7 in New York on WJZ
- No. 1—10.2 in San Diego on KFSD
- No. 2—7.6 in Chicago on WGN

and so they go... all against the toughest kind of competition.

All this proves once and for all that outstanding stories by the authors of radio's high rating network mysteries, outstanding musical treatment, leading radio players, add up to true network quality programs.

Yes, "Murder at Midnight" takes the gamble out of program selection because week after week, in big markets and small markets, for big companies and small stores, "Murder at Midnight" is proving over and over again that it is a whale of a salesman for all kinds of merchandise and services. Put "Murder at Midnight" on your sales staff and watch your sales soar!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
NEW YORK        CHICAGO        HOLLYWOOD
the greatest authority of them all!

Joe McCarthy speaks

Winner of seven pennants and six world series—a record never equaled—McCarthy tells inside stories of baseball...the kind only an expert could tell.

120 five-minute transcribed programs!

Produced by Robert Mendleson

the one and only!

Barber Shop Harmonies

by the gaslight quartette

The only Barber Shop Quartette series available today on transcription. Scores of advertisers on station from coast to coast are proving its merit every day.

156 fifteen-minute transcribed programs!

Produced by Robert Mendleson

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

CHICAGO: 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022
New Frequency Assignments for FM Stations (Based on FCC Rules & Standards Adopted June 12, 1947)

NEW FREQUENCY assignments for U. S. FM stations, employing a minimum four-channel separation for stations operating in the same city, are shown below as announced by FCC.

Involving both Class A and Class B stations, commercial and noncommercial, the new assignments are based on the new FM Rules and Standards and Class B relocation plan as proposed by FCC in April and adopted June 12 [BROADCASTING, April 14, June 16].

The list covers 634 commercial and 35 noncommercial authorizations (all licensees and permittees, and conditional grantees who have been authorized to begin interim operations).

Stations already on air are expected to change their new channels by Oct. 1. FCC approval must be secured before changes are made. The Commission felt that "conflict will be few and that stations now operating on frequencies to be filed before that date. Applicants who have been into hearing and rendered decisions, and that any further application or reapplication of the proceeding, the parties will be served to reserve channels without regard to the FCC rule against "repetition" applications. All applicants filing after July 1 must specify the change they seek.

In the list below, operation before next March 1 on frequencies marked by asterisks (*) will be contingent on clearance of image frequency interference in present aeronautical navigational and other services.

COMMERCIAL STATIONS

<table>
<thead>
<tr>
<th>State &amp; City</th>
<th>Call Letters</th>
<th>Licensee or</th>
<th>Frequency</th>
<th>Channel</th>
<th>Channel</th>
<th>Permittee</th>
<th>MC No.</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>KFAB-AM</td>
<td>KFAB, Inc.</td>
<td>940</td>
<td>94.5</td>
<td>8</td>
<td>2-7</td>
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<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>WSB-AM</td>
<td>WSB, Inc.</td>
<td>950</td>
<td>95.5</td>
<td>8</td>
<td>2-7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td>WBBM-AM</td>
<td>WBBM, Inc.</td>
<td>960</td>
<td>96.5</td>
<td>8</td>
<td>2-7</td>
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<tr>
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<td>WDAF, Inc.</td>
<td>970</td>
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<td>WOR, Inc.</td>
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<td>WJW, Inc.</td>
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<td>KSAT, Inc.</td>
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<td>WTOP-AM</td>
<td>WTOP, Inc.</td>
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BROADCASTING • Telecasting
June 23, 1947 • Page 37
Set Out for May Drops from April; Statistical Survey Planned by RMA

PRODUCTION of radio sets in May (four weeks) dropped off from the five-week April figure, totaling 1,316,373 units as against the previous 1,705,723, according to Radio Manufacturers Assn., accounting for over 90% of industry production.

This trend reflects a settling down based on the fact that public demand is catching up with production. Output early in the year was at a rate of 18,000,000 sets for 1947, but manufacturers generally agree that an output of 15,000,000 units will satisfy the market.

Only increase in May was noted in the case of television receivers—8,690 units as against the five-week figure of 7,886 in April. Of these 5,646 were table models, 1,614 direct-viewing consoles, 92 projection consoles, 1,207 phonon combination direct-viewing and 91 combination projection sets.

May Productions

Production of FM sets in May totaled 84,607 compared to the five-week figure of 112,256 in April. The FM output consisted of 13,053 table models, 3,901 consoles, 58,471 combinations, 889 direct-viewing and 151 combination projection sets.

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Radio Luxembourg Vets Reunited

Amelia Feltten Honored
For Saving Station
By Fast Talking

American forces smashed their way into the Grand Duchy of Luxembourg September 10, 1944 and took over one of the most potent radio forces in the whole war—Radio Luxembourg.

The whole heroic chapter of that part of the war was recalled last week when 50 of the officers and enlisted men of the Army and Coast Guard joined the former Nazi radio station. They are Metty Feltten, a stocky, dark-haired citizen of Luxembourg, now in this country as a delegate of the Grand Duchy at the International Telecommunications Conference in Atlantic City.

When the Nazis blitzed into the Grand Duchy on May 10, 1940, Metty Feltten was chief engineer of Radio Luxembourg, a privately-owned station second only to Radio Moscow in power. After the Wehrmacht, came a German engineer with instructions to blow up the transmitter.

Mr. Feltten talked the engineer out of it. He pointed out that the transmitter was a beautiful piece of engineering, and that it would be a crime to destroy it. He satisfied the German engineer that if the tubes alone were destroyed, it would accomplish all that was necessary as the war would probably over before they could be replaced.

As the German turned these arguments over in his mind, Mr. Feltten tried still another tack. He knew that the station was important and necessary to the Nazi forces and that he was an important Nazi himself. He asked the German to give him personnel from the station to move with the Wehrmacht. The German had to agree.

Hid in Country

The patriot then went into the country to hide, doing farm work to keep alive but never forgetting the cause of freedom. He did radio repair work for the underground. He also worked in conjunction with former employees of the station. They told him the location of all dynamite charges which the Germans placed in the studio against an Allied air raid.

When the Americans finally did come, Mr. Feltten was ready. He accompanied a platoon of tanks from the 5th Armored Division to lead them to the station. On the way, the tanks were lost. Mr. Feltten, in the company of two children, had nothing to lose but his life. He was not harmed. At the station, he helped remove the dynamite charges. Then he led Americans to stock of German tubes which would fit.

In 14 days the station was back on the air, the only one powerful enough to be heard by all forces on the Western Front and by the Germans. Later, they had to give up the station on the orders of a German engineer who was aiding displaced persons, to whom it broadcast in French, Flemish, Czechoslovakian, Russian and Italian.

The station itself was under command of Col. Samuel R. Rosenbaum, former WPIL president, now a Philadelphia lawyer. Mr. Rosenbaum, in charge of the 175 officers and enlisted men of all the United Nations who made up his complement, and, in addition, of 150 local civilian workers, had nothing but praise for the courage of Mr. Feltten, who not only endangered his own life by his actions but saved those of his wife and two children. Mr. Rosenbaum, who was among those at the reunion, praised also the professional competency of Mr. Feltten as an engineer.

Among others at the reunion were: Gerald Maulsby, chief of current events, Columbia Broadcasting System; Guy Delia Cioppa, assistant to the president, Columbia Broadcasting System; Hans Berger, producer of films for United Nations; Alexander Frank, of National Broadcasting, on language staff, and Al Hollander, partner of the Cowan agency.

WBBM Staffers Honored
For Chicago Radio Work

Two staff members of WBBM Chicago have been cited by the Chicago Social Work Publicity Council, in its annual report, for their contributions to the success of the council's ten radio programs. They are Elizabeth Wolcott, of the station's Department of Education, and Ben Park, producer of the council's radio series, "Protest Men May Live."

Program, which is heard every Saturday on WBBM from 3:30 p.m. to 4:30 p.m., presents dramatized episodes from history of Chicago Social Council of agencies, with emphasis on the accomplishments of each organization.

CAB Finance Status

Annual financial statement of Canadian Assn. of Broadcasters and the Radio Bureau operated by CAB at Ottawa shows total revenue for calendar year 1946 of $86,430 and $75,372 which the Radio Bureau, started as a co-operative feature service by a number of broadcasting stations, has been operated by CAB since November 1945, but its operations were not officially taken over till November 1946. It had operated at a loss since its inception in 1944, till 1946 when its revenue was slightly greater than expenses.

Maurice C. Dreier, conductor of New York Panorama and Cigar Forum on WVRIL New York, has been appointed director of radio television of the Henry L. Jackson Organization, New York, fashion consultants to department stores.

High-Fidelity Canady was presented to Bill Bailey, FM Assn. executive director, at surprise birthday party given by FM Assn. staff earlier this month, according to William Kennedy of Donohue & Coe, executive director of the Guild.

 Scripts should be sent to the Guild at Box 369, Grand Central Station, New York. Three programs have already been selected for production by the Guild, Mr. Kennedy reported, and are being prepared for presentation to television stations, agencies and prospective sponsors. NBC, which provides a weekly meeting place for the group, has asked to see any programs the guild has ready at any time, he said. In addition to writers, the Guild invites membership from those interested in other video operations who wish to gain experience in this new medium.

Officers of the Guild include—Murray Harris, WNBC New York; Ernest Robell, Booth, Pedlar & Ryan, vice president; Shirley Kriegel, Sherman & Marquette, secretary; Doreen Christopher, Asiatic Petroleum Corp., treasurer.
Among other things, "Shopping by Radio" encourages Hartford women to shop early. WDRC's Mobile Unit cruises 'round the downtown area each morning to pick up an early riser and take her to the studio, where she is rewarded with an armful of prizes, all purchased by the station.

A NEW IDEA CREATES A NEW AUDIENCE . . .

Last year, WDRC originated the "Market Basket" program (now sold out and doing a big selling job for early morning advertisers). Now WDRC presents "Shopping by Radio", another successful morning show 9:15 to 9:45 a.m. Monday through Friday. "Shopping by Radio" is already one of the most widely-heard morning programs in Hartford, built on the sure-fire formula of live local color. It is available for 1-minute participations or blocs of time. Write William F. Malo, Commercial Manager, WDRC, Hartford 4 Connecticut, for details.

WDRC
HARTFORD & CONNECTICUT

BASIC CBS • 5000 WATTS • Represented by Raymer • Copyright 1947 WDRC Inc.

CONNECTICUT'S PIONEER BROADCASTER SINCE 1922 • WDRC - FM SINCE 1939

BROADCASTING • Telecasting

June 23, 1947 • Page 41
**RECIPE FOR RESULTS**

One part Super-Hooperated NBC shows, one part Personalized Programming, and one part leading coverage of Memphis and the Billion Dollar Mid-South market.

Mix judiciously, and you have WMC, Memphis' leading station. It's tops on the menus of 684,460 Mid-South families!

---

**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.

WMC-FM, the only FM station in Memphis

---

**AAA Expects 50-kw Outlet To Adopt Cash Discount Plan**

ANNOUNCEMENT of adoption of the 2% cash discount by an as yet unidentified 50-kw station is expected within a few weeks, spokesman for the American Assn. of Advertising Agencies, which has been campaigning for the discount, said last week.

The major station was said to be one of 39 which have adopted or intend to adopt the 2% discount in response to a letter sent to U. S. stations two months ago by the AAAA.

The letter, urging stations to adopt the discount plan with their next rate cards, elicited 200 responses, the AAAA spokesman said. Of these, only "a small percentage" indicated they were "vigorously opposed," he said.

"Most of them have a 'wait and see' attitude," he reported. "They are waiting to see what the industry will do."

AAAAs officials, appearing at a New York press conference, took no pains to conceal their concern over the fact that the National Assn. of Broadcasters has refused to endorse the 2% cash discount.

The NAB's position, they said, was a serious deterrent to the AAAA campaign for general adoption of the policy.

Cites Response

The AAAA spokesman said that only 10% of the nation's radio stations now allowed the discount, which is permitted by the four national networks in connection with national accounts.

At the same press conference, Frederic R. Gamble, AAAA president, announced that the 1948 AAAA national annual meeting would be held at Greenbrier, White Sulphur Springs, W. Va., April 7-9.

The AAAA Pacific Council, composed of members located west of the Continental Divide, will meet next Oct. 12-15 at the Awanhee Hotel, Yosemite National Park, California. The AAAA board will also meet there at that time.

Mr. Gamble also reported that AAAA membership has reached 196, highest in its history.

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**RICHARDS TURNS DOWN NBC OFFER FOR KMPC**

REITERATING previous denials of possible sale of KMPC Hollywood to NBC, G. A. Richards, president of Station of the Stars Inc., operators of that station, admitted that following talks with network executives in New York he had decided to reject all offers.

As result KFI will continue as NBC outlet, for present, it is felt.

Favoring course of operations as an independent, Mr. Richards explained that a definite trend in programming becoming more favorable to independent operation and the rapidly growing importance of the Southern California market had influenced his decision.

He cited particular attention which will be given to syndicated program material (as result of KMPC affiliation with Broadcasters Guild Inc.). In addition he said station would continue to expand news coverage as well as civic, religious and educational programming.

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**FTC-Brown & Williamson Raleigh Case Is Settled**

A STIPULATION to cease and desist claim that "Raleigh" cigarettes are "right for the throat" was accepted last week by the Federal Trade Commission from Brown & Williamson Tobacco Corp., Louisville, Ky.

Under the terms of the stipulation, the company also agrees to not advertise or make any representation to the effect that "Raleighs" have been adapted to or made suitable for the throat so that the smoke from such cigarettes is beneficial to the throat or less harmful to the throat than smoke from other cigarettes.

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**Wenzel Campaign**

H. WENZEL Tent & Truck Co., St. Louis, Mo., has begun its annual national spot announcement campaign on behalf of its product, Eagle Brand Water Bags. Campaign will include five-minute spot on national networks for approximately 170 stations (including 70 Keystone stations) covering approximately 40 states. Spots will vary from three-to-five per week depending on areas. Campaign will run from mid-June through August. Simmonds & Simmonds, Inc., Chicago is agency.
June 9, 1947

Mr. Maury Long
BROADCASTING
870 National Press Bldg.
Washington 4, D. C.

Dear Maury:

Early in April I promised you additional news about the progress and development of Taylor-Howe-Snowden Radio Sales. Here is more information I would like for you to pass on to your customers.

1. On June 1, THS Radio Sales took over the representation of Station WNTT "Dynamite in Dixie", the new NBC outlet in Augusta, Georgia. Augusta is on the South Carolina-Georgia state line and the coverage of WNTT includes the thickly populated and highly industrialized area, known as the "Horse Creek Valley", across the river in South Carolina.

2. KGGM, Albuquerque, N. M., is now operating with 5,000 watts on 610 k.c., and KVSF, Santa Fe, N. M., with 1,000 watts on 1260 k.c.

3. WMPS, Memphis, is soon to go to 10,000 watts day, 5,000 night, on 880 k.c. Construction is almost complete.

4. KGNC, Amarillo, will soon go to 10,000 watts day and night on 710 k.c.

5. KTRI, Sioux City, Iowa, expect to be on their new power of 5,000 watts on or about September 1.

6. KTOK, Oklahoma City, and KOME, Tulsa, recently granted CP's for increase in power to 5,000 watts day and 1,000 night and a change to more advantageous frequencies. Construction on both of these stations will begin immediately.

Maury, there is really too much to tell in one letter so I guess I will have to buy another page in the near future and give you more interesting news about THS development, expansion and service to a growing list of important radio stations.

Warm regards,

O. L. "Ted" Taylor

OLTT: fm

SALES OFFICES: NEW YORK - CHICAGO - DALLAS - LOS ANGELES - SAN FRANCISCO
NAB Convention Gains New Features

Annual Banquet Planned For Opening Day Of Meetings

Several new features will mark the 25th NAB Convention at Convention Hall, Atlantic City, in mid-September, based on growth of the annual meeting into a project too large for any one hotel and on expected learned at the 1948 convention.

Plans are under way for the series of special clinics to be held Monday, Sept. 15 [BROADCASTING, June 2]. The clinics will cover broadcast advertising, employee relations, engineering, programming and will include luncheons. A special $5 registration fee will be charged.

The annual banquet will be held Tuesday [CLOSED CIRCUIT, June 9], opening day of general convention meetings. The banquet hall in the balcony of the hall seats 5,000. Plans for the dinner are under way. Attendance at the Chicago banquet in October was limited because it was held on the final night and delegates had started home.

Meeting of the retiring board will be held Sunday at 6 p.m. in the Ambassador Hotel, with the new board meeting the following Friday at 10 a.m. Joint dinner of the NAB board with boards of American Assn. of Advertising Agencies and Assn. of National Advertisers has been tentatively planned, indicating more active participation in conventions by these two segments of the advertising industry.

Two-day convention will be held by NBC affiliates Friday and Saturday preceding NAB's meeting, the network planning to headquartered at the Claridge Hotel. All networks are considering plans to have headquarters offices in Convention Hall for daytime operations, with station relations executives headquartered at the hotels during hours when the convention is not in session. ABC and NBC plan closed receptions and meetings for their affiliates at 5:30 p.m. Monday, with CBS tentatively planning a meeting of its Stations Advisory Committee at that hour.

NAB last week sent out pre-registration forms, providing a $2.50 allowance from the $30 fee to be charged after Aug. 15. The fee includes Tuesday, Wednesday and Thursday luncheons and the banquet. The Monday $5 fee is separate. NAB is granting hotel priority for pre-registration. Hotels at which NAB controls reservations are Ambassador, Bright, Chalfonte, Claridge, Dennis, Haddon Hall, President, Ritz-Carlton and Shelburne. Delegates desiring to stay at other hotels must make their reservations direct rather than through NAB.

The Monday clinic on broadcast advertising includes talks and discussion on sales problems, how to increase national spot and retail revenue; problems of the new Standards of Practice; how to face competition from the growing number of stations as well as from media. Retail advertising clinic will be held in the afternoon.

Program Clinic

Programming clinic will be held for the first time at an NAB convention. It is to be a practical, working session with talks by outstanding persons and open for discussion. Joint lunch will be held by the program and advertising clinics.

No speeches are on the program of the employee relations clinic. Four radio executives will make panel on labor problems. Questions are invited.

Speakers at the engineering clinic will include Dr. John A. Willoughby, FCC assistant chief engineer in charge of broadcast branch; George P. Adair, former FCC chief engineer and now a consultant; Dixie McKey, consultant, and others.

In a nutshell the convention procedures line up like this:

Fri., Sept. 14—Convention opening, registration, luncheon, address by President, J. P. McKey, jr., general session; evening, joint dinner of AAA, ANA and NAB boards.

Mon., Sept. 15—Special clinics; standing committees; network meetings and receptions.

Tues., Sept. 16—Opening general session 10 a.m.; keynote address by President, J. P. McKey, jr.; general session; afternoon general session; banquet in hotel.

Wed., Sept. 17—General session 10 a.m.; general session; afternoon general session and business meeting; evening, joint dinner of AAA, ANA and NAB boards.

Thurs., Sept. 18—10 a.m., general session; general luncheon; general session.

Fri., Sept. 19—New board to meet at 10 a.m.

Golf Tournament

ANNUAL BROADCASTING Magazine golf tournament will be held Sunday, Sept. 16, at the Atlantic City Country Club starting at 9 a.m. The broadcasting silver cup will be awarded to the player with low net score under a handicap system to be in charge of the club pro. Awards will be given for low gross scores. Registration fee will be $5. Some sets of clubs will be available for rental at nominal charge. Registration should be made as early as possible through Maury Long at BROADCASTING's headquarters, 870 National Press Bldg., Washington.
YOU...agencies and advertisers alike...should know what your particular time periods or programs are doing...and WGN, thru the Nielsen Radio Index, is able to obtain this information for you.

One sponsor, for example, recently learned that his two widely separated quarter-hour strips 6 days a week reach 57.2% of the total homes in the Chicago Nielsen area in four weeks...he knows, then, that he is actually reaching 2,395,000 different homes at least once (and most of them more often) each month.

WGN is the only Chicago station that can supply this information.

A Clear Channel Station... Serving the Middle West

MBS
duPont Competition Deadline Is Dec. 31
Stations Are Advised to Start Preparing 1947 Entries

ALFRED I. duPONT Radio Awards Foundation has sent out letters to stations notifying them that entries in the 1947 competition must be submitted by Dec. 31, 1947.

The three annual awards of $1,000, one each to large and small power stations and one to a commentator, "are designed to awaken the realization of the vast influence of the medium of radio toward the promotion of the fundamental ideals of American freedom and the dissemination of accurate news and information with intelligent analysis thereof as a permanent and increasingly constructive service to our nation and to our respective communities."

Station awards are given "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to nation and community."

The winning commentator is selected "in recognition of distinguished performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

Late results were for WBO Des Moines, WKY Oklahoma City and Elmer Davis.

Dr. Christian Script Award Won By Newspaperman
FIRST PRIZE of $2,000 in the 1947 Dr. Christian Award competition was presented to Sidney Gathrid, Philadelphia newspaperman and free lance radio writer, by Jean Hersholt, star of the program, during the June 18 broadcast of the CBS Dr. Christian show. Winning script, as yet untitled, will be heard on the June 25 Dr. Christian broadcast.

Eleven other prizes, five of $500 and six of $350, were awarded to the following: (500 winners), Peggy Mann, Carl John Rausch, Earl Henner, Jr., Evelyn Sibley, Lampman, Howard R. Buerman; (500 winners) Albert Berman, Ruth Perlmutter, Nan Brown, Maryjane M. Barney, Jan Kenworthy, Maggy O’Flaherty.

Double Event
DOUBLET celebration will be in order for WHBC Canton, O., in September when it increases AM power to 5 kw and at about the same time completes installations for WHBC-FM. The station will have four towers, three of them 360 feet and one, for FM transmission, 357 feet high.

PIONEERS participating in the first international short wave broadcast of business and financial news over WRUL Boston are (1 to r): Emil Schram, president, New York Stock Exchange; Walter S. Lesmom, president, World Wide Broadcasting Foundation; Winthrop H. Smith, managing partner, Merrill Lynch, Pierce, Fenner & Beane, brokers. Titled American Business Bulletin, the program, which bowed June 3, is being beamed abroad through WRUL each business day at 4:45 p.m.

PHILADELPHIA Chapter of the Army Signal Assn. was formally presented with its official charter on June 16 by Col. Elton Hammond, commandant of the Eastern Signal Corps School, Fort Monmouth, N. J., acting for the Army Chief Signal Officer.

W. W. Watts, vice president of RCA in charge of the RCA Engineering Products Department, Camden, N. J., was elected president of the new organization, which has been formed to stimulate interest in communication preparedness bearing on national defense. Other newly elected officers were: 1st vice president, G. R. Frechauer, vice president and general manager, eastern area, Bell Telephone Co. of Pennsylvania; 2nd vice president, W. B. Knowles, chief engineer, International Resistance Co.; secretary, G. O. Peters, electrical engineer, Army Communications Service Division, Signal Corps plant engineering agency, and treasurer, W. F. Denham, assistant engineer, eastern area, Bell Telephone Co. of Pennsylvania.

From Down Under
WCS CHARLESTON, S. C., last week received a fan letter from Melbourne, Australia. It was from an Australian woman whose daughter had joined her U. S. Marine husband and was now living at the Naval Base near Charleston, and she wanted the station to know how happy her daughter was because they had played a couple of her favorite Australian songs. Then, as a special favor, she requested two more songs for her daughter, saying "she'll be thrilled to pieces."
Many-faceted Homer Welch sparks the shows that have given KGW its wide-spread reputation for superlative showmanship. Singing MC of last year’s National CCNY Award winner, “Name Your Music”, which KGW fed to the NBC Western Network, Homer’s background in radio runs the gamut from A to Z (Actor to Zound effects). As a radio advertiser you may never have the pleasure of meeting Homer face to face. But if you’re on KGW you can rest assured Homer’s working for YOU!

Next Week
BOB THOMLINSON
Chief Announcer

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CYCLES

“Little Caesar”, “The Big House”, “Searface”, a cycle—“A Song To Remember”, “Until The Clouds Roll By”, “Night And Day”, another cycle—“Call the Cards”, “Duel In The Sun”, “Trail Street”, another one—it seems that once a particular type of show hits the jackpot and begins to drop in, in all pockets the Hollywood geniuses scurry in all directions to perfect a cycle, hoping, I guess, to catch the public fancy of the times and maybe pick up some of the shekels.

Let's let the Hollywood pattern stay in Hollywood. Let's not emulate the bad traits of our western friends. Let's forget cycles as far as radio is concerned, for the first thing you know the public may place us and our wonderful medium in the same category as we in radio now place the Hollywood geniuses.

As a matter of fact, we've had our share of cycles. The Fitzgerals, Dorothy and Dick Kolmar, and other breakfast-eating married people. We even tried it here at KAT with Don Lanning and his wife.

I don't know whether our who-dunntit's could be called a cycle or not, but there seem to be a lot of them that have sprung up on Mutual in the last year as well as on the other networks, more than ever before, I think.

At this very moment it appears that we are off to the races with another grand cycle. Hushing, Paul Whiteman, Andre Baruch and his wife, are now goldplated disc jockeys and Dorsey has begun to bid for an exclusive in each market via Louis Cowan, Inc. I don't know who was the first of the famous make-believe artists. The term “disc jockey” certainly should not apply to that fancy little gentleman, Martin Block, who in times past has afforded all of us many enjoyable hours of entertainment. “Disc Jockey” is a slang term that is in a manner distasteful when it's fitted to the statues of Whiteman, Hushing, and the others.

We've had some wonderful new fresh ideas lately in Radio—“Meet The Press”—“Juvenile Jury”—“Before Their Time”, even though it ran only twice, the idea was right and is certainly Grade 'A' public service—“One World Or None”—“Orchestrals of the Nations” and many other new shows are the best evidence of the fact that radio doesn't need to copy—doesn't need to follow any set and fixed “Jack Pot” rule. Radio can accomplish anything its people can imagine. We must strive for new, good types of shows—different if possible, but good.

Let's not have our secretaries scare hell out of the newcomers—the little people who think they have the greatest radio idea of all time. Let's try and examine every offering that comes along—you know, even “a blind pig finds an acorn in a while”.

Let's listen to the little people with new ideas who haven't been able to break into radio. Let's assay their ore. Not so long ago Fadiman came along with an idea—Morgan too—Miss Rountree certainly has given us some new and different radio listening.

Over at KAT we treat this policy as a tenet. No one wants to, and no one will, violate this hard and fast rule of ours. Every youngster or oldster who thinks that he may have some thing new for radio is given a courteous and attentive hearing. We don't agree with all of them, but we're sure to listen and evaluate the idea. It's been proven that people listen to programmes and not to given radio stations. We believe that people like new programmes. We believe that radio 'per se' is at the whim, fancy and caprice of the public. We know that all of us at KAT will do our best day in and day out to continue to cater to the public fancy, their whims, and we will continue to please their tastes with the thought always in mind that a fellow can’t go wrong trying something new.

FRANK KATZENTINE
WKAT

ARRANGEMENTS for special broadcast June 28, when 14 Chicago stations will combine personnel and facilities to bring listeners description of a simulated air attack on city, were completed at recent meeting of Navy personnel and representatives of stations. Attending were (1 to r, standing): Bob Hibbard, Special Features Division of WGN; Conroy O’Dea, news editor of WGN; LT. William A. Kinsley, Navy public information officer; Jules Herbeuvaux, program manager of WMAQ; Jim Conway, staff announcer of WBBM and Naval Reserve pilot, and Hal Miller, WBBM, producer, and (seated, 1 to r): Capt. Cecil B. Gill, U.S.N., commanding officer and Walter Preston, acting director of program department, WBBM. Program will be aired 3:30-4 p.m. (CDST) over all Chicago stations.

N. Y. STATE PROTEST
FCC Asked to Cancel WNYS
Call Issued to Patron

THE FCC has received a petition from New York State protesting the use of the call letters WNYS by a privately-owned station soon to begin operations in Albany.

The petition, signed by Commissioner of Commerce Martin P. Catherwood and filed by Attorney General Nathaniel L. Goldstein, urged the commission to cancel the proposed letters and assign new ones, “for the call letters WNYS—made up of the initial letters of New York State—would lead listeners to believe the station was either an official voice of the State or reflected official State government views.” This is particularly true in New York State, continued the petition, “by reason of the fact that the official station of New York City has the call letters WNYC.”

Maintaining that the use of WNYS would be against public interest, the petition went on to explain, “it is a matter of State policy; and presumably of Federal policy, to deny the use of a name of a government unit as part of the name of any private corporation.”

The Patroon Broadcasting Co., licensee of WNYS, received its AM authorization several weeks ago.

NORTHWESTERN RADIO INSTITUTE IS UNDERWAY
RECEPTION for faculty members and approximately 80 students to be held in Scott Hall, on the Northwestern U. campus, Evanston, Ill., will officially inaugurate the opening of the sixth annual NBC-Northwestern U. Summer Radio Institute June 23.

The institute offers 12 courses in advanced professional radio training, in addition to a series of lectures by leaders of the industry.

DeGroot’s Appointment
As WTCB Mgr. Announced

H. ALLEN CAMPBELL, of the Trendle-Campbell Broadcasting Co., owners of WTCB Flint, has announced the appointment of Don DeGroot, former Flint man, as manager of that station. WTCB, on the air since April this year, will soon occupy new studios, it was also announced.

Mr. DeGroot, whose appointment becomes effective July 1, is a former program manager of WWJ Detroit and WBAL Baltimore. A graduate of Flint public schools and Flint Junior College, he began his radio career there in 1930 with WFDF, later moving on to WWJ.

THE KATS PA

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If you can get that through your head, Elmer, perhaps you deserve your 'Summa cum laude' after all. Few New Englanders speak Greek, but practically all New Englanders listen to their NERN station to learn about the best buys in an area where common-sense buying means good living.
Ole’ Man River Didn’t Stay Away From WTAD’s Door

Further Reports Tell of Extensive Aid
Given by Radio in Iowa Flood Disaster

FURTHER REPORTS of valuable emergency assistance and extensive news coverage given by Iowa stations during the Des Moines River floods [BROADCASTING, June 16] have come in during the past week.

KBIZ, only station in flood-drenched Ottumwa, although forced off the air temporarily, was able to give yeoman service, James J. Conroy, KBIZ’s general manager, reports. From June 6 to June 10, when Ottumwa experienced its first bout with the raging Des Moines River, KBIZ eliminated all commercials and its staff worked on a 24-hour basis.

During the entire emergency period, Mr. Conroy states, KBIZ was in constant contact with Ottumwa’s city hall by remote line, except when phone cables were cut. When it appeared likely that the high water would force station off the air, KBIZ advised all listeners to tune to WHO Des Moines for emergency announcements in case KBIZ could not carry on. KBIZ did fade off the air at 10:12 p.m. June 6, but returned at 10:55 with emergency antenna. WHO, in turn, asked Ottumwa listeners again to tune to KBIZ.

Power Failure

The Ottumwa outlet was able to continue broadcasting only until 11:35 p.m. June 6 when all power in the area failed and WHO again was notified. KBIZ remained off the air until 1:35 p.m. June 8. Meanwhile it set up a messenger service between the city hall and its studio two blocks away, relaying phone messages calling for aid. KBIZ also put a shortwave transmitter into operation at the city hall, center of the disaster relief operations, and set up a receiver at KBIZ’s transmitter building.

KBIZ, according to Mr. Conroy, cooperated in every way possible with other Iowa stations to get news about the flood and emergency announcements on the air. At one time a feed to WMT Cedar Rapids was going out over a KBIZ live pickup through WHO remote equipment.

Several days after the first emergency had passed and the Des Moines River again flooded Ottumwa, KBIZ fed programs almost continuously to other stations, Mr. Conroy reports, as power and telephone lines remained in service. WMT, KBUR Burlington and outlets in Creston, Fort Dodge, Spencer, Marshalltown, Waterloo and Des Moines received these KBIZ feeds.

Second Flood

Forewarned, Ottumwa weathered its second flood, which was just as severe as the one a week earlier, without the panic and loss of life that marked the first disaster. WHO again had its crew in Ottumwa on weekend of June 14-15 to cover this second flood, and the crew fed 15 direct and tape-recorded shows. Virtually every WHO newscast for two and a half days carried Ottumwa pickups. In addition, the station aired special shows giving eyewitness accounts of the disaster, and relayed city officials’ appeals and instructions to residents. WHO News Manager Jack Shelley fed NBC three flood broadcasts during second weekend of crisis, making a total of five NBC flood pickups from WHO in ten days.

WHO’s second weekend of flood coverage also included a remote live pickup from the schoolhouse refugee center in Eddyville, another community (pop. 1,000) inundated by the Des Moines River twice within a week. Newman Gene Godt, with the assistance of Engineers Gordon Parks and Herb Steinmetz, handled this pickup.

Meantime, WHO reported that its relief fund, started during the first Ottumwa disaster, has passed the $60,000 mark and that contributions from listeners were continuing to pour in.

Another Des Moines station KSO, made this report on its flood coverage: “During period of first flood at Ottumwa KSO gave detailed news coverage and carried Red Cross and police appeals, and rebroadcast two spot broadcasts from scene by Jack Shelley of WHO. During second flood, June 14-15, KSO sent a crew to Ottumwa and carried three actual reports direct from scene. KSO also covered the Des Moines River flood, June 12-13, including three on-the-spot broadcasts from flooded areas. It also relayed information and appeals from police, health department, Red Cross and other public agencies.”

KXEL Assistance

KXEL, 50-kw ABC affiliate at Waterloo, reported excellent results in the food and boat phases of the Ottumwa emergency. Following June 14 and June 16 broadcasting June 7 in which KXEL explained that Ottumwa faced a serious bread shortage because the flood had halted bakery production, the response was so generous that it was able to line up 22,000 loaves of bread and 30,000 buns daily during the first phase of the emergency. A Waterloo baker agreed to bake at cost for an Ottumwa bakery, and to provide a transport truck to get the bread to Ottumwa. Ottumwa bakery sent 19 of its employees to Waterloo to help turn out the bread and distribution was made daily. KXEL reports, although washed-out bridges had increased the Waterloo-Ottumwa distance from 160 to 207 miles.

Another food items at Ottumwa were boats and boat operators, and here again KXEL gave valuable assistance. Hearing one of the KXEL broadcasts dealing with the Cedar Falls Boats Club telephoned an offer to the station to supply boats and operators. The message was transmitted to flood authorities, who replied over a KXEL microphone.

New FM-AM Console

A NEW medium-priced RCA Victor FM-AM radio-phonograph combination console has been announced by Henry G. Baker, general sales manager of the RCA Home Broadcasting Dept. The instrument combines the new RCA Victor FM reception in a Victrola phonograph with roll-out automatic record-changer and silent sapphire pickup. Estimated retail price is $325 in walnut, $330 in mahogany, and $340 in blonde mahogany.
NEW!

Presto’s

Dual-Motor, Direct Drive!

The new Presto 64-A transcription unit combines a number of radical improvements which are of first importance to broadcast stations, recording studios, and industrial and wired music operators.

The turntable is directly gear-driven at both 33⅓ and 78.26 rpm and two separate motors are employed—one for each speed. Speed may be changed instantly at any time by turning a mercury switch, without damage to the mechanism. No frictional, planetary, or belt operated elements are used in this new drive mechanism.

The following points are of interest: Motors—Two 1800 rpm synchronous. Speed—Total speed error is zero. Noise—At least 50 db below program. Starting—Table on speed in less than one-eighth revolution at 33⅓ rpm. Adjustment—Construction is very rugged and no attention whatsoever is required—except lubrication.

Brand of reproducer is at the customer’s discretion

PRESTO RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y. • Walter P. Downs, Ltd., in Canada

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
Cites 'Professionals' As Stations' Need

EDITOR, BROADCASTING:
Your editorial “Power of Radio,” in the June 9 issue was particularly good and deserving of some deep thought. The last paragraph is especially important, to wit:

“The Tokyo incident proves another thing: Radio is a highly skilled profession, more sensitive than any of the other arts and cannot be entrusted to amateurs.”

How true; and yet, I recall that not so long ago, numerous letters were received from owners of broadcasting stations protesting loudly because they couldn’t hire the “fine service lads,” because they held no FCC licenses.

Let us remember that the corporal who read copy at dictation speed over the AFRS is not a qualified newscaster; the Signal Corps sergeant who repaired walkie-talkies or even a 400 w transmitter is not a broadcast engineer and neither of them is any more qualified to step into a broadcast job than that Army Captain in Tokyo. Let us somehow impress indelibly on the minds of those station owners who would hire amateurs, be they ex-GI’s or otherwise, that “Radio is a highly skilled profession.”

Robert E. Brooking
Engineer, KGJF
1839 S. Western Ave.
Los Angeles 6, Calif.
P. S.: Formerly with WIBO, WGLS, WGES, and WATT. Also instructor for Signal Corps.
June 13, 1947.

Reports FM Served Admirably in Storm

EDITOR, BROADCASTING:
I would like to bring to your attention the fact that on the evening of June 7, 1947, atmospheric noise on the standard broadcast band was the highest that I have ever observed in all of my broadcast listening. At my home in Fairfax County, Va., just 12 miles from downtown Washington, D. C., it was just barely possible to identify Washington Radio Stations WRC on 990 kc and WTOP on 1560 kc on my Hallicrafter SX25 receiver in the crystal filter position. WMAL on 630 kc was only slightly better, probably because of the stronger ground-wave field intensity of this station at my home . . . However, at these same times reception of the local FM stations WMAL-FM, WIBO-FM, WUTC-FM, WWC-FM Washington, WGAY-FM Silver Spring, Md., WASH-FM Washington, as well as WINC-FM, Winchester, Va. (approximately 10 miles) was possible with complete enjoyment and only occasional pops of static occurred when lightning struck nearby . . .

Jack W. Herbstreit
June 12, 1947.

Open Mike
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Doubts Crosby Ratings Can Be Compared

EDITORS, BROADCASTING:
When is the radio industry going to be truthful about ratings . . .

The Crosby rating cannot be favorably compared with other network programs. There are reasons for this:
1. The Crosby program has been heavily publicized in national magazines and in all the evening papers in the Hooper 36 cities each week.
2. The Crosby program is on more than 400 stations.
3. Stations other than ABC affiliates, are used in some cases.
4. Many small independent stations carry Crosby phonograph records in Hooper markets for which the Crosby transcribed program received credit on Hooper short calls.
5. The Crosby program has more uniform schedule than other network programs, at a choice time period, when more sets are in use.
6. The News reports in these metropolitan areas where Hooper surveys are about the same, but when smaller cities and rural areas are surveyed the Crosby rating takes a nose-dive and levels off between 10% and 12%. Under all these conditions the Crosby rating is not a “true” one as expressed by the Hooper reports.

Canned or transcribed programs or big name personalities like Crosby can never supplant a live performance in timeliness and quality . . .

JACK FROST
Duquesne Club
Pittsburgh, Penn.
May 28, 1947

Radio Might Enter Music Business Too

EDITOR, BROADCASTING:
I am much interested in your story on page 15 of the current issue (June 16) of BROADCASTING which deals with Petriella’s threat to enter the recording business.

This prompts me to suggest that it might not be a bad idea for radio to enter the music business; that is, to provide its own musicians. I have long felt that this is a natural, desirable, and logical thing to do. ASCAP’s threat caused radio to provide its own source of copyrighted music. Why not do the same thing to Mr. Petriella? We could produce our own recordings and employ our own musicians for whatever purpose desired.

It is an interesting thought and you may be interested in passing it along.

E. E. Hill
Executive Vice-President WTAG
Worcester 1, Massachusetts
June 17, 1947.

WENE, scheduled to begin operations in August as the ABC outlet in the Endicott-Binghamton-Johnson City area of New York, will be housed in this building under construction in Endicott. Building is adjacent to Endicott Daily Bulletin, published by licensee, Empire Newspapers-Radio Inc. WENE will operate as fulltime 250-w outlet on 1480 kc.
Ask your John Blair man about...

The largest daytime coverage area of any Texas radio station

Your John Blair man is ready right now with full facts on Kabc . . . newest addition to his fine station list. Ask him how Kabc power reaches into 112 prosperous Texas counties . . . and sells listeners right when they're in a buying mood.

Along with the facts and figures, you can expect sound counsel from your John Blair man . . . all based on his wide merchandising experience and his thorough knowledge of marketing by radio. Ask him about Kabc today!
White House & White Bill

RADIO IS in the spotlight at both ends of Washington's historic Pennsylvania Ave. In the midst of Senate committee consideration of the White Bill radically to revise the radio law, President Truman last Wednesday withdrew the nomination of Ray C. Wakefield for a new seven-year FCC term, and substituted Rep. Robert F. Jones of Ohio, a vigorous 40-year-old Republican with solid party backing. [See page 13.]

There must be drawn from the President's summary action the inference that he isn't satisfied with the status quo at the FCC. There must be drawn from Senator White's action in pressing for new legislation, the obvious fact that he isn't satisfied with the way things are going in a regulatory way.

Thus we have the anomaly of a Democratic President and a Republican Congress (as personified by Senator White, the majority leader) fostering changes, not only in the law, but in the men who enforce the law. Chairman Charles R. Denny had not only urged Mr. Wakefield's reappointment, but had named him acting chairman, since Mr. Denny is preoccupied with the chairmanship of the International Telecommunications Conference in Atlantic City—probably until mid-September.

There will be heated speculation about the meaning of the President's almost unprecedented act. (It was done once before in recent annals—when President Roosevelt, in 1939, withdrew the nomination of the late George Henry Payne 24 hours after it had been submitted.) Mr. Wakefield had been criticized by old-line Republicans as to his "Republicanism." Mr. Denny is all out in his support. Does the President's action reflect upon Mr. Denny? There can be no argument about the validity of that question.

Events on Capitol Hill last week caused all plans for the Senate's Senate to remain suspended. Senate White to press for new legislation as quickly as possible is evident. At least four members of his seven-man subcommittee appeared, from their questioning, to be of the same mind. Senate White is not missing his bill. But he is irked, unduly we think, because spokesmen for radio sought additional time to prepare their testimony for this vital legislation. Senator White did not hide his feeling. Chairman Denny, who opposed some aspects of the White Bill, fared far better before the Committee than did spokesmen for private broadcasters. He did not press for legislation.

There can be no lingering doubt about the presence of Senator White. The obvious intent of Senator White to press for new legislation as quickly as possible is evident. At least four members of his seven-man subcommittee appeared, from their questioning, to be of the same mind. Senate White is not missing his bill. But he is irked, unduly we think, because spokesmen for radio sought additional time to prepare their testimony for this vital legislation. Senator White did not hide his feeling. Chairman Denny, who opposed some aspects of the White Bill, fared far better before the Committee than did spokesmen for private broadcasters. He did not press for legislation. There can be no lingering doubt about the presence of Senator White. The obvious intent of Senator White to press for new legislation as quickly as possible is evident. At least four members of his seven-man subcommittee appeared, from their questioning, to be of the same mind. Senate White is not missing his bill. But he is irked, unduly we think, because spokesmen for radio sought additional time to prepare their testimony for this vital legislation. Senator White did not hide his feeling. Chairman Denny, who opposed some aspects of the White Bill, fared far better before the Committee than did spokesmen for private broadcasters. He did not press for legislation.

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What Is News?

RECURRING FEUD between radio stations and newspapers has been fanned to life in Miami by the decision of the Miami Herald and Daily News to charge for program logs.

The papers gave as their reason FCC's licensing of 10 AM, 7 FM and 1 television stations in the greater Miami area and their shortage of newspaper. Heretofore the listings of the four network stations were carried in regular tabular form, gratis, as an obvious public service. The papers say they can carry the listings in the same form for approximately $80 per week.

Two stations, WQAM and WIOD, owned by the Herald and Daily News respectively, have, quite understandably, agreed to the fee. The other four, WGBS WINZ WKAT and WBAY (listings of the two independents were recently added) have refused and their program logs are printed as solid matter in grade type in a way that challenges even the most sharp-eyed to read without a magnifying glass.

The fact that the papers are willing to run the logs in their usual form for a charge effectively cancels out the validity of their claim to lack of newsprint. It is apparent that the logs take no more space when run as a public service than they do as a paid advertisement. The solid grade type plan used for nonpaying station logs and described as a public service is rather, we suspect, a waste of newsprint because it is practically indecipherable.

We question the editorial judgment of the editors of the two papers. Program logs have been in every poll of newspaper readers ever taken. The Continuing Study of Newspaper Reading, conducted by Advertising Research Foundation with the assistance of the American Newspaper Publishers Assn., summed up last December. It found that radio news and programs rated fourth with women and fifth with men of all newspaper editorial matter. An average of 51% of women and 40% of men, an astonishingly high average, read this news daily.

Papers devote large percentages of their space to sports news, box scores and pictures. Book and theatre reviews are printed free by most metropolitan newspapers. Why? Because editors seem to think their audience is interested. They say it is legitimate news. The public, by the newspapers' own survey results and in countless other ways, has shown that it is vitally interested in radio. Radio news is legitimate news, too. If newspapers do what they say they want to do, they'll publish full program logs and radio news.

Our Respects To—

MEMBERS of the staff of Charles Greenough Mortimer, vice president in charge of marketing of the General Foods Corp., like to quote their boss fondly as follows: "Mortimer, like Gaul, is divided into three parts: (1) Mortimer, the General Foods vice president; (2) Mortimer, the dairy farmer; (3) Mortimer, the Advertising Council man."

To the discerning, the quotation is a tipoff on Mr. Mortimer. It indicates: (1) that he is liked by his staff; (2) that he has an unpreten- tioning smile; (3) that he is a several-sided man.

As top advertising man for one of the nation's biggest radio spenders, Mr. Mortimer is concerned daily with six and seven digit budget figures. Yet a less Hucksterish advertising executive could scarcely be imagined.

The seventh Charles G. Mortimer in his line first appeared on the scene in Brooklyn in 1900. A few years later the family moved to East Orange, N. J., where Charles attended high school. After graduating he attended Stevens Institute of Technology. Young Mr. Mortimer's academic career was terminated by the first World War. He enlisted in 1918 but the war ended a short time later and he never sailed beyond the Jersey shore.

After regaining his shore legs—in a matter of minutes—he joined the National Aniline & Chemical Co. as a clerk. Within two years he was solidly entrenched as export manager.

He left National Aniline for a job in the sales department of the R. B. Davis Co. (Davis Baking Powder), serving successively as district manager, division manager and sales manager. In 1924 the rising young baking powder sales executive joined the advertising firm headed by George Batten "to learn the advertising business" as a contact executive. He curved his wanderlust for four years before leaving the Batten organization to join General Foods in 1928.

Here Mr. Mortimer was reunited with one of his first advertising loves—baking powder (Calumet) and coffee (Sanka). His position as merchandising manager for General Foods was not only an advertising job, Mr. Mortimer says, but also involved actual sales.

He had married several years before, in 1923. A son by that marriage is now 21 and a student at Hamilton College—Charles G. (Duke) Mortimer III, who rather confusingly is the eighth Mortimer to bear the name. The first (Continued on page 58)

Page 54 • June 23, 1947

BROADCASTING • Telecasting
First Lesson

First, you learn to bait the hook.

It took plenty of experience — and a fisherman's patience, but, judging from its progress, WAGA has learned just the right program appeal to land those fine audiences in the pool it's working.

Let WAGA toss your program into the Southeast's No. 1 market and give you the thrill of pulling out those really big results.

WAGA

ATLANTA

5000 Watts on 590 Kc  American Broadcasting Company.
Represented by Headley-Reed.
HERE IS THE LATEST STORY

In the last six months, December 19, pulled 388,053 letters, buying artic!

Sales volume in those letters brought than $542,149.00. This figure doe

WCKY has the Hooper ratings for th

listeners in 33 states, evidenced by indicating an audience that continue

WC

The L. B.

FIFTY THOUSAND WAT

Call Free & Peters
ON THE WCKY JAMBOREE

16 through May 1947, the Jamboree Ds offered on the Jamboree.

It to our advertisers more not include re-orders.

In the Cincinnati market, and proof of the tremendous mail response, to listen and buy every day.

KY
Wilson Station

TS OF SELLING POWER
For Availabilities
Welcome Surprise

KGKL San Angelo, Tex., was giving a barbecue for the city's business men June 11 to celebrate its increase from 250 w to 5 kw, when the citizens of San Angelo turned the tables and surprised KGKL Manager Lewis O. Seibert with a wrist watch. The gift, they said, was a token of gratitude for the service given by the station to the community.

One cow led to another and the Mortimers continued to enlarge their herd in an effort to increase their milk output. The current Westfall herd numbers 70 head of cattle. The farm also supports sundry pigs and chickens which are consumed on the premises.

Sweetheart of the herd is 1800-pound Eunice, whose latest snapshot Mortimer will display with practically no encouragement. Farmer and advertising man meet in an illustrated brochure, "Westfall Dairy, 1940-1945," which chronicles the history of Westfall since the Mortimers took over. Typical story is this one for July 13, 1945: "Today Eleanor went to be butchered. It is a sad day." (Eleanor was a heifer.) And on July 20, 1945: "The first and only pair of twins we have had to date. A brace of beautiful little heifer calves." Mr. Mortimer, it appears, is the diametrical opposite of the dilettante gentleman farmer. To friends who feel his leisure is something vastly different from leaving the office after a days work and driving out of the city to drive a tractor or help a cow calve, he explains that his idea of fun is to change from one kind of work to another. A shirlaleve executive in an unimposing office, he is a farmer without frills who leans toward work shirts and dungarees.

His ideas on the subject of radio are as definite as his views on dairy farming. About the public's tastes: "There is no reason why—if the public laps up blood-and-thunder and mystery in the movies and in books the way it does—should not have it on the radio if it wants it—providing, of course, that it's broadcast at a time when children aren't apt to be listening." About radio criticism: "I feel we ought to find out what they (the public) want, rather than make cracks about what's wrong with radio."

The latter opinion dovetails with two of Mr. Mortimer's chief interests—the Advertising Council and the new Broadcasters Advisory Council (BROADCASTING, March 1) in the formation of which he was a motivating force.

Mr. Mortimer was active in organizing The War Advertising Council and, as chairman of the peace-time Advertising Council's board, continues to be one of its most vigorous and indefatigable members. He is a member of the executive committee of the Advertising Council. A skilled and effective speaker noted for his pungent phrases and earthy metaphors, Mr. Mortimer is unable to fill all the requests for use of his talents at advertising conclaves.

It is his conviction that audience surveys and listener percentage figures the general cannot tell the whole story of listening tastes. "It's true that broadcasting should cater to mass tastes; but not completely so—minority tastes must be considered too, assuming those tastes are real and not fictitious," he says.

Respects (Continued from page 64)

Mrs. Mortimer has since died. In 1927 Mr. Mortimer married the former Elizabeth Kemply Atterbury, better known as "Jerry." There are three children by this marriage—John A., 18, and Mary Cecie, 14, students at Glen Ridge, N. J., High School, and Lee, 7.

By 1935 Mr. Mortimer had become vice president of the General Foods Sales Co., Inc., a subsidiary group embracing Calumet, Sanka Log Cabin Syrup, Certo and Sure Jel. He was appointed general advertising manager of the parent firm, General Foods Corp., and in 1941 was elected vice president in charge of advertising, and early this month, vice president in charge of marketing.

If Mr. Mortimer is divided like Gaul into three parts, as he has observed, his customary itinerary too may be said to form a three-sided figure, the angles of which are the General Foods Postum Bldg. on Park Ave., New York, his residence in Glen Ridge, N. J., and his farm at Port Jervis, N. Y.

His 387-acre dairy farm in New York's Sussex County is one of his passions. He studies a butterfat-content report as avidly as a statement of General Foods' net sales. The principal occupation at Westfall Dairy—a homestead dating back to the Revolution—is raising purebred Holstein-Frisian cows and Morgan saddle horses. Mr. Mortimer explains that he became a dairy farmer more or less inadvertently. His wife and he, both enthusiastic riders, began with the idea of breeding horses. The thoroughbred horse market being what it is, they soon found their avocation growing overly expensive and decided on a flyer in the dairy business to defray costs.
An exciting...intriguing...dramatic 15-minute open-end transcription series now available for local, regional and national sponsorship.

STARRING

JIM AME Che

who becomes America's newest exciting Story-Teller... with IT REALLY HAPPENED!!!

Telling intense, absorbing, educational stories based on the least-known facts of the most well-known people, Jim Ameche comes to a large loyal audience with entertainment at radio's best...IT REALLY HAPPENED!!!...An Open-End Transcribed 15-minute show.

Available now... for local, regional or national coverage... a program designed to please and to pull... IT REALLY HAPPENED!!!

TELE-RADIO CREATIONS, INC. is an organization of leading radio producers, directors, writers and artists equipped to meet all your radio needs... musical, variety and dramatic...live and open-end transcribed productions.

FOR AUDITION RECORD: WRITE—WIRE—PHONE

BROADCASTING • Telecasting

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Here you see a few of the more than 150 new 25B Speech Input Consoles which have been shipped to stations all over the country. 25B’s are now coming off the production line in a steady stream to fill orders being received from other broadcasters eager to install this high quality, economically priced equipment.

Broadcast studios choose the 25B because: its two main channels handle FM and AM programs simultaneously—noise and distortion are well within
all requirements for high quality FM operation over a 15,000 cycle range—all controls are arranged for full operating flexibility and convenience—it's completely wired for plug-in cable connection—all parts are accessible for inspection and maintenance—and its modern styling makes it really eye-appealing.

For early delivery of your 25B Console, get your order in now to your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS
Promotion Expense Is Studied by NAB

One-Third of Advertising Funds Directed at Timebuyers

BROADCAST stations aim about one-third of their advertising, promotion and publicity expenditures at agency timebuying departments, according to a survey conducted by the NAB Research Dept. for the Promotion Subcommittee of the NAB Sales Managers Executive Committee.

Based on a questionnaire sent to stations Jan. 1, 1947, the survey drew returns from 75% or 568 of the 784 stations contacted. The sample covers clear-channel, regional and local stations.

In addition, results of the survey are based on a special analysis of the FCC’s 1945 annual financial reports from all licensees.

Further results show:

- The remaining two-thirds of station promotional expense is directed at advertising and holding the audience.
- Total promotional expense is approximately one-third of total selling costs, the study shows, with salaries, wages and commissions to salesmen up almost a half of the total.
- Large station spend a larger percentage of advertising funds on timebuyer promotion than regional or local outlets. It was found. No significant or consistent trend from 1945 to 1946 in allocation of promotion expense was noted.
- In analyzing 1945 FCC data, the survey showed that 50 kw clear channel outlets devote 2.5% of net revenue to advertising, promotion and publicity; 1-30 kw Clear, 4.5%, regions; 30-100 kw, 3.3%; 100-500 kw, 3.1%; entire industry, 2.6%.

Little difference was noted in the case of non-network and part time stations, though what effect appears lies in the direction of increasing the proportion of the advertising appropriation to efforts to promote the stations to timebuyers.

Mr. Parsons stated:

“We felt that people would have to show the advantages of FM in the bay area before they would buy. We realized that FM broadcasting from a listener standpoint is so big, so imperative, that we just had to show them the high fidelity, the lack of noise in a big city and the advantages of fine music reproduction. That we have done so is proven by the terrific upsurge in sales reported by dealers all over the bay area.”

KJBS-FM went on the air as a commercial FM station on December 19, 1946. The station is located in the highest structure in San Francisco, the Clay Jones Apartment on Nob Hill. The total height of the tower and main antenna, topped by a flash light beacon, is 728 feet above sea level.
N.Y. Radio Council Formation Near

Plan, However, Assailed
By Station Officials
At Meeting

FORMATION of a New York ra-
dio council appeared imminent last
week, regardless of the participa-
tion or cooperation of the city’s
broadcasters. Long a topic of dis-
cussion between the station men
and representatives of leading
charitable, civic and public service
organizations, the idea broke into
the news a fortnight ago when it
was severely criticized during a
luncheon meeting of station execu-
tives.

Reaction was immediate and at
the end of the week Mrs. George
Fielding Eliot, chairman of a coun-
cil organization committee, stated.
“Indications would seem to be that
a number of organizations are in-
terested in going ahead on their
own. Four or five really large or-
ganizations” have volunteered fi-
nances to get a council started in
New York, she said, adding that
during the past winter a number of
incidents have arisen pointing to
“a real need for some kind of co-
ordination,” such as the council
could provide. Before her marriage,
when she was June Hind, she was
assistant director of women’s and
children’s programs at NBC, where
she also conducted a discussion
program, Let’s Talk It Over.

Suggested in 1943

Council plan was first formally
broached in New York in 1943 at
a meeting of some 25 organizations
and stations, who the following
year voted to inaugurate a council,
but after difficulty in carrying out
the project under wartime condi-
tions postponed the plan until the
war should be over. In April of this
year Mrs. Eliot and Dorothy
Lewis, who as coordinator of list-
ener activity for NAB has been
actively associated with radio
councils in other cities, met with
representatives of the stations
which had earlier endorsed the
council idea: WJZ, WNBC, WCBS,
WOR, WINS, WQXR, WLJ,
WHOM, WMCA, WNYC.

The group requested and received
an outline of a proposed council
set-up, which described the organi-
zation’s purpose as to establish a
channel through which the radio
public and the radio industry can
further their mutual interests.

Objectives were set out to “help
extend the public’s radio horizon,
make listeners become more intelli-
gently articulate, encourage uti-
лизation of radio in education, pro-
mote effective public service broad-
casting by organizations, and pro-
mote dissemination of information
about radio.”

Budget was based on fees of $10
a year from non-profit organiza-
tions, estimated to total $6,000; $100
a year from business groups, total-
ing $1,000, and station contribu-
tions on the basis of time charges,
totaling $6,500, making an overall
total of $12,500. This would be
spent as follows—$4,200 for an
executive director, $1,900 for bul-
etins and releases, $1,000 for post-
age and wires, $400 for travel, $200
for miscellaneous office expenses.

Rent was not included in the globally
NAB or some other organization
might make space available for the
council.

Proposal was somewhat nega-
tively received by second meeting
of the 10 stations May 28, when it
was apparent that other sta-
tions be apprised of other coun-
cil idea at the June meeting of New
York station executives who gather
each month for an informal lun-
cheon at which mutual problems
are talked over. This meeting, held
June 9, took no formal action on
the council proposal but the dis-
cussion was said to be unanimously
unfavorable, despite endorsem-
tments of the council idea from broad-
casters in other cities where coun-
cils are now in operation. John J.
Gillin Jr., WOW Omaha; George
M. Burbach, KSD St. Louis; Gene
O’Fallon, KFEL Denver; John F.
Watt, WGAR Cleveland; William
B. Quarton, WMT Cedar Rapids;
John Dixon, WRK Rockford, Ill.;
F. C. Sowell, WLAC Nashville;
Charles D. Miller, KRNT Des
Mones, were among those who
wrote in favor of the council as a

(Continued on page 68)

Global News—Local Sales

The fast-paced formula for “WORLD News
Roundup” was built during the war, when
direct reports from overseas outposts were
desperately required. Listeners now continue
to rely on NBC correspondents in 25 inter-
national capitals for their eye-witness
accounts of today’s headline news events.

John Swazy—experienced editor and reporter, whose
able newscasts built high ratings and enthusiastic mid-west
audiences—is NBC’s new conductor of World News Roundup,
with John Mac Vane presiding on Sundays.

And the complete resources of NBC’s news gathering
facilities... the services of 60 top flight reporters... are available locally for sponsor-
ship on many NBC stations where the program is carried.

World News Roundup

—is an NBC Co-operative Program

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

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**TECHNICAL**

**JAMES L. MIDDLEBROOKS**, chief engineer for the general engineering department of ABC, returned to New York last week from conferences in San Francisco with A. E. EVANS, engineering management of ABC. They discussed plans for the construction of KGO's 50,000-watt transmitter.

**KVOA** Tucson technical staff has formed a new club, "The KVOA Radio Amateurs Club," to be devoted exclusively to the technical advancement of amateur radio. Ray Rolnick, chief engineer, has been appointed to the club, and all members are expert radio enthusiasts. Membership is open to all licensed amateurs in San Bernadino, CA.

**OMAR McKIM**, former recording engineer for National Academy of Broadcast, has joined the engineering department of KVOA in San Bernadino, CA. McKIM has joined the engineering department of KVOA in San Bernadino, CA.

**BETTY LOU MEINRICK**, secretary in engineering department of KVOA, has been named secretary to Howard Lutgens, chief engineer. MEINRICK will assist in the station at 17 E. 49th St., New York, in the station's various departments.

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Ted Steele is appointed Radio Director of B & B

TED STEELE, vice president and manager of the radio department of Benton & Bowles, New York, effective July 1 will become vice president and radio director of the agency, assuming all duties of Walter Craig, vice president in charge of radio for the agency, so that the latter may have a wider opportunity for client contact and program supervision. Mr. Steele will be in charge of all directors and producers at the agency as well as handling program production, script editing, casting, etc. George Kern, time buyer of the agency, simultaneously will be named business manager of the radio department. He will retain his time buying duties. Natalie Newberry, who has been in the radio traffic department, will be named head of that department.
Sponsors

BEDEN FARMS, Los Angeles (West Coast dairy product distributors), on June 16 started for 52 weeks, using an average total of 100 transcribed announcements weekly on 12 Southern California and Arizona stations. Summer campaign is to promote ice cream and milk. Station list includes KNX, KFKE, KFAC, KLAC, KFWB, KMPT. Firm is also using teamwork campaign on stations in Oregon and Washington. Agency is Allied Adv. Agencies, Los Angeles.

BI-ON PRODUCTS Inc., Los Angeles (tooth-power mouth wash), in a test campaign on July 14 starts twice weekly participation in "Star Gazing" with Frances Scully on KHEA Hollywood. Agency is the Mayer Co., Los Angeles.

PAUL W. TROUSDALE & Assoc., Los Angeles (home builders), new to radio, to promote "model home" and sales of houses at newly opened Westside subdivision, has started using a total of 25 weekly spot announcements on KEA, KMPK, KLAC, KFWB. With radio time estimated at $600 weekly, firm attracted 5,000 persons during first week-end of campaign and sold 14 homes at $14,000 each. Agency is Robert F. Dennis Inc., Los Angeles.

MANALIS FURNITURE Co., Los Angeles (retail), on June 16 started for 52 weeks sponsoring five weekly quarter hour programs in record-chatter program, "That Feller McKel- lers," with Alvin Wilder Adv., Los Angeles.


SAFETY STORES, Inc., San Franci- sco (Wag-a-Long Wash), on June 16 starts sponsorship of "Bob and Vic- tor" on KECA San Francisco. Station KPO San Francisco,Agency is Bollah & Ryan, same city.

MICHIGAN Insecticide, on May 1 started for 16 weeks, two weekly participations on Woman's Magazine of the Air on KPO San Francisco. Agency is Ally and Richards, New York.

REXALL DRUG Co., Los Angeles, which is sponsoring both the 7:30 a.m. and 12:45 p.m. news periods on WCOP Boston, has added the 8:15 a.m. newscast to its WCOP schedule. Monday-Friday for Luggett's. Contracts are for 52 weeks.

NEW ENGLAND CONFECTIONERY Co., Cambridge, Mass. (Necco candies), has signed with Yankee Network for 52-week series of transcribed station breaks and one-minute announcements. Schedule calls for four announcements daily on WNAC WJGC WADD WONS WMTW. Agency, La Roche & Ellis, New York.

SHEDD-BARTUS FOODS, Detroit (Keyko Margarine), has renewed its one-minute participation in the "V-8-evening" 5:30-6:30 program on WJR Detroit, for 52 weeks. Agency, Robert F. Dennis Inc., Los Angeles.

JACKSON FURNITURE Co., Oakland, Calif. on June 17 started sponsorship of the transcribed half hour dramatic series, "My Favorite Story" starring Dorothy Colman, on KPO San Fran- cisco. Agency is Pacific Adv. Oakland, Calif.

WWDC Teaser

EXTENSIVE teaser campaign of WWDC Washington reaches a climax last week in boosting introduction of new morning man, Milton "Bill" Ford, formerly with WBIR Knoxville, Tenn., who joined the station today (June 23). Throughout the past week daily teaser telegrams were being sent out to the trade leading up to identification of the new person to be billed as the "Capital Crackpot." In addition station embarked on station and program promotion. Last Thursday WWDC staged informal party for the press at the President Room of Washington National Airport to greet Mr. Ford upon his arrival.

KATE SMITH GIVEN BIG WELCOME BY WOR-MBS

AN INTENSIVE campaign to welcome Kate Smith to WOR New York today (June 23) was carried on by the station last week, with station artists promoting the new show and in some cases interviewing Miss Smith. Ted Collins was scheduled for an interview with Stan Lomax, and Miss Smith was scheduled to appear on George Car- nton Putnam's News of the Human Side, as well as other shows.

Sylvan Levin, WOR director of music, composed a special Kate Smith overture, arranged from a selection of her favorite music, and presented it on June 22 on The Mu- tual Music Show. Earlier that day, at 9:15 a.m., Miss Smith delivered the churchman's Sermon of the Week, a weekly WOR program. Station-break spots featuring Miss Smith were carried on the station last week and were scheduled for today also.

A full-page advertisement was to appear in the June 23 edition of the New York Herald Tribune. In addition, all morning and afternoon newspapers in New York were scheduled to carry a one-col- umn, 60-line advertisement for Kate Smith Speaks. Additional promotion and advertising plans include a four-color ad on approximately 500 Railway Ex- press trucks in New York, and ele- vator cards in WOR-Mutual Bidg. The campaign was prepared by a special committee headed by Joseph Creamer, WOR director of advertising promotion, which included Mary Kenney, promotion de- partment staff writer; Gene King, program operations manager; Richard Pack, director of publicity, and Robert Blake, assistant to Mr. Pack.

Kabb Writes Column

BILLY KALB, New York Bureau Manager of Transradio Press, is writing a daily Broadway-Holly- wood radio column titled Trans- radio Stargazer which started June 16. The column carries Mr. Kabb's byline and devotes major space to activities of stage, screen and radio personalities. The new feature is included in the regular Transradio Press Service.

TV As Olympics Lure

TELEVISION, which was a major influence in the selec- tion of the location of the New- publican National Convention in 1948, may play a similar role in determining the site of the 1951 Olympic Games. Before the "Olympics for WOR" campaign (June 15 to 21) started, New York's answer to the question "Is Ohio pane of the Olympic Games?" was "No!" station's slogan was "New York's Olympic Games." This slogan was used to promote the Olympic Games which were held in New York City in 1936. The Olympic Games were held in the Olympic Stadium, which was built on the site of the 1933 Chicago World's Fair. The Olympic Games were held from July 30 to August 15, 1936.

The lady could be from Dallas or Fort Worth—in either case she's a part of a billion dollars worth of buying income.

That's why KFJZ and WRR are providing you with a means to strike hard into both of these mar- kets at once. That's why you can schedule your broadcasts at si- multaneous or separate hours over both stations—for one price!

Give your sales load a double heave with this powerful, economi- cal combination—it will only cost you once!
THE CHICAGO TRIBUNE, one of the oldest papers in the transmission of pictorial and printed material via radio, was able to flash a facsimile of its centennial edition's front page to newspapers around the world June 10 by employing radio and other methods of transmission.

People in this country as well as in Alaska and Hawaii and 41 foreign countries received the Tribune's 100th anniversary page 1. Combined services of press associations.

NBC Chicago Is Planning To Broadcast Handicaps

NBC Chicago will broadcast six top handicaps at Arlington and Washington Park race tracks this season, with Sportscaster Clem McCarthy at the microphone. Opening broadcast will be that of $35,000 Arlington Futurity July 12 from 5-5:15 p.m. (CDST).

Other racing features scheduled are: $50,000 Arlington Handicap, July 19; the $60,000 Arlington Classic, July 26; the $35,000 Washington Park Futurity, August 16; the $50,000 American Derby at Washington Park, August 23; and the Washington Park Handicap, Sept. 1.

Emerson Profit

CONSOLIDATED net profit of $1,131,466.33, equal to $2.83 a share, was reported by Emerson Radio and Phonograph Corp., New York, and subsidiaries for the 26-week period ended May 3, 1947, after providing $500,000 as an inventory reserve and $389,346.70 for Federal income taxes. For the period ended May 4, 1946, consolidated net profit net of income taxes, was $230,633.92 for income and excess profits taxes, amounted to $343,909.06, equal to 85c a share.

Reptile King

JIM DICKENS, KJFB Marshalltown, Iowa, chief engineer, thought he'd had enough trouble when flash floods made a veritable lake of the area surrounding station's transmitter house and tower. Two and a half miles from Marshalltown and covered the only road leading to the transmitter with five feet of water. But the morning of Friday, the 13th, brought an unhappy discovery — snakes were seeking refuge in the transmitter house. Mr. Dickens, a former Kentucky hills boy and a crack shot with a rifle, brought out the artillery — a 22-caliber rifle — and 6 p.m. had disposed of 17 of the reptiles.
**WNEW 'Horse Trades' for Promotion**

New York Station Uses Reciprocal Plugs For Air Time

BRIGHT and brassy WNEW New York, one of the slickest of the city slicker stations, has adopted the ancient technique of the horse trade for its own promotion. The technique is reported to be paying off at the rate of a billion and a half listener impressions per year.

A revitalized promotional campaign was undertaken by the station last Jan. 1, under the direction of Jack V. B. Sullivan, promotion director. Mr. Sullivan's problem was to place WNEW's name in space the station could not afford to buy.

His solution: Trade time for space. The trading is now as spirited as a horse auction.

Mr. Sullivan pays for advertising and promotional space in newspapers, theatres, transit lines and laundry tags with time on the air—allocated at card rates. The list of media cooperating in the enterprise is impressive.

Reciprocal Arrangement

With the New York Journal-American, WNEW has a reciprocal arrangement in a feature, "Talking Picture Story," which the Journal-American runs each Saturday. Readers of the newspaper's feature must listen to a WNEW program the next day to learn the full story, and children may color the Journal's pictures and submit them in a weekly contest whose winners are announced on the WNEW show. The Journal tells readers to listen to WNEW, and WNEW tells listeners to read the Journal.

The same paper's column is similarly coordinated with a stamp news program broadcast Sundays by WNEW; and each promotes the other. Journal-covered trucks have carried panels advertising its own stamp columns and the WNEW program.

As payment for space in the Journal-American, WNEW allocates six quarter-hours each week of the Martin Block record show to the paper.

For some time WNEW has been placing car cards in Fifth Avenue buses and the bus company has been accumulating time credit with the station for a future program.

The station has deals with two theatre chains—the Century Circuit of 37 houses and the Embassy Newsreel's seven houses—for one-minute movie trailers which plug WNEW and the shows which each of the chains has on the station. The Century Circuit has a half-hour Sunday program, Show Business, and Embassy Newsreel Theatres are given two spot announcements per day plus a 15-minute news program, You Decide.

WNEW gives spot announcements to Macfadden Publications in exchange for regular "editorial" space in Photoplay and Radio Mirror which print stories about the station as provided by the station.

The Brunswick Laundry in Jersey City, said to be the largest home-delivery laundry in the nation, prints plugs for WNEW on 25,000 bundles it delivers each week.

A stuffer included in monthly bills sent to consumers by the Brooklyn Gas Co. contains a WNEW program report, all because the station guarantees to broadcast emergency announcements to the company's crews.

In the Civil Service Leader, a publication distributed among most New York municipal workers, the station's Career Quiz program is regularly promoted.

The Saturday Review of Literature devoted a full page to WNEW's Let's Balance the Books, a literary program.

The Greeting Card Industry agreed to supply two special birthday cards to WNEW in exchange for mention of the usefulness of greeting cards on Children's Playhouse.

The station additionally buys car cards on the Long Island Railroad, Queens bus and trolley lines, and in the fleet of Parmalée cabs, the biggest group in New York.

Mr. Sullivan estimates that through this vigorous promotion a billion and a half people are exposed to WNEW advertising each year.

**Good Deal**

WHEN plums out of season were wanted by a hospitalized veteran of service in Japan, WOAI San Antonio came to the rescue of Sam E. Dean, critically ill in Brooke General Army Hospital.

Mr. Dean wanted nothing but fresh plums to taste good to him. His mother called WOAI, and News Editor Henry Howell aired an announcement on his 12:15 "Market Reports." Plums were rushed immediately to the veteran from listeners in Somerset and Victoria, nearby Texas towns.

**In Best Tradition**

THE STAFF of WGKV Charleston, W. Va., really believes in the old saying, "the show must go on," so when it appeared on June 2 when a shorted transformer cut off part of Charleston's power supply, including the WGKV studios. Acting quickly, the station whisked an engineer and a member of the production staff out to its transmitter on Coal Branch Heights and continued to operate with emergency facilities, lasting only two minutes of broadcast time in the two hour period. To make the feat even more incredible, says the station, the production staff's only timepiece was a wrist watch, but they operated by the "seats of their pants and radio instincts," and were never over 10 seconds off.
NEW RUBBER LATEX make-up is being used by Artist Richard Smith, making up an actor who impersonated Abraham Lincoln on a television broadcast by WNBT New York. The bust of Lincoln on the table (at left) was made by Mr. Smith as a model. The make-up artist applies moulage—casting material—and from it makes a mould of the actor's face, then adds the necessary parts of latex to build up the actor's face to resemble Lincoln. In the picture at right, Mr. Smith is applying final touches to the make-up complete even to the mole.

They Say...

"WE MUST give authority and standing to the social sciences. When this is accomplished, we must accept the advice and counsel of the social scientist as readily as industrial management accepts the advice and counsel of the physical scientist. In this manner, and only in this manner, may we expect to bring about a higher order of human behavior."—Dr. C. B. Joliffe, executive vice-president in charge of RCA Labs, speaking June 2 before the graduating class of the U. of W. Va.

"WILL RADIO ever develop its own valid literature? . . . Radio might go the Hollywood road to faculty and never produce anything "valid" at all. At the other extreme it might be argued that radio will be the only literature of the future, that the present age of universal literacy is only a passing phase, that in a generation or two reading and writing will be dead. . . . I do not believe that either of these things will happen or that there is any need, or any room, for a separate radio literature. . . . I do believe that the effect of radio on literature generally will be as profound, if almost as slow, as the effect of the printing press."—Richard Hughes, writing in the Virginia Quarterly Review.

"WE CAN BE ASSURED of pleasant, successful station relations if our local representatives observe the following policies: Work closely with the station at all times; act judiciously in using

time allotted; ask for time based on the real merit of the program we are offering rather than simply attempting to 'get on the air'; remember that the station has other important calls for time besides our own; refrain from using the negative approach of pressure tactics or personal influence to achieve our goal, however important it may seem to us; show appreciation for all assistance received, however great or small."—B. Walter Huffington, chief of the radio section of American Red Cross national headquarters, Washington, D. C., in a talk on "Local Broadcasting by National Organizations" at the Institute for Education by Radio, Columbus, Ohio.

STUDENTS at the U. of Tulsa are now operating the campus FM station. KXWO, Prof. Ben Bonshek, formerly with KVNO Tulsa, is manager; Prof. Elsworth Church, formerly with KPRC Houston, is news editor. Resident staff are students.

"Since WFDF Flint got all those new accounts we've been unusually busy."
James Named to Direct Lorillard Co. Advertising

ALDEN JAMES, former advertising representative of This Week Magazine, New York, for the past 12 years, and prior to that eastern manager of The Atlantic Monthly, has been appointed director of advertising for P. Lorillard Co., New York. Mr. James is author of the book, Careers in Advertising.

A graduate of Dartmouth College, Mr. James has also been associated with House Beautiful magazine. He has lectured in advertising at the Berkeley Business Schools in New York and New Jersey and at the advertising and selling course conducted by the New York Advertising Club.

TBA Proceedings

TELEVISION Broadcasters Assn. has published the proceedings of its second conference and exhibition, held last October 10-11 in New York. The 225-page volume, containing transcripts of all papers and complete reports of the luncheon and banquet sessions, is being sent without charge to all registrants at the meeting. Extra copies are available at $3 each from TBA headquarters, 500 Fifth Ave., New York. American Television Society has purchased copies for its membership in lieu of issuing a yearbook as it did in 1946.

WEMP Moves AHEAD!

For eleven years WEMP has served the 225,900 families in its primary area. We have won a lot of well-earned laurels and are daily adding new ones.

New Programs do it . . .

We have created and sold many new local programs, such as "Breakfast with Bob," "Ladies' Choice" and "Listen, My Children."

Promotion Helps it . . .

We have added regular schedules in both Milwaukee newspapers—Dash Cards on the trolleys and buses—an attractive "WEMP Listener" magazine and a complete monthly separate Merchandiser to grocers and drugstores.

Results Prove it . . .

Using fifteen minutes Monday through Friday, Milwaukee's Largest Dry Cleaner overwhelmed by results on two unusual tests. Using a five-minute newcast several times daily, an Oil Company conducts successful direct sale campaign. Largest Retail Shoe Store buys WEMP-developed juvenile program and finds new way to sell youngsters between ages four and ten.

Write WEMP or contact your Avery-Knodel salesman for more facts regarding the programs and promotion that produce results on WEMP.

Eleven years of serving Milwaukee—and moving ahead.

WEMP Milwaukee

Basic Station

AMERICAN BROADCASTING COMPANY

Hugh Boice, General Manager

NATIONAL REPRESENTATIVE: AVERY-KNODEL, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

June 23, 1947 • Page 69
Radio-Minded Philco
(Continued from page 17)
rule that called for more sales action.
If there’s one word that typifies Philco’s merchandisers, it’s action. Their sales and merchandising team dream and eat action.
The greatly expanded postwar production program called for something big and new in merchandising—something that would have everybody talking about Philco. Even though the public was supposed to be standing in line to buy, Philco was interested in making sure they were in the right line—the Philco line.
Bing was the Talk
That gave a clue. What were advertising people talking about? And the agency’s advertising lunch tables, trade folk were talking about Bing Crosby. General Motors, Ford and Texaco were after Bing, who had been unhappy at Kraft.
Fast competition, but not too fast for Philco. In as many hours as it took Mr. Carmine and H. Pierson Maples, Hutchins Adv. Co. vice-president, to pack and arrange transportation, they were en route to Hollywood.
The bidding was high, but Philco had more than price to offer. Philco wanted to reach every community in the country, for it had dealer outlets in every community. It wanted more coverage than any network could provide. It wanted to reach all these communities at the same local hour. The answer, it believed, could be found in a combination network and dealer cooperative campaign based on transcribed rendition.
Bing was a natural for Philco, which has phonograph turntables in 50% of its receiving sets, because more than 75,000,000 of Bing’s records have been sold.
Other bidders were willing to let Bing fulfill his desire to do his broadcasting via transcriptions, except that they wanted him to do the first 13 weeks live. Philco was sold on the transcription idea, and didn’t make any such demand.
Furthermore Philco was glad to have Crosby Enterprises produce the whole package, and when Bing, Brother Everett and Lawyer John O’Melveny were offered a minimum guarantee of $25,000 a week for a show that would blanket the nation, it was a three-year deal.
Series of Meetings
Then was born what Philco claims is by far the biggest merchandising campaign in radio history. The Philco distribution organization, with its 154 distributors and 27,000 dealers, is an enthusiastic and integrated sales setup. To get every unit behind its campaign, a series of distributor meetings was held across the country last September. The entire Sales Dept. headed by Mr. Kennally and John M. Otter, now general sales manager, started a radio-station selling campaign.
To publicize the Crosby radio program, Philco released its first large-scale newspaper advertising since 1941. In the following weeks, newspaper advertising was widely used to advertise the program and feature the models that Bing advertised on the air. Magazine copy was also prepared and coordinated with this entire campaign. Philco has always used national magazines to promote the name and emphasize quality of its product.
Another program was added to the Crosby-Breakfast Club lineup. Burl Ives, ballad singer, was signed for a transcribed series over 340 Mutual stations.
By the night of Oct. 13, 1946, when Bing’s first transcribed program took the air, the whole country was talking about it, and dealers were whooping it up in special newspaper copy. One local newspaper had 23 separate dealer advertisements announcing the program and mentioning the new models.
Rating Climbed
Nothing like the morning of Oct. 17 had ever been seen by Philco dealers, and they have seen their share of sales explosions. Crowds flocked in, asking to see new models and mentioning model numbers. The combined radio, newspaper and magazine promotion was the greatest ever to launch a new radio show.
Would it last? The Hooper on the opening night was 24, right in the top bracket. The figure soon settled to around 17 as expected until the public got accustomed to the Wednesday night and station. Once it dipped to 12.2, barely topping the minimum contract figure which would have given Philco the right to demand live rendition. Since then, the rating has been climbing steadily until it reached 25.8 a few weeks ago.
That Hooper figure isn’t a criterion of the Crosby audience. Besides the full ABC network of some 235 stations, another 200 independents carry transcriptions with local commercials. Thus Bing is heard on more stations than any other performer, the largest group of stations ever to carry an entertainment broadcast.
Would it last? Ask any Philco distributor or dealer. They clamor for more Philcos, and still more Philcos. A frantic New Castle (Pa.) dealer jumped in his truck and drove 300 miles to the Philadelphia plant the day after a Crosby broadcast. (He had to be turned down—it is Philco policy to sell only to its distributors.) “Sales results of the first four programs were the most sensational in the history of Philco Corp.,” Mr. Carmine announced. “The Philco radio-phonograph models advertised on the four shows to date have been completely sold out early the next morning.”
All this was not the result of big spending. Rather it was the fruit of the most careful kind of planning coupled with an unerring deflecting pace set by the merchandising and sales teams working under Philco’s top officials—Larry E. Gubb, chairman of the board, and John Ballantine, president. In the background with the figures is Philco’s economist, Dr. Courtanay Pitt.
For every dollar of Philco sales to a distributor, the company sets aside 2½ cents to match distributor merchandising. For every dollar of sales to a dealer, the company matches merchandising ex-
This year Philco hopes to sell not only 3,000,000 radio and television receivers, but also 2% times as many refrigerators as in 1941. Equally important, the high unit value of its radio sales continues to run much higher than those of the industry, thanks to a radio-built demand and a policy of "selling up." With the aid of its integrated merchandising and radio campaigns the company is not worried about selling 3,000,000 sets. No competitor has outsold Philco since the two neophyte years of 1928 and 1929. The use of transmissions enables Philco to reach most radio listeners at the best listening time. In the East the program is heard at 10 on Wednesday evening. In other areas it is heard at 9, apparently on the theory that Easterners stay up later. ABC thus splits its network into four sections by time zones—East, Midwest, Mountain, and West Coast. The independents get individual transmissions, and local commercials are used on some of the network stations. Every Burl Ives program on Mutual has a local cut-in. All are heard at the time Philco sells, for the company closely supervises all cooperative advertising to keep it in line with the Philco formula. Philco's three big radio shows with over 1,000 programs per week, plus its national and huge local dealer program keep Mr. Gilligan and his staff of merchandisers on the hum.

**VIDEO PACKAGE SERVICE STARTED IN NEW YORK**

VIDEO Associates, New York, television packaging agency, has announced a new circulating program service designed for use especially by new television stations with limited budgets, equipment and staff. Called Tele-Pak, this show-by-mail service provides tested video shows in complete production kit form, including marked master script, camera plot, ground plan, set specifications, timing chart, casting and rehearsal suggestions, plus a complete analysis of the program for the director, the company reported. When necessary, the package will also include visual materials and special props.

Describing Tele-Pak as "an interim service for the local station until network television is a reality," Philip Bransky, firm's president, said that "although we can see the plan operating indefinitely under certain conditions, it is not intended to replace the much-talked of stock companies in television, for the days of national repertory groups are a long way off. "Station production budgets do not, (and can not at this time) include the high transportation costs of sets, props, casts, and directors from New York to Los Angeles—or even Chicago...

A 13-week dramatic series and a 13-week series based on child care problems are already available in Tele-Pak form, with others in preparation.

**KWSD Mt. Shasta, Calif. Now on Air With 250 w**

KWSD, new 250-w Mt. Shasta, Calif., station on 130 kc, started operating on June 12. Licensee is Shasta Cascade Broadcasting Corp., with Charles and Eva Adair, and Leo and Dorothy Coffenperry principal owners.

Arthur Adler is manager with David H. Rees chief engineer. Other staff personnel includes William J. Lohnes and Keith Furry, technician-announcers; John Pennington, chief announcer-news editor; George Johnson and Alister J. Walker, announcers; Patrick Kontos, public service director.

**OWNS 14.5%**

WARREN H. BREWSTER, formerly with WMUR and WFEA Manchester, N. H., is 14.5% owner and president of Northern Broadcasting Corp., which has contracted to purchase WLNE Laconia, N. H., for $45,000. He was incorrectly identified as 5% owner in Broadcasting, June 9. Elmer F. Blakey, vice president of the new firm headed by Mr. Brewster, holds 5% instead of 14.5% interest.

**IMAGINARY SHOWERS**

Hypnotist Demonstrates Skill
For N. Y. Video Audience

A VIDEO show heralded as "what we believe is the first telecast of hypnotism in America" was presented early this month by WABD New York, the Du Mont station.

The hypnotist was Marsh Babbitt, a veteran stage performer. Five volunteer subjects in the WABD studios obediently performed like automatons in response to Mr. Babbitt's commands, to the extent of taking imaginary showers with soap and water which existed only through suggestion. The effect of the demonstration was lessened considerably by the fact that the subjects were already sufficiently in a hypnotic state before the telecast began.

According to Mr. Babbitt precautions were taken to make sure that members of the television audience were not inadvertently hypnotized, as happened during a demonstration in England.
Having trouble selling radio to department stores? Advertising managers are merchandise-minded...they're looking for programs geared for selling certain departments and age groups. That's where we can help you! We have a tested show for fall selling that's sure-fire — in fact, about 90% of the department stores we present it to — buy it! An inquiry will bring complete details. We're set up to work closely with your station in preparing a presentation that should result in a sale!

**AL BUFFINGTON CO.**

**CREATORS OF THE FAMOUS**

**"QUIZ OF TWO CITIES"**

2104 North Charles St.
Baltimore 18, Md.

**SHOWS GEARED FOR SELLING**

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**WTOP Washington is featuring Saturday morning quiz game program (19 A.M.) called “Let’s Play Baseball.” The regulation-size ball teams include nine boys on one side, nine girls on the other. Quiz questions are pulled from four glass bowls labeled “single,” “double,” “triple,” and “home run.” Each correct answer is a hit, which is shown on big, illustrated baseball diamond set up in front of studio audience. An incorrect answer is an out, Eddie Gallaher is m.c.**

**Trans-Mountain Project CEREMONIES commemorating what is said to be first transcontinental diversion of water in history will be aired by KLZ Denver today (June 23) at 2:30 p.m. direct from East portal of Alva B. Adams tunnel three miles above Estes Park, Colo. Lowell Watts, KLZ farm reporter, will be m.c. Principal speakers will be J. A. Krug, Secretary of Interior. Project will provide water for 615,000 acres of land, plus 600 million kw power annually.**

**‘Encore Echoes’**

“ENCORE ECHOES,” new 30-minute program built around great songs from light operas, Broadway hits and show favorites, was scheduled to start June 10 on WTMJ Milwaukee. Sponsored by First Wisconsin National Bank, it will be heard Tues. and Thurs. 6:30 p.m. Bruce Foote and Kathryn Oaks are featured soloists, and there is a 16-voice chorus.

**Star Parents PROMOTING the importance of traffic safety measures, Eddie Cantor, Jane Wyman, Ralph Edwards, Jack Caron, John Beal and Hoagy Carmichael joined Bill Goodwin, chairman of the Motion Picture and Radio Committee of the National Safety Council in a special ABC broadcast “We Are Parents, Too.” on June 16 at 9:30 p.m.”

**National Security Speech**

WJAC and Yankee-Mutual June 26 10:15 A.M. and 2:30 p.m. will present special security broadcast featuring Dr. Karl T. Compton, Massachusetts Institute of Technology, as chairman of a Program for National Security.” Dr. Compton is chairman of the President’s Advisory Commission on Universal Training, which recently made its report to President Truman.

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**Books Dramatization**


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**Mystery Song Game**

**WTAG Worcester, Mass., has started “Twenty’s a Song,” mystery song game with prizes. Eileen McCarthy and Announcer Bob Adams are featured. Program is heard three times a week. Each program a name is picked at random from the phone directory, with a few bars of special music played. If a member of the family at the address can identify the song before the program ends, a prize is awarded. If not identified, the prize goes into a jack-pot. Program includes shopping and beauty tips.**

**Broadcasts from Store**

**VERA CHOPP, whose five-week “Homemakers’ Correspondent” program (10:15 A.M. usually originates at KTUL Tulsa or KOMA Oklahoma City, did her first remote broadcast from a grocery store in Oklahoma’s capital this month. Officers of Oklahoma Retail Grocers Assn., sponsor of program, were on hand to welcome her. Broadcast originated at Dwight Haze’s Grocery Store. Since program’s inception, Sept. 30 Mrs. Croft has broadcast at least once a month from one of the association’s member stores.**

**WHO IS MARK SHEELEY?**

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**21 YEARS SERVING CHATTANOOGA WITH CBS**

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**NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.**

Page 72 • June 23, 1947
NEWSMAN IN ILLINOIS DEFENDS RADIO'S CASE

RADIO'S CASE for more freedom is defended by a midwestern newspaper man, Gomer Bath of the Peoria (Ill.) Star, in a recent editorial discussion of Broadcasting's poll which showed 80% of station managers in favor of a new radio law.

Contending that the industry's attempts at solving its own problems have not been successful thus far, Mr. Bath says, "Nevertheless, in the interests of freedom of radio, comparable with freedom of the press, we feel that public sympathy should be with the radio industry as against a federal bureau which is constantly assuming regulatory authority never given to it by Congress."

A few days later in a June 4 editorial the Star examined Columbia's new program, CBS Views The Press, and endorsed the idea behind it — up to a point. In view of FCC rulings against editorial expression, the paper wonders why the bars have been let down to allow radio to criticize one subject only, the press. "Let CBS direct some criticism toward Federal Communications Commission, which limits freedom of speech by radio," says the Star, "and we shall more readily be convinced of radio's sincerity and courage."

Borden Starts Summer Promotion of Fountains

BORDEN CO., San Francisco, in summer campaign to promote "Four-Star Soda Fountains" in early June started weekly schedule of 91 transcribed jingle announcements on stations in Sacramento, Fresno and San Francisco.

Campaign is aimed at building dealer acceptance and good-will; as result, name of Borden is minimized and "Four Star Fountain" is focus. Spots feature drug fountains adhering to specified standards, including identical recipes and ingredients. Borden Co., supplies display material identifying subscribing stores at no cost save fact that each sells its brand of ice cream.

Firm in addition sponsors Glenn Hurlbut, blind pianist-composer, five times weekly on KFRC San Francisco, with transcribed versions on KFBK Sacramento and KMJ Fresno, for direct selling of all Borden products. Latter program is exploited by personal appearances throughout Northern California. Agency is Young & Rubicam Inc., San Francisco.

NBC Replacement

A NEW COMEDY show featuring Monty and Natalie Masters, West Coast comedians, begins on NBC July 12, Saturdays, 8:30-9 p.m. titled Mod Masters. The program replaces the Procter & Gamble Co.'s Truth or Consequences show which returns to the network on Sept. 6.
Borton Suggests NAB Affiliate Group

Would Represent in Hill Hearings and Network Negotiations

FORMATION of an affiliates committee within NAB to represent stations during hearings on the White-Wolverton Bill (S-1338, HR 3595) and to assist stations in their relations with networks is proposed by Fred W. Borton, WQAM Miami, director of NAB District 5.

Move by Borton to have the NAB set up a unit to consider problems of affiliates, including contract negotiations with networks was sidetracked at the May 21-22 meeting of the Board of Directors. His proposal was referred to the Finance Committee.

Resolutions urging creation of an affiliates group within the NAB were unanimously adopted by District 5 at its May 1-2 meeting in Birmingham and by the Florida Assn. of Broadcasters at its meeting in Miami last Dec. 1.

The idea was originally offered by Mr. Borton at the NAB board meeting at Estes Park in August 1946. Network board members objected to the plan, with the board concluding that as an overall trade association NAB could not represent the viewpoints of one segment of broadcasting against another.

At the May board meeting the further objection was raised by NAB headquarters officials that the association had no budget to finance such a unit. Mr. Borton proposed that "a committee composed of one from each of the four network affiliates be appointed to sit with the president to consider problems common to all network affiliates."

The board's unofficial position was that NAB could not be expected to serve as spokesman for any special group's interests in business matters or in consideration of legislation in Congress and that the affiliates themselves should handle their own problems.

Mr. Borton points out that affiliates pay far the largest proportion of dues of any station group in NAB and that they should be represented by the association during rewriting of the Communications Act.

Another IRNA Seen

Otherwise, Mr. Borton says, formation of another Independent Radio Network Affiliates Group might be encouraged, a step he feels would be detrimental to NAB solidarity and "the last thing that should be done."

Influence of networks in the conduct of association affairs will be reduced if the NAB membership approves a proposal to amend the by-laws to change their status from active to associate. NBC and ABC at present each has a director on the board, with MBS preferring legislation to be represented by a non-voting observer.

The new by-law clause would deprive the networks of board membership. At present the board consists of one director for each of the 17 districts, plus two directors-at-large. The new by-laws provide that directors-at-large be elected by the more than by-laws; the board majorities, but additional plans are to be proposed when the rest of the presented by-laws provisions have been drafted for referendum vote. The by-laws committee has submitted changes that are being submitted for vote ahead of other changes.

Text of the resolution adopted at the District 5 meeting at Birmingham, similar to the Florida resolution, follows:

WHEREAS, the existing network affiliates are confronted with increasing competition and

WHEREAS, the advent of a great number of new stations, network affiliates are faced with an increasingly unstable outlook and

WHEREAS, short-term network contracts make such a situation increasingly unstable and

WHEREAS, networks may find it impossible and desirable to make more favorable contracts for station affiliation and

WHEREAS, there is now a possibility of duplication of network outlets within normal coverage of trade area—

BE IT RESOLVED, that it is the desire of the 5th District of NAB that there be provided within the NAB facilities for the study and improvement of such problems which may now or will confront network facilities in the future.

Mrs. Roosevelt, Porter, Henderson ADA Members

THE IDENTIFICATION of Mrs. Franklin D. Roosevelt, Leon Henderson and Paul Porter as board members of the Progressive Citizens of America in an article last week was an error of fact [Broad- casting, June 16, page 11].

Mrs. Roosevelt was among the founders of the organization, Americans for Democratic Action, of which Mr. Henderson is executive committee chairman and Mr. Porter a member of the national board. None of them is associated with Progressive Citizens of America.

Americans for Democratic Action does not agree with the view of PCA that liberals can cooperate with American Communists and ADA's constitution expressly excludes Communists from membership.

WANTED — A TOP-NOTCH STAFF TO OPERATE THIS NEW STATION

We are searching for the best Small Station Staff in the country. Members of this hand picked team will operate the newest GE equipment, under ideal working conditions. Newspaper ownership. ABC Affiliate. Understanding management. Please tell your complete story in confidence addressed to:

WENE - ENDICOTT, N. Y.

CASTING 'NEW VOICE'

'NORTHERN KENTUCKY'S NEW VOICE' believes in showmanship even before it has a show or a call, for the Northern Kentucky Airways Corp., which recently received a grant for a 250 w outlet on 1050 kc in Covington, Ky., makes the fact known in an announcement patterned after a theatre program. Its new venture, says the company, features the new baby star, Radio Station W??.?, and the following cast of characters: Patient Mother — Arthur L. Ellerman (president); Distracted Father—Charles H. Topmiller (station manager); Attentive Stork—Gregory W. Hughes (attorney & secretary); Solicitous Nurse — Al Paul Thiel (program director); A Ratcliffe's News (The FCC)—Station W??; and Doting Relations — seven man program advisory committee.

CKVL Scoop

WHEN CKVL Verdon heard that President Truman's special train was to be met at the Canadian border by an official welcoming party, they rushed a special battery operated tape recorder and a crew of five men to the scene in hopes of describing the ceremonies. But they brought back to Montreal, in addition to the description, interviews with the Canadian National Railways vice president, the engineer, master mechanic, trainman; a special interview with the Right Honorable Louis St. Laurent, Canadian Minister of Foreign Affairs, and what the station terms the radio scoop of the year—voice of President Truman saying hello to Canada.

DISCUSSION program titled "A Time for Decision," presented on WBBM Chicago in 1946 in cooperation with Chicago Junior Chamber of Commerce, has received the George Abbott Memorial Trophy, awarded to Chicago chapter for outstanding endeavor in the past year.
Radio Graduation

SERIOUSLY injured in an accident just a few days before graduation, Patricia Daniel of Tulsa, Okla., "attended" the exercises just the same—from her hospital bed via a direct line supplied by KAKC Tulsa. Dressed in her cap and gown, the young high school girl was able to hear name read, the accompanying moment of silence—the tribute of her classmates, and the class hymn which was sung in her honor.

* * *

WATERS of a flash flood June 6 poured into the wells from which Mansfield, Ohio, gets its supply of drinking water. The City Health Commissioner called the local station, WMAN, and requested that its facilities be used to inform residents of the situation, and request that all water used for drinking or cooking be boiled until the water could be tested for contamination. WMAN made announcements just before sign off that day and every 15 minutes until noon on the following day. Station reports that to date, no cases of sickness due to contaminated water have developed.

* * *

Radio Aids Safety

RADIO'S role in the San Francisco safety drive was a factor in bringing about the lowest traffic death rate of the year during May, Henry E. North, president of the San Francisco chapter, National Safety Council, wrote John W. Elwood, KPO general manager. He praised the station's part in the drive.

* * *

Directs Search

UPON receiving word that one of the prominent young local citizens was missing from his home recently, WJZM Clarksville, Tenn., immediately started plans for a search. Spot announcements were broadcast at frequent intervals asking for aid in finding the 18-year-old boy. Over 1,000 persons reported to form a searching party. As light came on, it was found that the searchers needed flashlights to continue the work. WJZM broadcast appeals and over 400 different pieces of lighting equipment were brought to the studio by residents. The station staff tagged and assorted the material and rushed it to the searchers. Neighboring stations and news services provided aid following calls by WJZM. At 10 p.m. the boy was found and returned to his home, with many thanks going to WJZM.

* * *

Economy Drive

ACTIVE SUPPORT to the Elmira, N. Y. Economy Days drive was contributed by WENY that city, in the form of announcements and special broadcasts. The drive, sponsored by the Assn. of Commerce and retail merchants in Elmira, was to lower prices and thus improve manufacturers that the public buys when the price is right. Nearly 230 courtesy announcements and several special broadcasts were used by the station in conjunction with regular commercial announcements concerning the three-day event. Breakfast With Bill, WENY's morning show, presented extra gifts as an inducement to bring shoppers to town. Shoppers were interviewed on station's Street Quiz program, with constant plugging of the slogan, "Your Dollars Buy More In Elmira."

* * *

Get's Ride

AFTER a long struggle to find work, Edgar Gooch, 26-year-old blind radio announcer, received a wire from KHJ Los Angeles offering him a job "if" he could be in California by May 21. Mr. Gooch, in Washington, D. C., at the time, phoned Connie B. Gay, of WABR Arlington, Va., and asked for help. Mr. Gay broadcast an appeal for

Leaves WLJB Post

CLIFFORD EVANS resigns as program director of WLJB New York effective July 1 to join WHLI and WHNY (FM) Hempstead, N. Y., as vice president and director of public affairs, it was announced last week by Elia Godofsky, president of the stations. Mr. Evans joined WLJB in 1942 as a news commentator and at the same time continued writing his column on the Brooklyn Eagle. In 1945, when the New York Post purchased WLJB Mr. Evans left the Eagle to become director of news and special events at WLJB.

Radio Workshop

GORDON HAWKINS, educational and program director of Westinghouse Radio Stations Inc. is conducting a summer workshop for teachers at Marshall College, Huntington, W. Va. June 21-24. Course includes six lectures on special techniques employed in education by radio. Subjects are script planning, writing, production, in-school utilization, work shops and adult education.

Campbell Time Shift

CAMPBELL SOUP Co., Camden, N. J., effective June 30 switches Robert Trout With the News Till Now on CBS, Mon.-Fri., from 6:45-7 p.m., to 7:45-8 p.m. Agency is Ward Wheelock, Philadelphia.

WHEN Kate Smith visited Chicago to receive her American Brotherhood award from National Conference of Christians and Jews, board of directors of MBS was meeting at Drake Hotel. Visiting with MBS executives at their June 11 luncheon, Kate greeted (1 to r) John Shepard III, Yankee Network; Edgar Kobak, MBS president, and Alfred J. McCook, retiring chairman of board. Miss Smith's daytime show, Kate Smith Speaks, moves to Mutual today (June 23) from CBS.

the needed ride to California, and within two hours, some 60 listeners had pledged $100, more than enough to pay Mr. Gooch's plane fare to his new job.
JUNE 13 TO JUNE 19

DOCKET CASE ACTIONS

(1)The Commission)

Announced proposed decision looking toward grant of applications of Unity Best, Corp., of Pennsylvania, Indepen-
dence Best, Co., and Franklin Best, Corp., for Class B FM stations in Philadelphia, each grant for 20 kw ERP with
antenna height of 500 ft above average terrain, subject to CAA approval of antenna structure and height, and ap-
propriate channel assignments to be made at later date. At same time Commission proposed to
continue hearing in case of August 25, 1949 application of Patrick Joseph Stanton, in hearing status and to
issue similar application of WDAS Best, Station Inc., without prejudice to any action that the
Commission might take to present ownership, might enter with respect to applying for FM facilities in
Philadelphia.

(2) The Commission issued a decision looking toward grant of
applications of Mutual Broadcasting System, Inc., for
Class B FM stations in Philadelphia, each grant for 20 kw ERP with antenna height of 500 ft above aver-
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and frequency assignments to be made at later date. At same time Commission proposed to
continue hearing in case of August 25, 1949 application of Patrick Joseph Stanton, in hearing status and to
issue similar application of WDAS Best, Station Inc., without prejudice to any action that the
Commission might take to present ownership, might enter with respect to applying for FM facilities in
Philadelphia.

(16) The Commission announced a decision looking toward grant of
applications of Mutual Broadcasting System, Inc., for
Class B FM stations in Philadelphia, each grant for 20 kw ERP with antenna height of 500 ft above aver-
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issue similar application of WDAS Best, Station Inc., without prejudice to any action that the
Commission might take to present ownership, might enter with respect to applying for FM facilities in
Philadelphia.
SMOWHERE in one of 15 cities there's a family named Edwards which has $1,000 for a "Truth of Commercial Cork." Edwards who finds them and squeezes them some Calif. orange juice. In the meantime, the contestant is squeezing juice for Edwards in all 15 cities and moves to Hartford, Conn., June 29 in his quest for the prize.

Enuf Gets Around
TO PROMOTE the two Borden shows, "County Fair" and "Arthur's Place," Charles S. Ehrlich, New York, mailed to all Borden dealers a new promotion piece featuring Enuf, the Borden cow. Pamphlet has sketches of "Other Activities of County Fair," both heard on CBS.

KSL Coverage
EMB MAPS and market data are featured on Symmetry basis on Salt Lake City, Folder is being sent to time buyers and agency executives to give them a complete picture of the station’s coverage.

1947 Gold Rush
"PORTY-NINERS" scratched for nuggets and got chicken feed, says KQW promotion folder, "compared with the pay dirt of today's gold rush." Folder shows ads, figures, maps and charts to the effect that the 14 San Francisco Bay area counties comprising KQW’s effective market have 3 and 2/3 million people in 20 out of 121 Northern California and 3 and 1/3 billion dollars or 72% of Northern California net income.

KROW Contest
KROW Oakland, Calif., listeners with originality can win weekly prizes of Capitol luxury portable phonograph in the station’s new contest. Conducted by Leo Boyd, KROW contest manager, on it’s Saturday “Swing Session,” the contest involves listener identification of four musical selections, but in a novel way, such as a drawing or a poem, etc. At the end of six weeks, the grand prize winner is selected from among the weekly winners.

Counter Cards
TIE-IN between "Better" cigarettes and Bill Brandt’s "Inside of Sports," which airs two times weekly over WBBY, New York, has been accomplished with 2,000 cards, designed to fasten to the back of "Phillies" boxes. Cards have been given to dealers through local distributors.

Radio Sets Offered
WTIC Hartford offers 18 radio sets as prizes in a farm safety suggestion contest, part of WTIC’s observance of National Farm Safety Week. Three sets will be given each day for the week, July 21-25, for best ideas on how to save lives and prevent injuries on the farm. Other special features are planned by Frank Atwood, WTIC farm program director.

Super Singer
WOOD Boston has published a flyer on its "Harmony House" dinner show program, during which "Bill Hickok will sing for your supper.

Blockwise Winners
KYW Philadelphia presented phono-grams to 22 winners of the Bigfoot contest, along with a studio party and station tour.

Vacation Trip
TWO-WEEK vacation for two in Canadian Laurentians is offered by WAL Lawrence, Mass., for best letter of 50 words or less on "Why I Enjoy Listening to the "5-0-AW." Contest opened June 18 on the "Stagapier" program, continuing to July 1.

Nunn Statistics
NUNN stations have issued new market data cards and BMF folders, including population and buying income statistics.

SAM LEPFERT, WLDB New York public relations director, was to have married Dena Raper, New York Post editorial assistant, yesterday (June 22).

KVVO Brochure
NEW recording service of KVVO Tulsa is promoted in a four-color brochure sent to advertisers, agencies, music and drama teachers, and other potential users. Studio photos, price and other material are presented.

Sponsor Samples
LIPSTICKS are being sent by Richard Rudnut Co. to disc jockeys’ wives and girls as part of a promotion drive of the new Jean Baldwin record based on his CBS theme, "Passing By." A staff pianist has been added through contract with APM. Lites are being laid for college and high school football coverage.

Promotion Personnel
JACK LOWERY has joined the promotion staff of KVVO Tulsa replacing WINDELL KNOX, resigned.

EARL SHARLAND, news editor of WMPP Plattsburgh, N. Y., has assumed additional duties of promotion and publicity manager.

LEO M. FREMONT, of MBS Chicago, has been named promotion director of KPEL Denver. Vivian Blanken continues as assistant.

Staley Goes to Katz
DON STALEY, until recently with CBS San Francisco, has been named manager of the San Francisco office of the Katz Agency, replacing Ray C. San Francisco, Staley’s resignation was announced last week [Broadcasting June 16]. Mr. Staley is a graduate of the U. of Calif. and prior to his association with CBS, he was with KLX Oakland and KFRC and KPO, both in San Francisco.

WRBC Incorporates
CONSENT to assignment of construction permit of WRBC Jackson, Miss., 5 kw day and 1 kw night on 620 kc, from present partnership to new corporation composed of the same persons is sought in application for filing last week at FCC. Chas. H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy, owners, will each hold one-quarter interest in Rebel Broadcasting Co. new corporation. Station is under construction and expects to begin operations in July, according to the application.

U. S. Steel Renews
U. S. STEEL Corp., Pittsburgh, after deliberating for the past few weeks, during which time other networks were considered, renewed The Theatre Guild on the Air, for 55 weeks on ABC and will return the program to the air after a summer’s absence. The program, currently heard on Sundays, 10-11 p.m., will be heard from 9:30-10:30 p.m. on Sundays next season, and will leave the air at the end of June and be replaced by a sustainer until September. Agency for U. S. Steel is BBD, New York.

Gets Ride—To Jail
PROOF of radio’s power in helping to combat crime was demonstrated again when Jack White, of WJR Detroit, went on the air last week with a description of a 16-year-old boy—Oliver Terpening Jr.,—wanted for murder of four playmates. Norman Dombrowsky, of Erie, Mich., caught the announcement, spotted the youth trying to hitch a ride in front of his home, and obliged him by getting out the family car and picking him up—then heading for the police station, where the youngster confessed.
Painters Campaign

DISTRIC T COUNCIL No. 9, Brotherhood of Painters, Decorators & Paper Hangers, New York, June 9-14 conducted a spot campaign on WOY, WLWB, WEVD and WMCA New York urging house and apartment building owners to redecorate their homes during the slack season when plenty of good painters are available. The one- half minute and one-minute commercials also reminded landlords that under government regulations they are still required to repaint their property at fixed intervals. Campaign began with two spots daily on each station and was increased to six or seven on the last day. Agency is Walter W. Wiley, New York.

Nemec Promoted

BOYCE NEMEC, engineering secretary of the Society of Motion Picture Engineers, has been appointed executive secretary, succeeding Harry Smith Jr., who resigned effective July 1 to go into business. During the war Mr. Nemec served as secretary of the Interim Armed Forces Committee on Photography and following that represented the Signal Corps engineering and procurement interests on the War Committee, Federal Specifications Committee and Joint Army-Navy Specifications Board as chief of the Signal Corps photographic unit.

AMA Display

TECHNICAL equipment, including two processed gold master records, photographs of recording facilities and stamping presses in operation, of the NBC radio-recording division were incorporated in a display at the annual scientific assembly and exhibit of the American Medical Assn.'s Centennial Convention in Atlantic City, N. J., a fortnight ago. Facilities of NBC recording were used by the AMA in the recordings of "Observations on American Reaction to the Truman Doctrine." Lyman Bryson, CBS counselor on public affairs, usually heard on the program, will be in Europe for the next three months and is expected to be heard on the series from abroad after the broadcast of June 22.

TELEVISION FILMS

Chicago Firm Demonstrates Packaging Techniques;
-Cites Cheaper Costs of Film

TECHNIQUES which enable the producing and packaging of low-cost film for commercial television were demonstrated fortightnight ago by Television Advertising Productions Inc., Chicago firm.

Ardien Rodner, founder and newly-elected president of the company [.Broadcasting, March 17] declared that the most important factor in creating and packaging "tailormade" television shows and spot announcements for potential sponsors was "efficient planning well in advance" and the use of television techniques which are artistically acceptable and economically possible. "Efficient planning," he said, meant that the film must be carefully shot, edited and narrated for the fullest effect.

"We can produce spot announcements," Mr. Rodner emphasized, "for as little as 200 dollars per spot including talent. And while cost is actually computed on the basis of a day's shooting, we can produce as many as ten spots per day, interior and exterior, including the retakes. It means more volume and therefore less cost to the sponsor."

Mr. Rodner estimated that full hour dramatic shows, complete with talent, though not of the name-star variety, could be produced for an average cost of $1600 in a comparatively short time. TAP cites two advantages of film's use, in addition to expeditious packaging: in the following: 1) "Surety of production for use again and again," as compared to "lack of surety" in live commercials and (2) proportionate decrease in costs on the basis of repeated use, as well as the opportunity for advertisers to rotate commercials throughout the country.

Course for Staffers

ASBURY PARK, N. J. PRESS is giving short course in the techniques and problems of radio new handling to five staff members of its new FM station, WJLK, scheduled to open in September. Prof. Burton L. Hotaling of Rutgers U. School of Journalism and author of the recent book, A Manual of Radio News Writing, is conducting the course.

Heads VFW Post

MONTE KLEBAN, WOAI San Antonio program director, has been appointed commander of newly formed Veterans of Foreign Wars-Radio-Press Post No. 9175. This was the first VFW post of its kind.

Low-Priced TV Console

Set Introduced by RCA

INITIAL SHIPMENTS of a new RCA Victor television receiver model, called by the company the lowest-priced console set on the market, have gone out. The set has a suggested retail price of $450.

With the set, the company is providing a "television owner's policy" which for a fixed fee of $65 covers antenna equipment and installation of both antenna and receiver and a year's maintenance and service, including any necessary replacement parts.

New model, listed as "Model 630-TCS," has a 12-inch electrodynamic speaker and a 52-square-inch picture screen. It is a "5-in-1" entertainment unit, combining FM, AM and shortwave radio, a Victrola phonograph and television. Cabinet, finished in walnut veneers, is 40 1/4 inches high, 29 1/4 inches wide and 20 1/4 inches deep.

Crosley Appoints

APPOINTMENT of Thomas Penfield as market analyst of the Crosley Division—Avco Manufacturing Corp., was announced last week by S. D. Mahan, director of sales and advertising. Prior to joining Crosley, Mr. Penfield held various research positions with Grit Publishing Co., Williamsport, Pa.; Western Printing and Lithographing Co., Racine Wis.; John Hix Assoc., Hollywood, and Warner Bros.

Send for your copy NOW!
NEW! FIRST BOOK OF ITS KIND—
'A MANUAL OF RADIO NEWS WRITING'

—by Prof. Burton L. Hotaling, School of Journalism, Rutgers University, new intern published by National Association of Broadcasters at The Milwaukee Journal station WTMJ in 1946.

78 pages of expert advice. 11 chapters analyzing proper RADIO NEWS STYLE. 3 chapters RADIO NEWS SELECTION. 8 chapters on BUILDING THE NEWSCAST. Every newspaper and radio library should contain copies!

Per copy, $1.00-$1.25 by mail. In quantities of 5 or more, 75c per copy plus postage. Order from Promotion Department, The Milwaukee Journal, Milwaukee 1, Wisconsin.

THE MILWAUKEE JOURNAL, Milwaukee 1, Wis.

June 23, 1947 • Page 79
FCC Actions (Continued from page 76)

Decisions Cont.: 

Treasurer State Bistg. Co., Inc., Butte, Mont.—Commission on its own motion removed from hearing decket application.

KRIC Beaumont, Tex.—Denied petition for stay of proposed action to determine operating power by direct measurement of antenn.

Panhandle Bistg. Corp. and Voice of Amarillo, Tex.—Granted petition for extension of time in which to file opposing findings in re applications and was time extended to 20 days after final action on KFDA-Waco.

George Arthur Smith, Jackson, Tenn.—Grants petition for extension of time in which to file opposition to petition for revocation granted by Jackson Bistg. Co. and time was extended to and including June 28.

Wired Music Inc. Rockford, Ill., and Beloit Bistg. Inc., Beloit, Wis.—Commissioner denied its own motion cont. auxiliarily on these applications from June 18 to July 7.

(By Commissioner Hyde)

American Jewish Congress, New York—Granted petition for extension of time within which to file exceptions to proposed decision of Commissioner granting applications of News Syndicate Co. Inc. for new FM station and petitioner was granted leave to file exceptions in this matter on or before June 26.

(By Commissioner Durr)

News Syndicate Co. Inc., New York—Commissioner granted motion of petitioner to strike exceptions, request for oral argument, and a brief filed May 23 by American Jewish Congress and granted motion for time to reply to exceptions, etc., in proposed decision: extended to June 26, time within which News Syndicate Co. may file reply to exceptions of American Jewish Congress.

June 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WRPS Alexander City, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of antenna.

Modification of CP

WSFA Montgomery, Ala.—Grant CP, as mod., which authorized increase power, install DA-N for extension of completion date.

AM—1140 kc

John H. Phipps, Montgomery, Ala.—CP new standard station 1240 kc 250 w, AMENDED to change type tran.

AM—880 kc

Georgia-Alabama Transit Corp., Columbus, Ga.—CP new standard station 630 kc 1, AMENDED to change frequency from 630 to 620 kc.

AM—200 kc

WJOB Hammond, Ind.—CP install old WJOB in Hammond for auxiliary purposes with 250 w. Contingent upon grant of HIP-4169.

Modification of CP

WSBT South Bend, Ind.—CP, as mod., which authorized increase power, install new tran., and changes in DA to change tran. type and for extension of completion date.

WTII Terre Haute, Ind.—CP, as mod., which authorized new standard station, for extension of completion date.

WBJO Baton Rouge, La.—CP, as mod., which authorized move tran. location and install FM on top of water tower in DA, for extension of completion date.

License for CP

KWSL Lake Charles, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of antenn.

WAEP Yassoo City, Miss.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of antenn.

Modification of CP

KBOA Kenneth, Mo.—CP, as mod., which authorized new standard station, to change type tran.

KFWS St. Louis, Mo.—CP, as mod., which authorized new FM station for extension of completion date.

KLKN Rip, Nev.—CP, as mod., which authorized new standard station, to change tran. location.

KORE Los Angeles, Calif.—CP, as mod., which authorized new standard station, to change type tran., and tran. location and to specify studio location.

KUFC Kansas City, Mo.—License to operate present facilities was amended WOKO, 1490 kc 500 w-n 1 kw-w unil.

Modification of CP

WHAM Rochester, N. Y.—CP, as mod., which authorized installation of new station, and change of studio location, for extension of completion date.

License for CP

WGPL Keystone, S. Dak.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of antenn.

Modification of CP

WNMD Raleigh, N. C.—CP, as mod., which authorized new standard station, for extension of completion date.

License for CP

KAOR Okaloosa Co., Fla.—License to cover CP, as mod., which authorized new standard station, for approval in studio location and authority to determine operating power by direct measurement of antenn.

AM—1990 kc

WJSW Altonna, Pa.—CP increase power from 250 w to 1 kw, install new tran. and change studio location. AMENDED to change power from 650 to 1200 kw, power from 1 kw to 500 w-n 1 kw-10 hours from 9:00 to 10:00, install new typ. bldg. and change tran. location, changes in ground system and change re of ficers, directors and stockholders.

FM—1060 me

Shropf Radio Corp., Shenoba, Ala.—CP new FM station on frequency to be assigned in 1060 m and ERP 1 kw.

Modification of CP

WMRC-FM Greenville, S. C.—CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WDIA Memphis, Tenn.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenn.

AM—100 kc

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

Assignment of License

KTBC Austin, Tex.—Voluntary assign. of license to Texas Bistg. Corp.

Assignment of CP

Claudia T. Johnson, Austin, Tex.—Voluntary assign. of conditional grant to Texas Bistg. Corp.

AM—1040 kc

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

Modification of CP

KGBS-FM Havirden, Tex.—CP, as mod., which authorized new standard station, to change location of new FM trans. to place it in filing city and changing of location of new FM trans. to place it in filing city.

(Continued on page 88)
Exacting specifications of South's most powerful independent station met by RAYTHEON precision engineering

- We're mighty proud to see "660 in Dixie" on the air with a complete station installation featuring Raytheon's modern new 5000 Watt AM Transmitter.

  Big station engineers all over the country designed this transmitter. It is custom-engineered to their specifications, to give you exactly what you've always wanted—providing the utmost in broadcast excellence and reliability.

  Consider just a few important points of superiority:
  - HIGH FIDELITY SIGNAL
  - SIMPLIFIED CIRCUIT DESIGN
  - LOWER OPERATING COST
  - AUTOMATIC RECYCLING
  - COMPLETE OPERATIONAL CHECKS
  - FAST, EASY MAINTENANCE—through convenient servicing from within
  - INSTANTANEOUS POWER REDUCTION for nighttime operation.

  Truly, Raytheon is establishing new standards of excellence in broadcast equipment. Get all the facts before ordering your transmitter. Write or wire today for eight-page illustrated folder, including complete technical specifications and schematic diagram.

The Raytheon Control Console provides fully automatic remote control of all transmitter operations, plus ample studio switching facilities for emergency programs originating at the transmitter.

Devoted to Research and Manufacturing
for the Broadcasting Industry
**FCC Actions**

(Continued from page 80)

Applications Cont.:  
DA and mount FM ant. on SK tower and extension of completion date.  
RCA FM Widlea Fall River, Mass. CP which authorised new FM station, to change frequency to channel 260, 99.9 mc at set power to 1.7 kw and make changes in ant. system.  
WCV Boston, Mass. CP which authorised increase power, install new transmitter and changes in DA, to change type trans. and for extension of completion date.  

AM—1450 kc  
Northwest Public Services, Kelso, Wash. —CP standard station 1240 kc to 25 w untl. AMENDED to change trans. location.  
Licenses Renewal  
Applications for renewal of standard broadcast license filed by: KTYC KFI WMBC KTKO KIUL WBOB.  
APPLICATION RETURNED  
AM 1400 kc  
KEMY Bisbee, Ariz.—Authority to determine operating power by direct measurement of ant. power. (Incomplete).  
CONSTRUCTION PERMIT DELETED  
Developmental  
Coutes Beatx. Co. Wheaton, Md.—CP new non-floral station on frequency between 680-690 mc as assigned by FCC and for visual or audio transmission. The general rule now is that you shall give equal time to all sides of all controversial questions. And if you get into too many controversies I don't think you won't and far enough to give you enough time to handle all of the arguments.
Do Disc Jockeys Boot Home Winners?

Yes—But for Companies Making the Records, Forecasts Adams

By WILLIAM J. ADAMS

WITH the "disc derby" beginning to loom up as a cross between the Irish Sweepstakes and the Louisiana Lottery, it is becoming evident to some of the radio fraternity that maybe the industry is building a juggernaut that will tear down the sets-in-use figure to an all-time low. At a recent program conference at WHEC it was almost the unanimous opinion of General Manager Gunnar O. Wiig, Production Manager Lowell MacMillan, and the author that the disc situation is becoming radio's number one headache.

In effect, what the disc jocks are doing is building up a tremendous promotional push... on their radio... but for records. The radio stations are using their facilities to build up a competitive entertainment medium. The tremendous size of radio's associations is quite strong with the disc jockey going great guns, the association of discs and entertainment in the minds of the listeners becomes greater and greater. Thus, they'll turn more to their automatic record players instead of their radios and the radio industry which is now going into a period of rough and tumble competition with a rash of AM and FM grants, is going to have even tougher sledding with the pull-away of audiences to the record players.

Poor Hooper

Another point that makes us at WHEC look at the disc derby with a rather jaundiced eye is the poor Hoopertations notched up by them. The recent top was around a 14, hung up by one of the disc jockeys in Rochester, N. Y. Here the veteran of 18 years in radio and writer-producer of a 1942 Peabody Award winner, "The Home Front," for WCHS, Charleston, W. Va., gives his views on record shows. Mr. Adams has been in his current position since 1943.

to us that the stations across the country are being stampeded by the metropolitan locals into a form of programming that is going to give radio a good swift kick in the teeth. Dorsrey, Whitman, Huesing, Hulic and other top-bracket boys are very smart to go along with the trend and reap a golden harvest while the disc shows are in their heyday. Because these men are

New Radio Course

ST. LOUIS U., during its summer session starting June 24, will offer a course titled "Radio Featuring and Programming," according to the Rev. Robert Johnston, director of the department of speech, who described the course as "a radio education for radio people first." It will be taught by Louise Munsch, women's feature editor of WEW St. Louis, and will comprise the purpose and function of feature programming, preparation of the interview, composition and public relations.

Mr. Adams, "The Home Front," for WCHS, Charleston, W. Va., gives his views on record shows. Mr. Adams has been in his current position since 1943.

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New Radio Course

WCOL Open House

WCOL Columbus, Ohio, held open house the weekend of June 21-22 so the public could see the station's new home, a recently constructed three-story building in downtown Columbus. The structure houses four studios, including a two-studio audience participation radio and television setup capable of 130, plus ample space for all departments and separate offices for the general manager and executive officers.
CMQ Network Publicizes Its Technical Advances

“NEW HORIZONS” reached by the CMQ Network in Cuba’s radio industry are described by the network in its latest announcement which lists the company’s technical advances.

In Pinar del Rio Province, says the announcement, a new 1-kw transmitter and a 332-ft. radiator have been added. In Havana, there is a new kilowatt shortwave transmitter using directional antennas pointed toward Central and South America. And in Santa Clara Province the network has a new 552-ft. vertical radiator that increases signal intensity to the Northwest and Southeast.

These, says the announcement, are in addition to facilities already operating at Havana, Camaguey, Holguin and Santiago de Cuba.

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Exact Measurements at any time

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TELEVISION SPECIALISTS
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**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIALISTS 9A & 9B
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334 ARCADE BLDG., ST. LOUIS 1, MO.

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Consulting Radio Engineers
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Washington 5, D. C.

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CONSULTING RADIO ENGINEER
120 EIGHTH ST., S. E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

**Robert L. Kaufman**

Organization
Technical Maintenance, Construction
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11 W. 44 St., New York 36, N. Y.

**H. S. MILLMAN**

CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
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**GEORGE R. JAMES**

Consulting Radio Engineer
1935 W. Moss, Tower 5470
Portland 1, Oregon

**WILLIAM E. RICHARDS**

Consulting Radio Engineer
1945 W. Moss, Tower 5470
Portland 1, Oregon

**George P. Adair**

Radio Engineering Consultant
1633 T Street, N. W.
Washington 6, D. C.

**VACANCY**

YOUR FIRM’S NAME in this “vacancy” will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for FM, Telecasting and Facsimile

**BROADCASTING**

**CUSTOM-BUILT EQUIPMENT**

U. S. RECORDING CO.,
1121 Vermont Ave., Wash. 5, D. C.
District 1640

**ANNOUNCING TIPS GIVEN BY KILMER**

ANNOUNCING FOR RADIO BY BILL KILMER

**DRAWING** ON his 12 years’ experience as a commercial announcer, Bill Kilmer in his new book records some “do’s” and “don’ts” for “would be” announcers, and, in addition, offers some self-improvement hints for his fellow announcers.

For those who have chosen radio announcing as a career, Mr. Kilmer sets up a guide showing the announcer’s duties and the various stages of his work. He discusses basic requisites for announcers, microphone types, production directions, radio terminology, mechanics of radio speech, announcing style, interpretation of copy and choosing your station. For more experienced announcers, Mr. Kilmer suggests various practical themes for conferences and suggests continuing attempts at improvement because “the announcer must recognize his responsibility to the listening public.”

The importance of visualizing the art of announcing as a science is pointed out emphatically by the author as he takes issue with the belief held by many laymen that announcing is a “fly-by-night” profession. “Announcing,” says the author, “is an occupation that requires a high degree of skill, originality, unlimited knowledge and boundless patience.”

**CROY BOOK DESCRIBES RADIO IN FARM AREA**

CORN COUNTRY by Homer Croy, Duell, Sloan & Pearce Inc., New York; 317 pages.

A NEW SLANT on radio in the farm country, and how it differs from metropolitan broadcasting, is given by Homer Croy, Corn Country, his latest offering.

One of a series of American Folksays books edited by E. K. Caldwell, Corn Country is an interesting, down to earth, humorous history of the Midwestern farmer and the life he leads. Looking back, Mr. Croy describes such events as county-seat wars and grasshopper plagues, and then he comes up to date with a discussion of farmers’ radio stations and the latest agricultural research.

Describing a visit to KMA Shenandoah, Iowa, which is known as the “Farmer’s Radio Station,” the author tells of his surprise at the amazing number of letters received by the 5 kw station; a volume which is exceeded by only two U. S. stations, WLW Cincinnati and WLS Chicago, both 50 kw. KMA, he reports, receives, on the average, a letter a year from 62% of the homes in its section. One possible reason is that it’s whole appeal is to farmers, or, as the author puts it, “This is the one station which does not believe in the exaggerated, overemphasized, inferiority-complex-arousing dictio

LESS THAN 48 hours before this photograph was taken Mrs. Marie Reed of Des Moines and her four children were faced with eviction from a rented house. Photo shows four-room bungalow built for Mrs. Reed in one day with all building materials donated and labor furnished by volunteers from Local Carpenters' Union No. 106—after Gene Eldred, KMA's entertainer and disc m.c., had told of her plight and appealed for aid.

**Gould Leaves KSDJ**

WITH RESIGNATION of Purnell (Mike) Gould as general manager of KSDJ San Diego on July 1, Clinton McKeown, station owner and editor-publisher of San Diego Journal, will take over as general manager. Edgar L. Tidwell, program director, will assume duties of station manager. Mr. Tidwell, who has been with station, has chosen to separate from service as lieutenant-colonel, after varied service with AFRS at home and abroad. Mr. Gould's future plans have not been revealed.

**GLASGOW'S No. 1 Station**

FOR PROMOTION!
CAR CARDS - 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Mail
WIBC

**Radio Handicapping** by A. L. Young, Inc.
In New York by Joseph Lans 31 W. 47th Street

PHILADELPHIA'S NEWSPAPER ADS IN DIRECT MAIL

BROADCASTING • Telecasting
CONTINENTAL REVEALS PERSONNEL CHANGES

ANTHONY DILLON, former sales manager of Maguire Industries, New York, and previously sales manager of the New York Division of RCA Victor Bruno, has been appointed sales manager of the Chicago office of Continental Record Distributing Co., New York, succeeding Emery Rozza who is now in charge of the firm's export and manufacturing operations abroad.

Continental Records has recently opened a branch distributing office in Detroit and a number of new offices will soon be established throughout the country in addition to its present offices in New York, Chicago, Detroit and Cleveland.

Other personnel changes announced last week by Continental were: Joseph Tauss, formerly of the New York sales staff, transferred to Cleveland as assistant sales manager; Albert Millet, former advertising manager; named director of advertising and publicity, succeeding Ralph Berson, who resigned a short time ago.

CBS ANNOUNCES FOUR 52-WEEK RENEWALS

CBS announced four 52-week renewals in New York last week.

Colgate-Palmolive-Peet Co., Jersey City, effective July 6 renews Blondie, on Sundays, 7:30-8 p.m., and effective July 1 renews the Mel Blanc Show, Tuesdays, 8-9:30 p.m. Agency for the Blondie program is William Esty & Co., New York, while Sherman and Marquette, New York, handle the Mel Blanc show.

Procter & Gamble Co., Cincinnati, effective June 30 renews The Jack Smith Show, Mondays through Fridays, 7:15-8:30 p.m., and placed through Dancer-Fitzgerald-Sample, New York.

The Borden Co., New York, effective July 4 renews the Fridays CBS 9-9:30 p.m. period, currently featuring the new Arthur's Place program. Agency is Kenyon & Eckhardt, New York.

Petition Denied

PETITION of Earle C. Anthony Inc., Los Angeles, seeking reconsideration of the FCC's action on Dec. 20, 1946, which assigned television Channel 4 (66-72 mc) to NBC rather than to Anthony in place of Channel 9 (186-192 mc), has been denied by the Commission. Anthony operates standard station KFI and KFI-FM Los Angeles.

UST Report

UNITED STATES TELEVISION Manufacturing Corp. has announced earnings of $128,494.30 after taxes for the three months ending March 31, 1947. Broken down by months the net earnings were . . . January $31,440.77, February $44,154.67, March $52,799.86. These figures compare with a loss of $36,167.65 for the first four months of 1946.

AT SPEAKER'S TABLE for Dearborn Merchant Forum, sponsored by WKMH in cooperation with several hundred retailers of Dearborn, Mich., were (1 to r): Walter Patterson, commercial manager of WKMH; Henry Ford II, Ford Motor Co.; Fred A. Knorr, general manager of WKMH; Clyde O. Bedell, advertising consultant of Clyde Bedell Inc.; Lee Hart, NAB representative. Purpose of four-hour forum was to arouse local merchants to need for aggressiveness in merchandising.

Chaplain's Prayer

CONGRESSIONAL Record of June 3 records the following prayer offered by the chaplain, Rev. Peter Marshall, D.D.: "We pray, O God, that Thou will fill this sacred minute with meaning, and make it an oasis for the refreshment of our souls, a window cleaning for our vision, and a recharging of the batteries of our spirits. Let us have less talking and more thinking, less work and more worship, less pressure and more prayer. . . . Speak to us, O Lord, and make us listen to Thy broadcasting station that never goes off the air. . . ."

WPIT

Pittsburgh's POWER-FULL INDEPENDENT

THE CLEAR SIGNAL STATION THAT Pulled 3,074 LETTERS FROM 9 STATES THE FIRST WEEK OF OPERATION

PENNA. - 2,650 OHIO - 236 MARYLAND - 8 ILLINOIS - 1

WEST VIRGINIA - 161 WEST VIRGINIA - 2 KENTUCKY - 1 ONTARIO, CANADA - 2

NORTH

Waltford, Ontario

"We heard your initial broadcast and the reception was clear. Yours was much clearer than other Pittsburgh stations we have had." Mrs. Bert Oates

SOUTH

Paducah, Kentucky

"I happened to be staying with my son Sunday afternoon and picked-up WPIT at around 4 P.M. We enjoyed the music and listened till 5 o'clock." V. J. Sherry

EAST

New York City, N. Y.

"I wish to advise you that your station's signal was received at this point of reception . . . With the management, as well as the entire staff of the new Station WPIT, continued success in all its future broadcasting activities." Erick R. Johnson

WPIT

IT'S THE FREQUENCY 730 THAT DOES IT

Boulevard of the Allies & Smithfield St.
Telephone GRant 6724
PITTSBURGH, PENNSYLVANIA WPT - WSTV - WPIT - WFTW - WPRT
NATIONAL REPRESENTATIVE JOSEPH H. McGUIVYRA INC., LOS ANGELES CHICAGO NEW YORK

June 23, 1947  •  Page 85
WILLIAM J. LOFBACK, head of the WSMB Saginaw news bureau, has been named program director succeeding ROBERT R. KITTER, who joins WWJ-TV, Detroit.

CHARLES BURTON (Bill Kramer), has been named announcer-disco jockey of KWBW Hutchinson, Kan.

PAUL M. VASER, WSBZ-SWSA Boston-Springfield farm director, has been given an honorary membership in Sigma Delta Chi.

JIMMY WILBUR, WLW Cincinnati orchestra conductor, has received his Bachelor of Music degree at College of Music, Cincinnati. He has been accepted as a conducting student at Brookshire Music Center, Tanglewood, Mass.

GORDON DAVIS, formerly of F. A. Engsight Agency, Pittsburgh, has joined KYW Philadelphia as producer.

LONNIE STAR, formerly of WPBB Baltimore and WSKW New York, has joined WTH Baltimore as record man.

MILO BOLTON, m.c. of "We the People" on CBS, sponsored by Gulf Oil Co., has resigned effective Aug. 5. HEBERT WILKIE, formerly assistant radio director at MacFarland Averley Agency and assistant director-producer of "Crimes of Carelessness" on CBS, has joined the research and production staff of "We the People."

NORMAN GERO, formerly with KTCB Tucson, has joined the announcing staff of W kinky Kokomo, Ind., has joined WIBC Indianapolis. FRANK GREGO, city public relations director, takes the program post.

ABRAM CHASIN, former music consultant at WWSX New York, has been appointed director. IRON BARTON becomes music consultant while ANN CORNHIS and ALFRED SIMON continue as directors of recorded and transcription music, respectively.

Greater Love

LATEST in giveaways is m.c. himself. Dick Whittington, disk disc of early morning show on KIVY Glendale, Calif., is offering himself as baby-sitter to listener with the complete list of record titles played. When won, he serves the following Saturday night.

DICK DUNN has shifted from New York to Hollywood to produce CBS Summer replacement, "Breakfast in Hollywood."

TED DRISCOLL, art director of Don Lee Television (W6AX) Hollywood and Lime Olive Wilson were married June 11.

JACK O’REILLY, WOR New York announcer and sports reporter, is the father of a girl, Marjorie Georgette, born on June 7 at Doctor’s Hospital, New York.

JOCKO MAXWELL, WWLB New York sports commentator, is the author of an article about baseball umpires playing “Bottle Dodger” appearing in the current Detective Magazine.

RALPH COLLIER, former WOR New York announcer, has joined announce staff of WOR New York. Mr. Collier will continue to m.c. “Teen Top Talk” heard on WWLB Sat. 10:30-10:45 a.m.

JOHN BART, announcer of KMPC Hollywood, has received his A. B. degree from U. of Southern California.

ROBERT VAILE, announcer-continuity editor of KJCM Palm Springs, Calif., has advanced to program director.

FRANK MORRIS has joined KECA Hollywood as staff writer, taking over duties of DICK MULCARY, elevated to writer-producer.

JERRY HAUER has been named Hollywood producer of CBS “Arthur’s Place.”

ELON PACKARD, ELON KLEIN and JAMES Packs have been named Hollywood writers of the summer replacement NBC “Best Test Village Store,” starting July 3.

JACK LONDON, program manager of KRXQ Phoenix, is the father of a boy born June 11.

JOSEPH HOLBROOK has joined the announcing staff of WPAY Portsmouth, Ohio. FRANK CLEVERINE and ROBERT SEMONES are now members, respectively, of the continuity and program departments. HAROLD THOMPSON has shifted from duties to traffic manager GRAEME ZIMMER, record man, with WPAY, has resigned USA State Music Co. Portsmouth.

DAN THOMPSON, radio director of National Safety Council, New York, is now a guest of Dick Gilbert, program director of Sun Country Network of Arizona.

JOHN TERRY, former script writer of NBC Chicago, has joined the announcement staff of KBOS Clinton, Ia.

RAY POINDEXTER, announcer at KELD Des Moines, Ark., is the father of a girl born June 9.

PAUL LYNCH, now on the air as “Don Andrews,” has joined WKNX Saginaw, Mich., as announcer-producer, having resigned from WHNC Henderson, N. C.

JACK GUTMAN, formerly of WBOB Buffalo, has been named director of sports and special events at WJNT Jamestown, N. Y., replacing MARSHALL SHANTZ, now ABC New York announcer.

CARL PIERCE, official of the “Breakfast in Hollywood” program, was in San Francisco June 13, consulting with officials of the Kheelog Co., Procter & Gamble, the National Assn. of Retail Grocers and KGO regarding a special broadcast of the show from the Fox Theatre in San Francisco on June 25. The broadcast will be a part of the NAXO convention.

JIM UTTON, recent graduate of Beck School for Radio, has joined KILO Grand Forks, N. D., as announcer.

FRANK HARRIS has been named chief announcer of WIS Columbia, S. C.

FREDERICK L. KIDDER, formerly of WOR Boston, has joined WCOP Boston as announcer. JAMES D. BROOK, former WMUR producer, has joined WCOP as summer replacement.

FRANK MANTELEONI, formerly WOR New York announcer, has joined WCOP Boston as announcer. JAMES D. BROOK, former WMUR producer, has joined WCOP as summer replacement.

JULIE BENNET, director of “Woman’s World,” on WRY Oklahoma City, has been named only honorary member elected to Girls’ State, a demonstration in civic government, sponsored by American Legion Auxiliary in Oklahoma.

FRANK SIMMS, KYVO Tulsa announcer, and Jeanne Webb, vocalist, were married June 3.

FERN R. COHEN, disc m.c. of WGN Chicago and recent winner of “Miss Rhode Island” olympic of 1946” contest, has signed to an MGM contract and will have featured role in Irving Berlin musical film “Festival Parade.”

CACTUS JACK, who conducts a daily recorded program on KLX Oakland, Calif., was the subject of an article in the May 26 issue of Life Magazine.

JERRY JOHNSON has joined the KYVO Tulsa announcing staff.

WHO IS MJK SHEeler?
In this Issue: THE PHILCO STORY

Philco sells more radios than any other manufacturer. They've sold more than any other manufacturer since 1930. To do it, Philco has budgeted 60 million promotional dollars and sold over $850 million civilian products.

How? For one, Philco used more radio time than any of its competitors and . . . that's where our narrative begins.

THE PHILCO STORY TELLS:

- Why Philco's principal medium is radio.
- Philco's 5% formula . . . relation of ad budget to sales.
- How much Philco spends . . . where.
- Plan behind Philco's promotion.
- How Philco and Hurchins Agency swung the great talent coup of the decade.
- "Dar Bingle" Crosby and how he puts Philco's commercial foot in the door.
- Why transcribed.
- How Philco kept a distributor-dealer set-up intact with not a set to sell.

More of the Philco story in BROADCASTING July 7. A new "success in radio" feature in every other issue thereafter. They'll present, not just advertising results, but the plan that made results possible. Stories complete with double-checked facts, dollar-sign figures and photographs.

It's logical that this new feature is in BROADCASTING. Because it attracts readers who make broadcasting their business and those who place the bulk of the network and national spot dollar. In BROADCASTING they continue to find everything they need know about all radio . . . whether AM, FM or Television . . . and all in one newsmagazine.

Still $5 if you subscribe NOW!

Still $5 if you subscribe NOW!

National Press Bldg. • Washington 4, D. C.
NEW REGION NETWORK FORMED BY INLAND CO.

FORMATION of a new regional network, the Inland Group, by the Inland Broadcasting Co., Omaha, was announced last week by Paul R. Fry, vice president of the company.

The group will consist of KOLN, new Lincoln station starting in July with 250 w on 1400 kc; KORN Fremont, 100 w on 1540 kc; and KBON Omaha, 1490 kc with 250 w. Mr. Fry, KBON general manager since 1942 and a director of Inland since 1945, who will supervise the group, announced the following appointments: E. H. Dahlgard, business manager; R. E. Weina, vice president, station manager; H. E. Bader, KOLN station manager; William Baldwin, KORN station manager, and Percy Zeigler, chief engineer.

Stations will be basic Mutual and will be sold nationally as a packaged network by Weed & Co.

Honor Ayer Employs SIXTY-NINE members of the Twenty-Five-Year Club of N. W. Ayer & Son, were honored at a dinner June 5. Two of the employees who have been with the firm for 50 years are H. Eugene Wheeler and George Culp. H. A. Batten, the agency president, is himself a member of the Twenty-Five Year Club.

Merrill Leaves UOPWA LEWIS MERRILL, president of the United Office and Professional Workers of America, CIO, has resigned effective immediately for reasons of health. A general executive board meeting of the UOPWA will be held June 28 in New York to designate a new president in accordance with the union's constitution.

Holmes' Denial DESPITE published reports in the trade, Burton Holmes last week denied that he had signed an exclusive contract making his film library available for television. Mr. Holmes said that he had requested a withdrawal of the release by the company which issued it, but after waiting two months with no response, he decided to go on record with a simple denial.

L. A. Ad Club Election JOHN R. CHRISTIE, director of public relations and advertising, Citizens National Trust & Savings Bank, has been elected president of the Los Angeles Ad Club. T. L. Stromberger, account executive of West-Marquis Inc., was made first vice president. James A. Attkens, advertising manager of Broadway Department Store Inc., is secretary-treasurer. David R. Fenwick, vice president of Dunn-Fenwick & Co., has been added to Ad Club directorate.

MUSIC FOR ALL TO HEAR KEN Wright at his Hammond electric organ.

VOLUME sufficient for a large auditorium and facilities for quick and easy moving have been added to the Hammond electric organ used by Ken Wright, staff organist at WKY Oklahoma City.

Lester Tucker and Bob Hayward, control room engineers, designed and installed an oversize speaker unit which has a power output of 90 watts and is sufficient in volume for Oklahoma City's Municipal auditorium, which has a seating capacity of 6,000.

The speaker is mounted on rollers for mobility. An arrangement has been made whereby the bench, pedals and a section of the platform fit onto the organ, also on rollers, making two units which can be loaded onto a truck by two men. Other added features include headphones, enabling Wright to practice without disturbing the audience, and a microphone which plugs into the speaker for use by commentators or singers.

New Hoot Script Head CHARLES WARREN, radio writer, has been appointed director of the Hoot Script Service of the Hoot Adv. Agency, New York. The Hoot Script Service is especially set up for independent broadcasters in this country and abroad, and offers "low priced second rights privileges" on the radio works of such writers as Ronald Dawson, Clarence Roach, Donald Thompson, Donald Spatz, Al Morgan, Burrel Smith and others. Programs of all types, from one minute spots to one hour dramas for broadcast in English, French, Italian and Spanish are currently available in the Hoot script library.

Philco Table Model DELIVERIES to distributors are getting under way on the new Philco model 482 table radio, described by Fred Ogilby, sales manager of Philco Corp.'s Radio Division, as the first "all-feature" table receiver with advanced FM plus standard and shortwave reception. The new model utilizes eight tubes, including a rectifier and incorporates improved superheterodyne circuits, Mr. Ogilby said. Price is $149.95, complete with built-in triple aerial system, AM-FM-shortwave.

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

Video Receivers Prizes In Tek Limerick Contest TEK TOOTHPHUSH Corp., New- ark, N. J., on June 1 began a nationwide promotion campaign featuring a limerick contest with 11 Du Mont television receivers as the major prizes. The firm is using national magazines and Sunday supplements of large metropolitan newspapers to promote the contest. Grand prize is a Du Mont $1,795 set, and the next 10 prizes are Du Mont $795 consoles.

Du Mont dealers throughout the country are promoting the contest by supplying customers with entry blanks and using large window display ads. Drug stores in 48 states also are aiding in the promotion. Tek agency is Hanly, Hicks & Montgomery, New York.

WKJG to Join MBS WKJG Fort Wayne, Ind., which plans to take the air at summer's end with 5 kw on 1380 kc, will be a fulltime affiliate of MBS, it was announced last week by W. A. Kunkel Jr., president of North-eastern Indiana Broadcasting Co., Inc., licensee of WKJG and WKJG-FM. Hilliard Gates is station manager.

Amateurs Gain ADDITIONAL frequencies have been allotted amateurs by the FCC in adopting Order 130-H, amending Order 130-L, and supplementing M and N orders in that series. Released for immediate use is the frequency band 450-460 mc, with AO-1-2-3-4-5 emissions, and special emissions for FM (radio-telephone transmissions and radio-telegraph transmissions employing carrier shift or other FM techniques) permitted. Peak antenna power limitation is 50 w. Order also states that amateurs should recognize that interference on frequencies within one of 2450 mc may result from emissions on 2450 mc of industrial, scientific and medical devices.

HOOSIER EXPOSITION 125 Display Booths Featured—In WKMO Kokomo's Show THE HOOSIER EXPOSITION, a varied array of merchandise booths and entertainment, was held June 4-6 at Bunker Hill, Ind., under the sponsorship of WKMO Kokomo.

The exposition, in line with its slogan, "To Keep the Folks of Our Buying Area—Buying in Our Area," featured display booths of 125 merchants, manufacturers, dealers and distributors of north central Indiana.

On the entertainment side, there were broadcasts, variety shows, a reunion of 1940-41 Army Air Base Exhibit and a 4-H exhibit from counties in the area.
Any Network Offering can be accepted any time of day or night.

After all, affiliates do have local commercials which can’t be moved, even though they’d like to take every network offering. So here’s the plan: set uniform, constant time periods for local shows—the 3rd quarter hour of every hour. Remaining time is the network’s “won’t take” or “delayed ET.” Uniform local time works in all time zones. It builds steady audience and sales for all shows alike. How about it?
FCC Actions

(Continued from page 109)

Decisions Cont.: WSWV-AM Columbus, Ohio, request to increase power by 27.5 kw, to 5 kw. (AP-73-12078). License Review Progress to Approved Post Date.

June 18 Applications

ACCEPTED FOR FILING

- AM-1210 khz, WSBR, Parsons, Kan., to install new vertical antenna.
- WSGC, Elberton, Ga., to license for CP and for authorized installation of new transmitter.
- AM-100.9 kHz, Northeast Georgia Bragg Co., Gainesville, Ga., to install new antenna system, using Channel 258, 100.9 kHz, ERP 300 kw, and antenna height above average terrain 304 ft.
- KMFI, Unassigned, to change studio and transmitter location.
- KKOM, Lufkin, Tex., to amend and change license, to determine operating power by direct measurement of antenna.
- KWNU, SF, to license for CP and for authorized installation of new antenna.
- WMFA-AM, Madison, Wis., to change operating power, to install new studio and transmitter location.
- WYU, Dayton, Ohio, to license for CP.
- KBXY, Medford, Ore., to license for CP and for change of completion date to 5-29-74.

ACCEPTED FOR FILING

- WNYC-FM and WNYC-AM, New York City, to license for CP and for authorized installation of new transmitter.
- WMCI, Cheyenne, Wyo., to request reconsideration of decision of 5-15-74.
- WQVB-FM, Baltimore, Md., to request reconsideration of decision of 5-15-74.
- WNOE-FM and WNOE-AM, New Orleans, La., to license for CP.
- WNOE-FM, New Orleans, La., to license for CP.
- WNOE-AM, New Orleans, La., to license for CP.
- KWOI, Ogden, Iowa, to license for CP.
- WMVA-AM, Roanoke, Va., to license for CP.
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- WMOO-AM, Portage, Mich., to license for CP.
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- WAMO, Washington, D.C., to license for CP.
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RCA Camera
(Continued from page 19)
unnecessary when switching from one lens to another during a show. The operator focuses the picture by observing the image on the screen of the electronic view-finder. This view-finder employs a five-inch kinescope which permits the operator to see the exact image which his camera is picking up. Since this picture is identical to that which is being transmitted to the camera control equipment, the operator is able both to frame and focus the picture accurately and to monitor its quality.

The electronic view-finder eliminates the need for a complete set of duplicate lenses previously required for an optical view-finding system. Limitations such as parallax, dimness of image and necessity for a system of "lines" and "view-finder lens," when the camera is set up, are eliminated.

A viewing hood extends over the face of the picture tube to shut out external light. The hood can be tilted up or down to enable the cameraman to view the kinescope from different operating positions. Controls for centering, linearity, brightness, contrast and picture height and width, are adjusted when the camera is first set up. Controls for adjustment necessary during actual operation are located on a remote camera control unit.

'On-the-Air' Light
An "On-the-air" tally light inside the view-finder hood flashes red when the camera is supplying video signal to the transmitter. Red signal is also transmitted from either end of the camera indicating to the announcer and actors which camera is "on the air."

Two sets of telephone jacks in the camera are used for communica
tion facilities for the cameraman and producer or dolly operator. A headset provides program sound in one ear and communications in the other, while a microphone allows the operator to communicate with the other personnel on the line. All electrical connections are carried through a single, 24-con
ductor cable, which plugs into the bottom of the camera. This cable, which is less than one inch in diameter and contains three coaxial lines and 21 separate conductors, carries the video signal, power supply, synchronizing, monitoring and intercommunications circuits.

Ads Herald WNBW
LARGE-SPACE ads bearing the headline, "Today NBC Television Goes on the Air in Washington," will appear in the Washington Daily News, Evening Star and Post on June 27 to herald the official opening of WNBW, network's new video station in that city. Ad will list the opening day's programs, largely originating in New York and to be piped to Washington by coaxial cable.

Zenith Radio Corp.'s President Urges Congress to Save Future of FM, Video

PROTEST TO CONGRESS was circulated last week by E. F. McDon
dald, president of Zenith Radio Corp., urging that steps be taken to "save the future" of FM and television.

Mr. McDonald, in a letter sent to many members of Congress, suggested that this could be done by a "suitably amended" White Bill and passage of the Lemke Bill which would return FM to the 100 mc band to 50 mc's.

Along with his letter he enclosed a communication sent earlier to Chairman Denny of the FCC asking that the "two injustices"—FM and television—be corrected by prompt FCC action.

He wrote to Chairman Denny:

"Two injustices have been done, and both television and FM have been seriously injured, as a result of engineering errors of 1945. Why not face the facts and correct the situation now, before further damage is done? You can do so by moving television immediately to its ultimate permanent home you have provided in frequencies above 500 mc, where there will be no interference from other services and there are enough television channels available to pro-
vide reasonable insurance against interference. At the same time you should give FM the additional channels it needs by restoring to it the 50-mc frequencies and retaining the present 100-mc band which renders a good metropolitan service."

He pointed out that "there will be no time in the future when frequencies can be changed with harm to so few and benefit to so many." He claimed there are today only a "few thousand" 50-mc television sets in the hands of the public, but "from four to five hundred thousand" 50-mc FM sets which might be saved from total obsolescence by restoration of the old band to FM.

He pointed to testimony given at the FCC television interference conference held two weeks ago as giving ample evidence that the suggested changes should be made.

"Serious Mistake"

Those hearings, he declared, showed "it was obvious that a serious mistake was made in placing television in the 50-mc band, even temporarily."

"Witness after witness," he continued, "testified that television, sandwiched here between police, amateur, mobile phone and FM channels was being interfered with by all of these services."

This interference, he maintained, is trivial now, to what it will be when new stations already authorized go on the air.

The letter and the protest to Mr. Denny went to Sen. Charles W. Tobey (R-Vt.) and Rep. Robert F. Jones (R-Ohio), new appointee to the FCC, among others.

WJBK, WHIZ Sales Are Granted by FCC

DETROIT Local Will Transfer For Record Figure

APPROVAL was granted by FCC last week to sale by Fort Industry Co. of WHIZ Zanesville, Ohio, for $275,500 and purchase of WJBK Detroit for $696,585.14. Both are local stations, WHIZ 250 w on 1290 kc and WJBK 250 w on 1490 kc.

WHIZ is sold to Southeastern Ohio Broadcasting System, associated with the Zanesville Times Herald WNBW. One condition of the grant is included. Fort Industry acquires WJBK and WJBK - FM from James F. Hopkins, (41%), president and general manager; Richard A. Connell Jr. (60%), auto distributor and real estate owner, and Henrietta Connell (6%). The WJBK consideration is said to be a record figure for local outlet. The Connells and Mr. Hopkins also own Huron Valley Broadcasters Inc., permitee of WHRV Ann Arbor, Mich.

Fort Industry Co. is owned by: George B. Storer (73%), president; J. Harold Ryan (11.8%), vice president, and Frances S. Ryan (14.3%). Fort Industry owns WGBS Cleveland, WLOK Lima, Ohio, WWVA Wheeling, WMMN Fairmont, W. Va., and WAGA Atlanta. It also holds an 8.75% interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSH Boise, Idaho.

Southeastern Ohio Broadcasting System owned equally by: Cleo Littick, president; Orville L. Littick, vice president; Ernest B. Graham, secretary-treasurer; Arthur S. Littick, and Clarence A. Graham. The Litticks own in the system and while E. B. Graham has local business interests and C. A. Graham is an attorney.

Because of Fort Industry's ownership of FM and AM stations, the FCC had refused to act on the WJBK transfer until the WHIZ application was filed [Broadcasting, Jan. 6]. After subsequent formal notice of the WHIZ sale the Commission in April voted for consolidated hearing on the cases.

The applicants petitioned for reconsideration and grant without hearing, answering issues cited, which petition was granted by FCC last week.

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FTC Jurisdiction
(Continued from page 18)

The complaint is based on a program called The Sports Circus, sponsored by the Kennedy Floor & Tile Co., named as co-defendant with the station. The program in question contains incomplete information with respect to horse races conducted throughout the U. S., such as conditions of the track, post time, winners and prices paid for first, second, and third places in each race.

This information, says the complaint, "is of substantial use and interest to persons violating the laws of the District of Columbia and the states of Maryland and Virginia through the placing of bets on the result of horse races and petitioner is informed and believes that wagers and bets are set and paid upon the insignificance of the information furnished by Radio Station WAGY."

The complaint then goes on to cite the laws which make horse racing and gambling of all forms illegal within the District of Columbia and the state of Virginia, and points out that although horse racing and betting is permitted at tracks licensed in Maryland, all other gambling and betting on races are against the laws of that state.

But in addition to use of this information by bookmakers and gamblers, charges the complaint, Capital Broadcasting Co. has been informed by the Metropolitan Police Dept. that information such as that being broadcast by WAGY "is also used by persons interested in the operation of a lottery known under its common name as the 'numbers game.'" "The numbers lottery," it continues, "is illegal contrary to the laws of the District of Columbia, Maryland and Virginia and to the public interest of its citizens."

How It Operates

Complaint then gives a detailed explanation of how the numbers game operates and how the winners are determined and charges that "the information upon which the winning numbers are determined is first available through the broadcasts of WAGY and that payments under this lottery are being made upon the basis of such information."

As further proof that such information is used illegally, the applicant cites his own personal experience. He points out that WWDC used to broadcast such information, but when it was learned from the Police Dept. that it was used for placing illegal bets and the numbers lottery, the station voluntarily removed from its programs all information with respect to prices paid at the various race tracks. "Possessed of this information," the applicant continues, "Capital Broadcasting Co. feels that it is under a strong moral compulsion and a legal obligation not to adopt the practices presently entertained by WAGY in the broadcast of pari-mutual prices and other information which is of value to those conducting illegal enterprises which are injurious to the public interest."

In the second complaint against WARL and Zlotnick The Furrier, the charge centers around a Zlotnick-sponsored program called Dollars for Answers. "The program," says the complaint, "attracts listeners and potential customers through the medium of a 'money-give-away,' wherein listeners to the program are, through lot or chance, offered cash prizes as a reward for listening to the program."

According to the applicant, the medium by which listeners are attracted "constitutes a lottery and is illegal, contrary to the laws of the District of Columbia, Virginia and Maryland and to the public interest and welfare of their citizens."

The program in question is five minutes long and is broadcast every half hour from 8 a.m. to close of business day, approximately 24 to 28 times a day. Each program consists of a question and answer read over the air pursuant to which a telephone number, selected by lot or chance, is dialed. If the person answering the phone can give the correct answer, he receives a cash prize, but if not, he is told that he would have known the answer had he been listening to WARL.

Element of Skill Absent

Thus, says the complaint, the element of skill or knowledge is absent for the questions asked are such that the answers can be known only by listening to each individual program wherein answers are supplied. The possibility of potential winners getting the necessary information from other sources is precluded by changing the question every half hour.

"All three elements necessary to constitute a lottery are present in the program described above," says the complaint. The elements, prize, consideration and chance, are explained as follows. The prize is the money award offered. The consideration is the requirement that potential winners listen to the station in order to secure the information necessary to answer the question asked. The chance lies in the random selection of the telephone numbers called.

Summarizing the effect of the program, the complainant charges, Dollars for Answers constitutes an appeal to the gambling instinct of the general public and attracts listeners and potential customers upon the basis of "Something for Nothing." It is further pointed out that the broadcast of the FTC as supported by the courts, has consistently held that the use of a lottery in the promotion of goods or services, constitutes an unfair method of competition and an unfair practice in commerce.

Another danger, according to

NEW PRESIDENT of Boston Advertising Club, Harold E. Felowes (1), general manager of WEEI, 316 of the Communications CBS outlet, stands at club's final meeting of season June 10 as retiring president, George C. Wiswell, receives gifts, including deep freeze, two platters of meat, a pigeon and a commodore's outfit.

WWDC, in addition to the illegal aspects of the program, is that it might start another epidemic of give-away shows. "The ultimate end of such methods of competition," says WWDG, "has always been a lowering of the program standards involved and competition for listening audience has been reduced to the principal of offering a bigger lottery at more frequent intervals."

Dollars for Answers is also contradictory to the provisions of Section 214 of the Communications act of 1934, according to the complaint. This provision deals with lottery broadcasts.

FCC Power Limited

This, however, says the complainant, "does not afford the public a remedy which will serve to eliminate the unfair methods of competition complained of and protect the public interest." The FCC, charges the brief, has often been concerned with problems similar to this and has never been able to effectively control their broadcast. The power to censor programs is expressly denied the FCC, it continues, and therefore FCC power to protect the public interest is limited to such indirect actions as may arise in connection with application for license or renewal of license.

In view of this situation, the applicant concludes that "effective jurisdiction to prevent the continued injury to the public interest from the practices complained of rests in the FTC." No other agency, according to WWDC, has the jurisdiction to proceed against an advertiser who uses unfair or illegal methods of advertising in the solicitation of customers to the detriment of the public.

The Communications Act, says the applicant, does not restrict action by the FTC, but to the contrary provides for it in Section 319.
which states that a court reviewing or enforcing a decision of the FTC may, in addition to all other penalties, revoke a license of a broadcast station licensee subject only to such rights of appeal or review as may be provided by law with respect to orders and judgments of said court.

These unfair practices are now used by various advertisers and stations throughout the country, according to the complaint, and no effective method of control has yet been determined. The applicant further believes that the situation is due to get worse because of the coming period of increased competition which will result in the adoption of similar methods of illegal programming by stations not now using the same, unless these unfair methods of competition and unfair practices in commerce are eliminated throughout the industry.

WWDC therefore requests "cease and desist orders with respect to the unfair methods of competition and the unfair practices in commerce outlined above." This, says the station, "would set a precedent and would serve to correct a large percentage of the unfair practices in commerce now being followed by various advertisers and radio stations throughout the nation and would eliminate the necessity for individual complaints of a nature similar to the foregoing."

New WHIT Manager

APPOINTMENT of Gordon A. Scheihing as station manager of WHIT New Bern, N. C., has been announced by Louis N. Howard, president of Coastal Broadcasting Co., Inc., which owns and operates WHIT and WJNC Jacksonville, N. C. Mr. Scheihing entered radio in 1930 when he joined WCAO Baltimore as a member of the program department. He was named program director of the station in 1935, and served continuously in that post until he resigned recently to accept the WHIT appointment.

Jones—Republican

(Continued from page 18)
elected to Congress but because it was deemed essential knowledge for good citizenship.

His basic tenets of hard work and economy were also gained early in life. He worked his way through high school and college—Ohio Northern U., where he graduated in 1929. He was an honor student and class orator—no athlete in spite of his big build because his working schedule consumed most of his time.

After attaining his law degree he opened private practice in Lima. This, says Mr. Jones, "saw him through the campaign platform of the sitting Congressman W. B. Kemper (R.-Me.), Senate majority leader and Hill communications expert, said he was surprised at the President's action in withdrawing Commissioner Wakefield's nomination. He said that he knew of no complaint against the Commissioner and could not understand the White House action.

His persistence on the Appropriations Committee gave him an abiding interest in economical government and improved administrative law. Of the latter he says:

"Administrative law is in its infancy and provides a real opportunity for public service." Working with the problems of the Interior Dept. also gained him considerable insight into power and common carrier matters, and it is in this field and public administration that he will likely make himself felt during his career to be in the FCC.

Mr. Jones said he was "very pleased" at his appointment. He laughed jokingly that he would not miss the biennial campaign battle and would welcome the chance to "settle down" in Washington where he has raised a nine-month-old daughter and a son just graduated from high school. His wife, the former Ida Marie Spreen, was in his college class and graduated with him.

One of the first things he will have to do before joining the Commission is dispose of an 18% interest in Northwestern-Ohio Broadcasting Corp. granted for a new FM station in Lima, Ohio. Grant was issued on Jan. 22. The company is also one of three applicants for 1180 kc with Lima, Dayton and Columbus area. Hearing has been held but no decision has been issued.

BMB Meetings

(Continued from page 20)

by educating them in the most effective use of its data, the committee felt. This committee also suggested that the BMB research committee investigate the possibility of setting up some sort of standard measurements for stations to use between BMB surveys, especially if the next study is not to be made until 1949. Stations going on the air or improving their facilities since the 1946 study will wish to present new data to advertisers and agencies, it was felt, and it would be better for these data to be standardized on a BMB-approved formula than for each broadcaster to make his own study using individual methods. One of BMB's major advantages is its standardization of station audience statistics, the group pointed out, and this should not be lost in the period between national studies.

A proposal that BMB's regulations be changed to permit subscribers to authorize the editorial use of their BMB data in summary form was discussed at length by the committee on by-laws and procedures, meeting Wednesday, which recommended it to the FCC. Group also recommended several technical procedural changes in BMB operations. Final preparations for the Friday board meeting were made by the Executive Committee on Thursday.

"Patti Clayton Show" previously scheduled to begin June 21, 7:30-8 p.m., has been cancelled as Miss Clayton has been called to Hollywood to fill another engagement. The show will be replaced by "Oklahoma Round-up."
Jones Nominated
(Continued from page 12)
was no explanation from the White House. The only recent precedent for such an action in radio was in 1943, when President Roosevelt withdrew the nomination of the late Gov. O. D. Underhill of New York as a Republican member of the Commission 24 hours after it had been sent up. There never has been an official explanation of the Payne overnight rise and fall. The best available explanation was that something had "slipped."

In the case of Mr. Wakefield, there also may have been a "slip." His nomination was sent to the Senate on May 21, when the President was in Independence, Mo., at his mother's bedside during her recent serious illness.

Intention of the Senate Interstate Commerce Committee to investigate the party status of Mr. Wakefield developed formally June 12 with a letter from Sen. Wallace H. White (R-Mo.), chairman of the Committee, named a subcommittee of three Senators. This committee, comprising Senators Clyde M. Reed (R-N.Y.), Edward H. Moore (R-Okla.), and Tom Stewart (D-Tenn.), was to meet June 28 to consider Mr. Wakefield's qualifications.

Comr. Wakefield was appointed to the Commission in March 1941 to succeed the late Thad H. Brown of Ohio, Republican. He has a public utilities background, having previously served as President of the California Railroad Commission. His first contact with FCC came in 1938 when he was called in to assist in an inquiry into the Pacific Telephone and Telegraph Co. telephone rates. His party affiliations came through activities on behalf of the Republican Central Committee of his home county of Fresno, of which he was secretary from 1920-21. He subsequently became a member of the State Republican Central Committee and was a delegate to the Republican National Convention at Chicago in 1928.

Impact of Action
The President's action struck the FCC with tremendous impact. Chairman Denny was in Atlantic City presiding at the International Telecommunications Conference and up to press time made no comment. Commissioners on the scene in Washington were aghast. It was the first sign of cleavage between the White House and the FCC.

Speculation arose as to whether the FCC situation was discussed by the President with J. Leonard Reinsch, his radio advisor and personal friend since the vice-presidential campaigning days of 1944. Mr. Reinsch, managing director of the Cox radio stations (WBOC Atlantic, WOOC Miami, WHIO Dayton) and who has accompanied the President on his trips to Kansas City, Canada and Princeton during the last fortnight.

Under the existing law, not more than four members of the Commission can be of the same political faith. Technically, there are only three Democrats on the Commission — Denny, Paul A. Walker of Oklahoma, vice chairman, and Clifford J. Durr of Alabama. Mr. Durr's term expires June 30, 1948, and there are constantly recurring reports that he intends to leave before that time, probably to accept a law professorship at Yale or Alabama.

Messrs. Wakefield and Rosell H. Hyde, of Idaho, former general counsel, were named as Republicans. Commissioners E. K. Jett, of Maryland, and E. M. Webster of Wisconsin, C., were named as independents.

It is doubted whether Mr. Jones, once he qualifies, will be named chairman. That appointment, under existing law, is made by the President. While the appointment of a Republican chairman is not unprecedented, it is hardly regarded as likely. Reports have persisted that Chairman Denny intends to resign after the International Conference and probably no later than the end of 1947 either to enter the practice of law or to accept an operating post in radio. Mr. Denny repeatedly has denied such reports. Whether the current explosive developments will have any bearing upon his decision will depend upon events in the immediate future.

The general impression in Washington radio circles last week was that anything can happen.

Feature
(Continued from page 10)
editor of the Pittsburgh Press, was flown to Portland for the ceremony. Recently it was used to break ground for a new KDKA-FM installation.

Construction is to begin at once on new KEX transmitter and present plans call for operation of the station with new equipment at ten times its present power before the end of the year.

The transmitter will be centered in a 46-acre plot adjoining the Southern Pacific Railroad right-of-way. Building will be a permanent structure, an eye-catching ranchhouse design. It will provide a central transmitter and equipment room, reception lounge, office, kitchen, shower bath, garage and storage space. Three 450-ft. antenna towers will be located immediately back of the building.

Westinghouse broadcasting activities in the Pacific Northwest and in the Northwest, where KEX was purchased from the Portland Oregonian. Last year a three-story building was acquired and remodelled into six ultra-modern studios, five control rooms, a central equipment room and 12 daylight offices. An application for FM is now before FCC.

WING, ABC Tiff On Affiliate Pact
Time Clause in New Contract Causeing Differences
REPORTS from New York and Dayton indicate WING 5 kw outlet at Dayton, and ABC have come to a parting of the ways, with the network refusing to renew its contract with the station on a two-year mutual cancellation clause basis, as in the past, and WING, in turn, refusing to continue with ABC unless it can retain the two-year clause.

An ABC executive told Broadcasting Thursday: "It looks as though we're out of Dayton." Explaining, the ABC spokesman said that WING rejected a renewal contract containing a six months' cancellation clause and that ABC had countered with a contract calling for one-year cancellation notice by either party. WING likewise turned down the ABC's modification proposal, the ABC executive said.

WING's version of the story, as told by John Pattison Williams, vice president of both WING and WIZE Springfield, Ohio, was this:

Williams' Statement
"Our contract with ABC was signed by WING and sent on to the network several days ago [statement was issued June 14]. Provision was called for a two-year non-cancellable contract under terms of which we have operated in the past. However, ABC returned a contract to us calling for a six-month cancellation clause. Such a contract offers but little protection to WING, its listeners and advertisers, and out of fairness to all of us we have refused to sign it."

Mr. Williams then went on to explain that under its new plan of independent operation "WING can even more fully function as the Dayton Station."

In a subsequent announcement he made June 14 that WING's new operating schedule without programs from ABC had been inaugurated that day, Mr. Williams the following day stated that negotiations with ABC had been reopened following receipt of a teletype message from the network. This re-sumption of talks with the network apparently proved fruitless, however, in view of subsequent developments.

Elaborating on what he had had to say about ABC's departure from Dayton, the network executive contended that WING said that last March ABC offered WING and WIZE similar contracts containing six months' cancellation privileges for both ABC and the stations. The WIZE contract, he said, was signed at once, and he added that a fortnight ago WING had returned a contract to ABC with the six months' cancellation clause deleted.
Appointent of Jones Bears On the Entire Radio Picture

WHAT MANNER of man is Congressman Robert F. Jones, Republican, of Lima, Ohio, nominated last Wednesday for appointment to FCC?

This is a story picked up from the "printer's stone" at the plant where Broadcasting is published. On May 21—the day the White House sent to the Senate Comr. Ray C. Wakefield's nomination for another seven-year term from June 30, there was an editorial which was to have been published in the May 26 issue of Broadcasting. When the nomination went up the editorial was withdrawn.

We publish the editorial herewith, not in any criticism of Comr. Wakefield, but because it has a bearing on the whole radio regulatory picture.

Paging a Mr. Jones

OVER THE YEARS—16 of them—this journal has tried to speak out in defense of a sound, alert American radio, unfettered by Government and free to operate in the American tradition.

What we are about to say is in that same spirit. It may not rest well with certain people.

We agree with students of Government that good men can make the poorest statute appear to work well, while bad or incapable men can impeach the integrity of the most carefully drawn law. For more than a decade we have advocated new legislation to replace the present antiquated radio statute. That advocacy, we hope, is about to be realized. But a new law, however well drafted, requires good administration.

There has been a laxity about appointments to Federal posts in past administrations. Too often they go to lame ducks, not only from Congress, but from state posts. The FCC has been no exception.

Isn't it time for the appointive authority to take stock? We have been pleased with those of President Truman's selections. We have faith in his desire to make his administration an able and effective one.

We have no candidates for the vacancy which occurs on the FCC June 30, or for those to occur on successive June 30's. But we do desire respectfully to suggest the caliber of man that should be named.

The forthcoming vacancy is Republican. We feel, therefore, the post should be filled by a Republican who has the endorsement and support of his party's leadership in Congress and the country.

The FCC is a quasi-judicial body, an arm of Congress called upon to perform a combination of legislative, judicial and executive functions. Therefore, the post should be filled by a man who not only reflects the views of the people as expressed in the election of the new Congress.

If the ideal commissioner is named, he would be one possessed of a keen sense of judicial fairness and balance, capacity for work, independence of judgment, unquestioned integrity, profound respect for the statutes as written and a zeal for and devotion to public service which shuns the publicity spotlight. He would also give more thought on how to save a dollar of public funds than how to find ways to spend more.

Are there such men? Are such capabilities available? The nation has been built upon their counterparts. Today the problem is to induce them to accept a $10,000 a year post—a stipend that should be increased, as were Congressional salaries last year.

We cite Congressman Robert F. Jones of Ohio as the prototype of the man we have described. We do not know Mr. Jones. We do not know whether he would accept an appointment if proffered. But in watching the Congressional drive for economy and efficiency in Government, many observers on the Washington scene have taken cognizance of him.

Mr. Jones is a 40-year-old attorney, serving his ninth year in Congress. This year he became chairman of the Appropriations Subcommittee for the Interior Dept. He did what no other Republican yet has been able to do, and he has made it stick. He cut the Budget Bureau's recommendation 47%. It was across-the-board blunder-bus slash; it was a selective, scalpel-like operation, accomplished because Mr. Jones knew more about reclamation and irrigation and power projects than the Interior Dept. officials.

Representative Jones' operation was no spur-of-the-moment job. He had spent years as a minority committee member. When his party became the majority, he knew the facts. He did the job without rancor, bitterness or cunning. Even those in opposition praised him.

The FCC needs a man whose integrity and judicial dignity. It needs men who will not propose a budget swollen even beyond wartime years; men who will question need for a bloated accounting staff when the principal

Butte and Beloit Get New Stations

Wisconsin Grantee is Headed By Taylor as Manager

TWO NEW standard stations were authorized last week by FCC. They are: Butte, Mont., 610 kc, 1 kw fulltime, directional, night time, assigned Treasure State Broadcasting Co., and Beloit, Wis., 500 kw daytime on 1380 kc, assigned Beloit Broadcasters Inc.

Treasure State had been consolidated for hearing with applications of KOPR and KOJR, Idaho Falls. But the KOPR request, for modification of permit to change frequency to 580 kc, was removed from hearing and disposed of by the Commission.

The grantee is composed of: Paul Cannon, retail merchant, president and 33.3%; Joseph E. Parker, auto dealer, vice-president 16.6%; W. D. Murray, Washington attorney, secretary-treasurer 16%, and A. W. Sandack, attorney, formerly with KSL Salt Lake City, 33.3%.

The application of Beloit Broadcasters also had been in consolidated hearing, with Wired Music Inc., Rockford, Ill., applicant for 260 kw fulltime on 1400 kc.

Beloit Broadcasters first had sought 1 kw but later amended its request to seek 500 kw and in the proceeding it was found that with this power there would be little interference to the operation of the proposed Wired Music Inc. station. FCC therefore granted the Beloit applicant's petition for severance from hearing and grant.

Principles in Beloit Broadcasters are: William F. Taylor, senior engineer at WLS Chicago, president and general manager; Lloyd Burt, general manager; Claude Potter, one-third owner of WAUX Waukesha, Wis., vice-president, and Russel G. Salter, also one-third owner of WAUX, secretary and KIFI, which sought change to 5 kw to be granted.

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Fitzgerald Brothers
Brewing Co., Inc.
makers of Fitzgerald’s Beer & Ale have continuously presented the five-star final NEWS IN SPORTS at 11 p.m., six days a week on WINR ever since October, 1946, just two months after WINR went on the air.

When in Rome, Do as the Romans Do
PUT YOUR MONEY ON THE
WINR
Binghamton, N. Y.
HEADLEY-REED, National Representatives
Page 96 • June 23, 1947

TUESDAY AFTERNOON
Frank Roberson, chairman of the Legislative Committee of the Federal Communications Bar Assn., was present at the hearing before Senator White and confined himself entirely to the procedural and appellate sections of S. 1388.

Judge Roberson expressed broad approval of these sections, praising the proposal that the FCC Chairman be elected annually by the whole Commission instead of as at present by Presidential appointment for the full seven-year term. The Association also favors the provision that the Chairman not be a member of either the proposed technical body or a general executive officer of the FCC.

Detailed approval was expressed of the all important amendments to Section 402(a) of the present Communications Act having to do with appellate procedures. Judge Roberson said extension of appellate jurisdiction to the United States Court of Appeals for the District of Columbia over orders to which the three-judge court now has sole jurisdiction would be more convenient and inexpensive to all parties concerned. He emphasized also that the Appeals Court has the advantage which the three-judge court by its nature cannot have of an established body of law on communications.

Amendment Clarifies Decisions and Orders
Paramount advantage of the amendment, however, he continued, is that it “clarifies the types of decisions and orders of the Commission as to which appeals may be had.” Approval was also given to a section which would provide appeal to the Supreme Court “as

MUTUAL’s representatives at the hearings included President Edgar Kobak (r), and Robert D. Sweezy, vice-president-general manager.
a matter of right" in revocation and renewal proceedings where the Commission denied a license or denied a renewal. At the conclusion of the first day's session (Tuesday) Senator White remonstrated against six witnesses for NAB, expressing the view that one might readily handle the presentation and that Judge Miller certainly was qualified to present the trade association's case. He referred to "legislative filibuster technique" and said that such a thing could happen in a county as well as in Congress. "I hope this hearing can be concluded and that the committee will have a chance to labor and report the draft bill to this session of Congress," the Senator said. "Whether there is time to enact the legislation at this session I just won't dare to assert. I do not know whether there is or not. I know there will not be if every interest who has a concern with radio feels it must put on a group of witnesses.

Want to Get Legislation Before This Congress

"We want to get this legislation before this Congress and we want to get it before Congress whereas we can pass it at this session or not, because if we find we cannot pass it at this Congress, then we will have gone a long way towards preparing the legislation for the next Congress."

"I think we might as well recognize that there's going to be legislation either at this session or the following Congress. I feel that the sooner we get right down to grips with the thing and recognize that fact, everybody is going to find himself in a happier mood about the situation."

They will have some certainty of knowledge, and they will not be up in the air as we have been for the last three or four years about this.

"We're crowded to death up here, almost. They don't have the drafters to get this legislation in draft form and in before the Senate before we recess (the date set is approximately July 25). I want to make every possible effort to do it."

"... I just hope that you people who are interested in radio feel that the sooner some of these questions are settled, the better it will be for everybody. You will have a stability and you will have an assurance that it is worth something to the industry."

**WEDNESDAY MORNING**

NAB president Miller on Wednesday challenged the whole philosophy upon which the present and proposed communications law is based and struck sparks from a usually placid Senator White who defended his proposal with unaccustomed vigor. Judge Miller faced an argumentative and emphatic battery of Senators who refused to see any corollary between the application of the Freedom of Speech amendment to both newspapers and radio stations. "I deliberately challenge some of the assumptions," he declared "upon which the proposed law is based."

Senator White replied that the "major premise upon which the FCC acted in establishing the FCC is that it must grant station licenses on the basis of the way in which the public interest, convenience and necessity is served." This means, he continued, that the Commission must be able to look into the way programs are constructed.

**Spirited Exchanges With Judge Miller**

The spirited exchanges between Mr. Miller, and Senators McFarland, White, Johnson and Capehart started when Senator McFarland asked whether the NAB president would suggest that the FCC prevent acting upon poor programming.

Mr. Miller replied that poor programming is not sufficient cause to put a station off the air. "So far as possible," he maintained, "the analogy between press and radio should be kept as close as possible."

His entire 50-page written statement was directed to the consideration of those sections of the White bill which affect freedom of speech.

Senator White declared that he "did not at all get the analogy" between the newspapers and the power of the government to license radio stations. He declared that there was a definite relation between the quality of a program and the public service which a station renders in living up to its license. Thus, he concluded, "it is difficult for me to see how regulations can be made if programs cannot be looked at."

Mr. Miller replied that at the time the original act of 1927 was written the airwaves were threatened with "electrical chaos." The Commission was started, he said, to see that stations stayed on their assigned frequencies, that they were financially qualified to remain on the air, that they met reasonable engineering standards and served the communities which they reached through the ether.

The power through which Congress asserted its authority over radio, he continued, was contained in the Commerce clause of the Constitution. "There is no magic in the Commerce clause," he continued, "and it was definitely limited by the first amendment" which guarantees freedom of speech, worship and assembly.

He told the committee that it is not beyond the realm of possibility that the current newspaper shortage may evolve into a crisis which will force the Congress to impose restrictions upon the use of newspapers similar to those now imposed upon the frequency spectrum. In which case he emphasized, the analogy between newspapers and radio stations will be even closer.

Would such a situation, he asked, warrant the government inquiring into the content of newspapers and magazines, considering the guarantees which now cover those media?

Senator White marked this as the point where he parted with Mr. Miller. Most emphatically he declared:

"You people in radio indulge in dreams—Congress will not stand for any such interpretation of the law."

Mr. Miller replied, that it was not a matter of interpretation but of guarantees written into the Constitution which could not be applied to any one group without being applied to all. He charged that the proposed White bill, in effect, changed the constitution, giving it special effect as to radio.

Judge Miller's criticism of the present suggested bill was strongly etched out in a comparison with the present law by which he said the statute now on the books was better than the White proposal.

At this point Senator White interrupted to declare that he was "irritated" because since he had introduced his bill "not a single helpful suggestion" has been forthcoming from anyone in the broadcasting industry. He concluded, therefore, that when help is withheld it amounts to a "belated criticism."

**Broadcasters Have Right To Challenge Congress**

Judge Miller replied that "broadcasters are people who have a right to challenge any action of Congress." If the Committee for not having given its witnesses sufficient time to "prepare their case against the bill."

Senator White commented upon this that "As I look at your brief I am persuaded that you were not cramped for time."

Senator McFarland declared that he "could not believe" that any law written by Congress could deprive any citizen or group of citizens of their constitutional rights. But Judge Miller replied that in spite of court protections that was exactly what had happened even under the existing law.

He cited the Mayflower case as an example of what he meant. Here was a case, he told the Committee where an administrative agency had by an edict effectively put a law into effect which had deprived the broadcasters not only of their...

(Continued on page 98)
White Bill Hearings
(Continued from page 97)

The Spartan Women
and the Chambray

Jane Dalton, Women’s Director, is on the air Monday through Saturday. The other morning she advertised certain goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn’t enough left to make a doll’s dress!

We Hate Being Uahog-gish

Memphis

W, H, BEECUE

*Uahog — a clan — see Webster

"We just can’t keep quiet when there are still some availabilities on WHBQ that we know can do a good selling job for you. To get the advantage of good time plus promotion that builds sales, call Rambeau now.

WHBQ broadcasts more Commercial Promotions than any other station — more than any other station.

Represented by RAMBEAU

New York  Chicago  Hollywood

Page 98  June 23, 1947

The Mayflower case,” he said, “the FCC decided that broadcasters should not editorialize. When an applicant came up for a renewal of his license, he was told that there would be no renewal unless he agreed not to editorialize. Under the act no appeal can be taken except when the decision is made against an applicant.”

By the end of the morning session Judge Miller had gotten only half way through his prepared statement. With thirty pages to go and an additional five witnesses from the NAB standing by, Senator White notified witnesses that they would hereafter be limited to 20 minutes of oral submission in addition to the written statement filed with the Committee.

Judge Miller’s statement began with an elaborate tracing of the history of the freedom of speech amendment and its application to the radio and press. He foreshadowed the reference by the committee to previous cases by stating: "Before reading of the transcripts of previous hearings convinces me that the subject of free speech as contemplated by the First Amendment of the Federal Constitution was not analyzed with sufficient care by the witnesses who then testified. As it is the subject of paramount importance in any legislation upon the subject of radio broadcasting I shall analyze the pertinent Sections of the pending bill with that in mind."

Regarding the power of the FCC to regulate radio traffic he pointed out that it is limited by the first amendment from doing anything which would abridge the freedom of speech or press or radio.

The same reasoning, he said, which makes radio broadcasting subject to control under the Commerce Clause makes it subject, also, to the protection of the First Amendment.

Judge Miller pointed out that the Commission has demonstrated in some of its briefs its contention that “the First Amendment does not limit the FCC with respect to radio broadcasting. He charged that the White bill in its proposed amendment of Section 326 of the Communications act amends the language in the Act which expressly prohibits interference with the right of free speech by means of radio communication."

The elimination of that language, he declared, “will give even stronger encouragement to the FCC to expand its administrative interpretation, and further to encroach upon the right of the broadcaster in the field of free speech by means of radio communication.”

The intent of the FCC with respect to regulation, said Judge Miller, is clearly indicated in material contained in the Blue Book. The proposed White Bill will make it possible for the Commission to find special authorization for the exercise by the Commission of power in the regulation of the business of station licensees.

The Blue Book, he continued, "undertakes to require broadcasters to change their program content on the theory that they are making too much money and should spend a larger proportion of it for radio programming."

One of the greatest sources of confusion in thinking about the subject of freedom of speech, he declared, is the fact that the "concept of freedom of speech which is written into the First Amendment of the Constitution is entirely different from that which prevails in some of the continental and other countries of the world, and from the concept which prevails in England."

The concept of this freedom as maintained by the Commission he asserted, belongs to that of the continental countries and is alien to the United States.

Miller Argues Radio Is in Unique Position

Finally Judge Miller took up the argument that radio is unique as compared to other means of communication.

"Apparently," he declared, "some mystical significance is read into the fact that radio broadcasting is different. Of course, radio broadcasting is different. It is different from speech amplified by the vocal organs and the mouth. It is different from the press. It is different, also, from the exercise of political power from assembling to discuss public affairs and from petitioning for a redress of grievances. There is nothing in the First Amendment which says that because one medium is different from another that it, therefore, loses its status as one of the fundamental freedoms guaranteed by the First Amendment."

The only difference which is important, he maintained, is that which calls for a determination of how the right of freedom of speech shall be defined within the limits of the same that the Commission of regulations which society imposes for its protection in times of peace and in times of emergency.

He concluded, therefore, that the determining factor in the decision that regulation of radio is necessary to degree where it is not necessary for newspapers is a technical situation which requires an allocation of frequencies. That being the case, he warned, even this argument must be carefully qualified. The facts no longer justify the argument, he asserted, that there is a determining scarcity of frequencies. "There are, today, far more frequencies available than we had any idea of when we first began to regulate radio broadcasting in interstate commerce," he declared.

He went on to point out that there are now more radio stations operating in metropolitan communities than there are newspapers, to the point where there is some threat that the number of stations may result in the bankruptcy of some operators.

WEDNESDAY AFTERNOON

Judge Miller renewed his analogy between freedom of radio and press when the Wednesday afternoon session opened, declaring that the case was fast moving toward a junction of the two. He pointed to the development of facsimile and its newspaper uses, and said FCC in licensing facsimile service need look no further than the newspaper’s content shall be.

His statements again provoked extensive comments and questions from Senator McFarland, the only Subcommittee member at the Wednesday afternoon session besides Senator White.

"When it comes to not giving any power to the Commission and then let them look at a program to see what a station’s been doing — then we’d better do away with the Commission," Senator McFarland declared.

He asked whether NAB didn’t "want us to give you (broadcasters) this monopoly and then leave you alone." Judge Miller replied that there are several factors which FCC may properly consider but that it must not be allowed to infringe on freedom of speech.

When Senator McFarland interjected that "our interference is on the rules," not on freedom of speech, the NAB head replied that FCC has taken different views. He said there was no “in ‘too general’ a law which leaves interpretation to the agency.

White Interrogates On Multiple Ownership

Senator White questioned him at length on FCC’s multiple ownership rules and their Constitutional basis. He said he hadn’t fully answered, in his own mind, the question of Constitutional foundation, but that he felt there should be some limitation. Otherwise, he said, there might be some public benefits but there would be a “real danger of a monopoly situation that would justify Congress in stepping in.”

Asked whether he thought it would be wise to divorce network operations from station operation, he said the situation would depend in any case on whether there is danger of monopoly. He saw no danger in the existing situation.

Whether there should be a limitation on coverage permitted any
LISTENING in rapt attention to NAB President Miller's presentation was this segment of the audience—all identified with NAB. Front (1 to r): Don Petty, Assistant Regional Counsel; Second row (1 to r): Robert K. Richards, public relations director; A. D. Willard, executive vice president; and Paul W. Morency, vice president of WTIC Hartford, scheduled as an independent broadcaster witness and as chairman of NBC's SPAC committee.

station or group of stations, he said, is a question he hasn't studied through and answered in his own mind.

He cited court decisions to support his argument that, although it may be "unfair" to permit commentators to slant news, "it is quite another matter to suggest that an administrative governmental agency should have power to coerce a medium of communication on that account, and that the right of freedom of speech should be abridged on that account." He declared:

Although there are poor radio programs, there are also some relatively good ones. A scientific survey, recently made, reveals that the people think radio is doing a very good job, a better job, in fact, than are schools, churches, newspapers and local governments. . . . Certainly, the indiscriminate criticism heaped upon the broadcast industry is unfair; but that is also a part of the American process and we should never consent to an abridgment of free speech and press upon any such ground.

The American theory is that out of the welter of unfair charges and countercharges, truth is more apt to emerge than can possibly happen under government-controlled or "censored" media of information.

McFarland Points To Radio Development

Senator McFarland suggested that the "controls placed by FCC have not thus far prevented development of the best broadcasting the world has ever known." Judge Miller replied, "Thank God for that." When Senator McFarland sought to compare some radio programs with dime novels, he answered that a better comparison would be with the serials and stories carried in newspapers and magazines, which originally established the standard of public acceptance.

The NAB president cited as applicable to radio the Supreme Court's assertion in the Esquire case that "... a requirement that literature conform to some norm prescribed by an official smacks of an ideology foreign to our system... From the multitude of competing offerings the public will pick and choose.

He said FCC's present control over broadcasting "climaxes a long series of steps" toward "star chamber" government. The phrase "public interest," he asserted, is used by "administrative crusaders [as] a hook upon which to hang many strange and devious notions."

When he quoted a statement by Sen. Robert A. Taft (R-Ohio) denouncing practices of administrative agencies, Senator McFarland noted that the denunciation was against such agencies generally and said: "Then it doesn't apply to the FCC at all."

President Miller pointed to FCC's Mayflower and atheism decisions as examples of methods used to enunciate policy without providing opportunity for appeal to the courts, since there was no revocation or denial of licenses.

Miller Charged With Wanting 'Perfection' Senator McFarland interposed that Judge Miller apparently wanted "a perfect Commission," whose decisions would be satisfactory to him, and that "if you have that, you wouldn't need to appeal."

Judge Miller said he expected no "perfect Commission" but that Congress should protect Constitutional guarantees and at the same time provide a clear channel of appeal to the courts.

He submitted a chart showing appeals from FCC decisions. For years, he said, appellate courses open to broadcasters were so limited that few appeals were taken. He said he preferred present law to expansion of FCC powers, and when Senator McFarland disagreed that the White Bill would expand Commission powers he replied that FCC Chairman Denny himself had testified that expansions would result.

Opening his attack on the Constitutionality of the Blue Book, President Miller was met with a barrage of questions by Senator McFarland relating to percentages of commercial versus sustaining time. The Senator asked whether FCC should "look" at the record of a station which devoted 90% of its time to advertising and 10% to programming. Judge Miller said he thought it should, but denied Mr. McFarland's charge that you're backing up a little.

 Senator White noted that the Bar Assn. approved to appear the bill's appellate procedures. Mr. Miller replied that he had hoped the Subcommittee would also recognize his own experience on the Appeals Court bench, to which Senator White replied that the former jurist apparently has "backslid a little."

Judge Miller insisted that the bill's appellate provisions should be amended to permit full review — "upon questions of fact as well as law" — from decisions involving free speech in radio.

He also questioned FCC's policy of preferring "local owners" in deciding applications, and again evoked disagreement from Senator McFarland.

The Senator, glancing over Judge Miller's statement on provisions relating to indecent language and false statements, said "I'm glad you approved of something." Then he noted that this approval was qualified. President Miller contended that the prohibition against deliberately false accusations not only violates principles of free speech "but... would make it impossible for discussion to be had over the radio, even of cases in which persons were being tried for publishing false accusations or charges."

He contended that "broadcasters are making very strong efforts" toward "cleaning up their own house." But he said they cannot be expected "to assume responsibilities of the kind called for in professional controls and in self-discipline, when they are being subjected constantly to interference, reprisals and intimidation from new generation."

Calling attention to "international considerations," he said "we are not in a very consistent position when we demand that other countries lift the iron curtain and subscribe to our concept of free communication when we are, at the same time, engaged in a steady process of encroachment upon freedom of speech and press in this country."

When President Miller completed his testimony, Senator White noted that 13 persons had requested time to testify that afternoon. He said the group included five from NAB, and asked that they simply file their briefs or, at most, make short explanatory statements.

Don Petty, NAB general counsel, gave a short explanation of his brief, dealing with the bill's appellate and procedural sections. He approved the "cease and desist" provisions, but noted several instances in which the measure is inconsistent with provisions of the Administrative Procedure Act.

He proposed that revocation proceedings be handled as civil proceedings in U. S. District Courts in the area where the station is located; that they be instituted and prosecuted by the district attorneys and FCC request, and that a one-year time limit be imposed on (Continued on page 102)
Help Wanted

Experienced announcer, $275 monthly, 40 hours, 6 days week with fees. Send disc, recent photo and three personal references to Station WROV, 1850 Main St., Radio City, Miami, Florida. Salary or drawing permitted. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C.

Question:

WHO IS MARK SHEELEY?

Answer:

Disc jockeys are here to stay. Your station can’t do without one, and if it’s an A-1 disc jockey you’re looking for... Mark Sheeley is the man for you.

Mark has been in radio over 5 years and can show positive proof of the excellent job he has done for other stations by maintaining radio Rowe into real cash.

All ads look alike, but not all disc jockeys do the same job or produce the same show.

Mark Sheeley’s disc shows are different from all others.

• Largest mail pull on station!
• Largest listening audience!
• Largest spot sales over other personalities.
• Excellent production and showmanship!

Mark Sheeley appears in this month’s Capitol Record News.

At present Mark spins two disc shows for an ABC affiliate, but is looking for a station in large metropolitan area.

All correspondence will be promptly acknowledged.

P. S. Mark holds a first class ticket.

Write or Wire

Box 716, BROADCASTING

Salesman to sell time on 5 kw NBC station established 1924 in Florida city of 75,000. Good living conditions, salary, drawing account and commission. Write or telephone application. Address Box 262, BROADCASTING.

Saleswoman to be in charge of 10 kw station in New York area. Address Box 882, BROADCASTING.

Salesman to handle national television show in New York. Address Box 593, BROADCASTING.

WANTED: General Manager, Emergency Service, NBC, Chicago. Write box replies. Address Box 622, BROADCASTING.

Have you a Proven Success Record? Have you had managerial experience in similar operations and preferably in all phases of broadcasting? Have you had executive, sales, and public relations experience in other stations and in a competitive market? Have you worked in a station of the New York area? Are you a veteran? Have you had executive experience in an on-air position? Have you had previous experience in handling a station in one of the biggest markets? If you apply be sure to send the complete story about yourself and your qualifications and your audience building work.

Help Wanted

Salesman: All personnel except manager and director for 250 watt full-time station in Virginia market of 25,000. Write for application to Shirley Station, Box 305, Chillicothe, Ohio.

Wanted: Engineer, lat links, all classes. Write Chief Engineer, WLOO, Logan, West Virginia.

Wanted: Full time Broadcasting Engineer, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to WLOS, BROADCASTING.

Wanted: Multi-Task Announcer for 1 kw AM Station in North Carolina. Address Box 300, BROADCASTING.

HELP WANTED: President, Vice President, Treasurer, Secretary, Director, National Advertising Agency. Address Box 624, BROADCASTING.

Situations WANTED

Program director-announcer—Young, experienced and full of ideas. Waiting for right opportunity to settle down. Have references but not past experience upon request. Must be experienced in major city. Box 879, BROADCASTING.

Program director-announcer—Young, with special interest in news shows, nature, etc., in western farm city. Address Box 629, BROADCASTING.

Program director-announcer—Young, experienced, full of ideas and practical ability. Include detailed experience, etc., in letter. Address Box 251, BROADCASTING.

Manager, Midlands Station. Address Box 468, BROADCASTING.

WANTED!!

Manager—Manager, permanent to start immediately in one of the best markets in the south. Independent operation. Send full particulars and references in first letter. All replies confidential. Address Box 884, BROADCASTING.

Engineer-announcer wanted for 250 watt CBS station located in Florida west coast. Ideal working conditions. If you are interested and have average announcing ability and want to live in Florida, send full details. Box 706, BROADCASTING.

Engineer-announcer wanted for 1000 watt NBC station in citrus belt of Florida. Experience in routine announcing. Good salary or drawing permitted. Address Box 713, BROADCASTING.

Announcer for 5000 watt midwest farm station. Must have direct air sales experience, plus air salesmanship plus ability to handle all types of live and recorded programs. Must have first class license, better for right man. Send complete details and picture first. Box 727, BROADCASTING.

Announcer—500 watt CBS affiliate has opening for experienced announcer. Excellent starting salary. Request immediate audition record, photograph and full details in application. Box 727, BROADCASTING.

Wanted—2 engineer announcers $600 per month. Address Box 717, BROADCASTING.

Opportunity is open now for an experienced air salesman. Must be prepared to devote full time to sales work and to live in Florida. Salary or drawing permitted. Address Box 565, BROADCASTING.

Opportunity is open now for an experienced air salesman. Must have been in competitive market. Salary or drawing permitted. Box 682, BROADCASTING.

ANNOUNCER WANTED—WANTED: Ultimate opportunity for an experienced air salesman to handle national account. Must have McClure sense of salesmanship and flair. Address Box 566, BROADCASTING.

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Situations Wanted (Cont'd)

Experience as announcer-disc jockey. Sell any commercial. Box 704, BROADCASTING.

Engineer. Eight years broadcasting; design, construction, knowledge of Nationally known engineer. Reference. Box 705, BROADCASTING.

Aimable with ability to learn quickly, ready to work at once. Four years college training, some writing and selling experience. Any job. Box 706, BROADCASTING.

Do you need a dependable, experienced all-round man? Let me know. Box 707, BROADCASTING.

Applicant—Experienced, married, veteran. Will work anywhere. Box 708, BROADCASTING.

Veteran in engineering, twenty years experience, including program direction. Three years experience with operation of large ship. Known as one of the best in the field. Box 709, BROADCASTING.

Announcer—Experienced, single. Eight years broadcasting; experienced in radio. Box 710, BROADCASTING.

For Sale

Situations Wanted (Cont'd)

Manager-engineer, BS—now salesman. R&R, Personnel Agency, Box 413, Broadcasting.

Time salesman—Two years advertising experience. Good ability to handle accounts. Expert commercial writer. Box 715, BROADCASTING.

For Sale

President of Blue Book programming principles and also on conclusion that power and antenna height exceeding 20,000 feet at 500 feet is necessary to adequately cover the extensive area [BROADCASTING, March 17].

The authorizations of Citizens’ Broadcasting System—105.9 mc (Channel 290); 19 kw effective radiated power; antenna height—eastern half, American Broadcasting Co. (WENY) 847 mc (Channel 234); 15 kw, 550 feet, Balaban & Katz Corp. (WBKB, TVY) 962 mc (Channel 248); 17 kw; 465 feet, Chicago Federation of Labor (WCFL) 104.3 mc (Channel 282); 22 kw; 575 feet, Box 718, BROADCASTING.

Drover's Journal Publishing Co. (WAAP)—19.3 kw, 1000, KDKA, Radio City, Box 719, BROADCASTING Corp. of Illi- nois—105.1 mc (Channel 286); 20 kw; 500 feet, Box 720, BROADCASTING.

National Broadcasting Co. (WMAQ)—105.5 mc, 30 kw, 250 feet. Radio Station WQES (WQES)-82.7 mc (Channel 107), Box 721, BROADCASTING. WJJD Inc. (WJJD)—100.3 mc (Channel 281), Box 722, BROADCASTING.

Radio Station WBSC (WBSC)—101.9 mc (Channel 270); 31 kw; 430 feet, Con- dition Excellent.

Radio Station WAIT, licensee of WAIU, Chicago, proposed to be de- nied earlier, in latter April was granted permission and its renewal and the application was removed from the hearing docket to be held in the FCC's files until June 30. The FM reservation plan of the Commission was in full effect.

Com. Clifford J. Darr voted in the final decision, as in the proposed findings, to deny the applications of Drover's Journal Publishing Co. and Radio Station WGES. It was in this opinion that Com- missioner Darr charged his FCC with having failed to "adhere to the enforcement of the principles" of the Blue Book and with lowering program standards [BROADCASTING, April 21].

The only exception to the FCC's proposed decision had been from WSCB relating solely to the proposed assignment. Since then the other assignment was made available in the Class B allocation.

10 Final FM CPs

Given for Chicago

Order Covers Proposed Action of Last Spring

ORDER was adopted by FCC last week making final its decision in the Chicago Class B contest which permits to 10 applicants. Choice was based on Blue Book programming principles and also on conclusion that power and antenna height exceeding 20,000 feet at 500 feet is necessary to adequately cover the extensive area [BROADCASTING, March 17].

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Order Covers Proposed Action of Last Spring

ORDER was adopted by FCC last week making final its decision in the Chicago Class B contest which permits to 10 applicants. Choice was based on Blue Book programming principles and also on conclusion that power and antenna height exceeding 20,000 feet at 500 feet is necessary to adequately cover the extensive area [BROADCASTING, March 17].

The authorizations of Citizens’ Broadcasting System—105.9 mc (Channel 290); 19 kw effective radiated power; antenna height—eastern half, American Broadcasting Co. (WENY) 847 mc (Channel 234); 15 kw, 550 feet, Balaban & Katz Corp. (WBKB, TVY) 962 mc (Channel 248); 17 kw; 465 feet, Chicago Federation of Labor (WCFL) 104.3 mc (Channel 282); 22 kw; 575 feet, Box 718, BROADCASTING.

Drover's Journal Publishing Co. (WAAP)—19.3 kw, 1000, KDKA, Radio City, Box 719, BROADCASTING Corp. of Illi- nois—105.1 mc (Channel 286); 20 kw; 500 feet, Box 720, BROADCASTING.

National Broadcasting Co. (WMAQ)—105.5 mc, 30 kw, 250 feet. Radio Station WQES (WQES)-82.7 mc (Channel 107), Box 721, BROADCASTING. WJJD Inc. (WJJD)—100.3 mc (Channel 281), Box 722, BROADCASTING.

Radio Station WBSC (WBSC)—101.9 mc (Channel 270); 31 kw; 430 feet, Con- dition Excellent.

Radio Station WAIT, licensee of WAIU, Chicago, proposed to be de- nied earlier, in latter April was granted permission and its renewal and the application was removed from the hearing docket to be held in the FCC's files until June 30. The FM reservation plan of the Commission was in full effect.

Com. Clifford J. Darr voted in the final decision, as in the proposed findings, to deny the applications of Drover's Journal Publishing Co. and Radio Station WGES. It was in this opinion that Com- missioner Darr charged his FCC with having failed to "adhere to the enforcement of the principles" of the Blue Book and with lowering program standards [BROADCASTING, April 21].

The only exception to the FCC's proposed decision had been from WSCB relating solely to the proposed assignment. Since then the other assignment was made available in the Class B allocation.
White Bill Hearings
(Continued from page 99)

THURSDAY MORNING

NAB Public Relations Director Robert K. Richards, first witness Thursday morning, traced development of publishing and broadcasting in the U. S. "to reinforce the thesis that radio broadcasting is [subject to] the same guarantees of freedom that apply to the press, the pulpit, and public assemblies." He argued that the eye and the ear are "the only two avenues to the thought processes of man," and that "broadcasters" will have attained its full development as an instrument of democracy until the measurement of its performance in the public interest is determined by the people (as is the case in the press) rather than by the 'licensing authority.'" FCC's Blue Book and its Mayflower decision, he said, are "instruments of censorship."

Referring to FCC Chairman Denny's Appropriations Committee testimony characterizing Blue Book standards as "gloss" written by FCC around the "public interest" phrase, he said he understood "gloss" to a lawyer meant "functions and powers not conferred by law." He declared:

"If a Commission comprised for the most part of attorneys acknowledges that legislative language gives the power to 'legislature beyond the statute,' it encounter here two specific dangers: (1) the surrender of legislative power by tuc duly constituted law-making body, and (2) negation of our historical governmental concept that 'the law should comprehend and make provisions against the insidious onward march.'"

In support of his plea for full freedom of radio, Mr. Richards submitted copies of (1) a letter from President Truman to Broadcasting assuring that radio "must be maintained as free as the press," and (2) the Republican 1940 platform plank declaring that "the principles of a free press and free speech... should apply to radio" and opposing "the use of licensing to establish arbitrary controls."

His oral presentation was cut short by Senator White's request in the interest of time that briefs be filed for the record and personal appearances limited to reviews or supplementary statements.

On behalf of J. Harold Ryan, vice president of Ford Industry Co., former NAB head and wartime assistant director of the Office of Censorship, Mr. Richards presented a statement which said the White Bill's provision requiring newscasters to identify their sources "is harsher as an instrument of censorship" than the Office of Censorship's wartime code.

Mr. Ryan, followed a course "diametrically opposed" to the bill's identification requirements. He said no radio station knowingly violated its principles, and added:

"To set up in peacetime, a censorship of our greatest means of mass communication that is more severe and restrictive than any censorship observed during wartime is unworkable and can be fraught with the most dangerous results."

He proposed a tightening of provisions of the Censorship section of the bill and particularly elimination of the proviso removing limitations on FCC's authority in acting on license renewal applications.

Sees Possibility Of Entering Wedge

Unless the amendments clearly assure freedom of broadcasting, he said the bill may serve as an entering wedge against our traditional freedom of the press, which has been maintained by such costly and determined efforts.

Frank E. Pellegren, NAB Director of Broadcast Advertising, outlined views on commercial phases of the bill and brought pointed rejections from the Subcommittee.

When he noted that one phase of the bill forbids FCC to regulate business while another apparently removes this limitation where renewal applications are concerned, Senator White said there is a difference between an initial applicant and one who has a three-year record of "service, or want of service, as the case may be."

"If you don't see any difference,"
the Senator said, "why, we're just far apart."

Senator White interjected at one point that if persistent opposition to regulatory legislation continues, "you're just asking for abolition of the notion that broadcasting is not a common carrier" and for legislation that will put radio in that category.

He said he did not want to see that development, but that "it is coming unerringly, Senators give some support to the efforts of Congress" to provide necessary legislation. The regulation then may be much greater than that being opposed now, he added.

He said the continuing talk about free speech seemed a sort of "red herring."

Senator Johnson declared that freedom of speech, from the radio advertising standpoint, "is your right to sell in the market place" and that speech is sold "just like they sell onions at a grocery store."

There was no mention of speech in that, he asserted.

He referred to witnesses "ranting and raving," and when Mr. Pellegrin disclaimed usage of such tactics, he replied that he was referring particularly to "to Justin Miller."

Mr. Pellegrin said he was not aware that President Miller had ranted or raved and Senator Johnson responded that "that's a difference of opinion."

He said he objected to "the sanctimonious attitude of you witnesses" among others, "you're not putting yourself on a pedestal—there are abuses and you people are guilty of abuses." He contended that broadcasters' responsibility is not that of the declaimer, which drew a strong denial from Mr. Pellegrin. The NAB executive argued that the first responsibility is to the listeners, and that when the listeners are served the advertiser is served.

Johnson Concedes Radio's Comparable Contributions

Senator Johnson conceded that the witness was "a good salesman" and that radio had made contributions comparable to those of any other agency "not excepting newspapers," but insisted that it was necessary to "get down to business" in the discussions.

Senator White questioned whether the advertiser has "complete freedom of time" as to when his message will be broadcast. He understood that licensees also reserve the right to edit copy submitted by advertisers.

Mr. Pellegrin said it was necessary to see that the copy meets requirements of law, to which Senator White replied that "then there's not complete freedom."

"All this talk about freedom is talk about something that doesn't exist," he said.

He said he understood the problems of which broadcasters with respect to available hours and the checking of scripts and conceded that "you can't get away from these things." But, he contended, they serve to "negative all this talk about freedom."

In reply to Mr. Pellegrin's arguments that some provisions of the bill would force FCC to consider the economics of broadcasting, he said that this is not the intention of the legislation.

Senator Johnson agreed with the witness that the deadline for political broadcasts should not be 24 hours before an election, "but the closer the better." In answer to a question, Mr. Pellegrin said he thought broadcasters have attained a fair division of time among opposing interests. Senator White said many Congressmen would deny this.

He added that the bill, by limiting the amount of time stations would have to devote to "replies," would actually protect broadcasters from excessive demands. But Mr. Pellegrin thought the provision might be a "hydra-headed monster... which would tend to set off a series of controversies, for each of which it would be necessary to provide time."

Pellegrin Submits His Proposals

Mr. Pellegrin proposed:

That this bill specifically and unqualifiedly prohibit restriction of broadcasting from interfering with the business of commerce or the conduct of competitive business. This provision should be prevented from requiring arbitrary commitments for dividing time. Bills should provide substantially more time than is necessary for national reports, conventions, and presidential speeches.

It's not clear how discussion could set off a series of controversies, for each of which it would be necessary to provide time.

The provision was intended to protect broadcasters against undue demands for time, but Mr. Morency thought a better solution would be to treat each controversy on the merits.

The requirement for identification of speakers in discussions of public issues was said as conducing to "immense detail" that would make broadcasting impossible. "In many instances... ones."

Senator Johnson, arguing that identification would take only a few seconds, characterized such opposition as "paranoid.

Arnoux said that the bill makes it necessary for newscasters to identify all their sources, "those sources will dry up for radio, but not for competing media." He agreed to submit a draft of a new proposal on this subject.

Morency Cites Network Relations

Mr. Morency said, "I don't believe that contractual relations between a network and an independent station should be made the subject of legislation." He opposed the option-time provision, saying that he noted would permit networks to option more time than now, on grounds that it is "detrimental to the best interest of the independent stations and the service which they can render to their local area."

He said this provision is particularly important at present between more stations and the networks, with more to choose from, have "increased bargaining power." Present option-time rule, he said, "has worked out very well."

Campbell Arnoux, president and general manager of WTIC, New York, said filing of detailed financial reports with FCC is necessary since the bill seeks to keep "a close watch on the financial aspects of stations' business management."

Senator White again interjected his view that, on the basis of trends, "you're verging constantly toward the public utility concept." He emphasized that he did not like to see it, pointing out that he was responsible for the present law's statement that radio is not a public utility.

Senator Magnuson asked whether there should be any "suggestion by Government" regarding rates that stations may charge, to which Mr. Arnoux agreed, but said regulation should be "as little as possible" and always within proper bounds.

'Common Carrier' Possibilities Pointed

He said the bill should definitely forbid FCC to inquire into licensees' financial affairs or to require regular financial reports, and that any such information which is essential should be kept confidential by the Commission.

He insisted that economic implications relating to grants would transfer the matter "to a quasi-common carrier status" and that "to regulate the business of broadcasting is to invoke the powers of censorship through the pocketbook."

Mr. Arnoux said the bill would deny political broadcast time to some who have legitimate interest and that the section on discussion of public issues is "too vague;" that political broadcasts should be permitted the day before elections, not cut off 24 hours before.

He said that "equal opportunity" for political programs should be spelled out more precisely. He suggested that the broadcasteta be given a 10-second segment and that all periods within any given segment be regarded as "equal time."

The broadcaster, he said, should have the capability for libel in discussion of public issues just as the bill would exempt them in connection with political broadcasts. Otherwise the licensees would be prohibited from speaking off the air if they depart from his prepared speech after it has been cleared for libel and slander, he added.

Mark Woods, ABC president, filed his statement but read only a portion of it. He felt that "our whole approach at this time should be not to introduce more regulations on broadcasters but actually to re-examine the restrictions which are already on the books to determine which of them are still necessary."

He said that, assuming important distinctions between publishing and broadcasting, "our common goal should be the maximum possible equality of opportunity to discuss these matters..." Congress should not, as a matter of policy, establish detailed rules governing radio business and programs, he declared.

He opposed mandatory separa-

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White Bill Hearings

(Continued from page 108)

tion of FCC into divisions and limitation of the chairman's activities. But, in view of the financial reports, the Commission is a weak institution and financial secretary of its licensee, Chicago Federation of Labor. He questioned the meaning of several provisions and injected the question of Communists' right to demand and receive time for discussion of public or political issues. Licensees would not be required, he noted, to grant time for ma-
wesh's "an added element of regu-
rations which I believe is undesir-
able."

He said the present Act authorizes greater penalties for broadcasters than other businessmen with respect to the anti-trust laws, and that the Act should be amended to eliminate this difference.

Mr. Woods opposed provisions of the bill, declared, involve many en-
forcement which shall be ac-
cording to the circumstances. He considered it desirable to specify that neither FCC nor the licensee shall censor public broadcasts and that the licensee shall not be required to allow, when the program is identifi-
cable. Moreover, it was specified that no station is required to carry a program discussing any specific public question. Senator White said the measure is intended to mean just that.

Mr. Bannister cited the case of WWJ, in which one Commissioner voted for "further inquiry" before the rule was accepted, and said that WWJ refused to carry a local talk, as "a case showing how the lack of such a proviso has fostered bureaucracy." He said he saw "no need" for the provision requiring identification of news sources, and, with respect to commentators, said "some of them get pretty big for their breeches" and probably do radio more harm than good, but that "I still don't want to see them regulated." Senator Magnuson said he found no fault with radio's news report-
ing, which he said is probably "purier" than that in any other medium. But he drew a distinction between news and commentaries, asserting that commentators can emphasize what they or their em-
ployers want emphasized, to the point of "propaganda." The bill, he said, is not to promote free speech, not limit it.

Mr. Bannister disliked "more than anything else in the bill" the section relating to time available by networks. While it would give the station more time for local use, he said, it will hurt "the entire radio structure." He termed networks "the heart of radio," and argued that any weakening of network service "is fundamentally bad for all radio." Present regu-
lations, he said, are "quite satisfac-
tory."

He proposed that the bill add a section "which would make it impossible for anyone to procure a license if that person has owned a radio station in the past." He said that there are "some worthy exceptions," but that "there is a lot of trafficking in licenses and apparently no one is doing anything to stop it." He suggested that perhaps FCC has been "too busy reading program logs." Sen-
ator White said he thought the Committee would be responsive to his recommendation.

FRIDAY MORNING

WJ Detroit general manager, Harry Bannister, in a statement read by both subcommit-
teesmen and industry representatives, urged the Senators not to be "ex-
asperated or discouraged" by diver-
gent industry views on the bill, and declared they can "throw the form of Government of the U.S. before the licensee can claim the right to refuse them the use of his radio facilities."

Senator White asked if an amendment "might be dangerous" to give FCC "further authority or any authority" in program-
ning, and that "overall review" of programming would lead to "spe-
cific review."

Companion Issue

Raised by Capehart

Senator Capehart raised the question of "misanthropic, untruthful" broadcasts by commentators, which he thought was "the big ques-
tion" in the minds of Congressmen. He agreed with Mr. Stanton that industry itself could solve the problem better than legis-
lation could.

The CBS chief said radio should have business rights equal to other industries, that the FCC has "convinced itself more and more with the business practices of broadcast-
ers." He proposed an amendment specifically limiting the FCC's authority to "regulate business" to a regulation of tech-
nical aspects.

He saw no need for special net-
work rules but asked that, if Con-
gress considers special business regulations necessary, they be specified in law, not left to FCC discretion.

Senator White said he thought "we must go much farther in regu-
lation of radio than we have here-
to." He opposed the option-time pro-
visions as more restrictive than present regulations and said he knew of no demand for them. Sena-
tor White said the request arose from affiliates during the White- Wheeler Bill hearings. Mr. Stan-
ton replied that he thought there was no such demand now.

The 25% coverage proposal on multiple ownership, he asserted, is "an instrumental to the welfare of broadcasting." He said the potentials of growth should not be restricted and that the anti-
trust laws might be applied when monopoly standards are reached. To his refer-
ence to anti-trust actions in news-
papers, Senator Magnuson said those laws are inadequate to treat monopoly in newspapers with a restricted geographic area.

The Senate said Congress must legislate in the future, and that there must be some "restrictive legislation." He conceded that radio now is "not anywhere near" a monopoly situation.

If statutory limits are to be
placed on growth of broadcasting, Mr. Stanton said, "then any percentage standard which is fixed" should relate to a percentage of "determinative factors," actualities rather than potentialities, and "should not be less in percentage size than accepted lawful practice in other industries."

Statements prepared for delivery before the Subcommittee and expected to be presented Friday afternoon included the following (NBC President Niles Trammell, according to Senator White, will appear Monday):

Kobak Urges Faith in People

Edgar Kobak, president of MBS, urged the Committee on Friday to put more faith in the ability of the American people to decide what they like in radio and enforce their decisions rather than the permit the arrogation of such authority to a single government agency.

He declared that if radio were as bad as its detractors claim listening audiences would soon vanish. In addition, he claimed, the industry itself is continually seeking to improve its own programs and is making notable progress without the necessity of Blue Book supervision.

"Program control by public opinion" should be the aim of both industry and Congress, he continued, but the White Bill does not accomplish this purpose. On the contrary, he asserted, the bill "actually confirms and ratifies the very practices by which the Commission has gradually been edging into control of the programs broadcast by radio stations and into control of their business practices."

He termed the presence in the White Bill of sections relating to political broadcasts, discussions of public questions, identification of news sources, and false accusations as "somewhat startling . . . since I know of no current abuses warranting the new and drastic requirements which certain provisions of these sections would impose on radio broadcasters."

He particularly criticized that portion of the political section which prohibits political broadcasts during or for 24 hours in advance of an election. This, he said, not only puts broadcasting at an "unwarranted disadvantage against the press but it wholly ignores and nullifies radio's tremendous potential and efficiency in stimulating civic responsibility and causing citizens to vote."

He placed particular emphasis on a detailed criticism of the network regulations contained in the proposed legislation.

Joining with the NAB and other network officials he attacked provisions which:

1. Change option time from three out of five hours to two out of three.
2. Limit ownership to 25 per cent coverage;
3. Make broadcasters subject to revocation of license under the Anti-Trust laws.

These questions, he concluded, "and inevitably to one big question: Shall freedom of the air be preserved?"

"I submit that the freedom to speak and to listen is no less sacred to the American than the freedom to write and to read," he continued.

"By virtue of technological developments already accomplished and being improved, freedom of the press and freedom of the air give promise of merging into one and the same freedom within the not too distant future. At this stage, the defense of freedom of the press alone is the tragically thoughtless and futile defense of a Maginot line."

Ream Asks Equal Treatment of Radio

Joseph H. Ream, CBS executive vice president, based his entire testimony on the premise that "radio should be treated on an equal footing with the press . . . ."

Thus, he proceeded, "if radio broadcasting's equal status with the press is to be given statutory recognition, it becomes inappropriate to attempt to provide special rules for network broadcasting in the statute."

He endorsed the bill's division of the Commission into two sections, which he said would free broadcasting from the "influence of public utility concepts." He objected, however, to rotating members of the Commission between the two divisions, on grounds that the Commissioner should and could become familiar with only one phase of communications. He stated in addition that "it may be inappropriate to confine the duties of any member of the Commission to that merely of an executive officer."

He joined with a majority of the broadcasters who testified in protesting the application of the present law with respect to the anti-trust laws to radio stations. "At the present time, they are subject to a death sentence," he asserted, "if a court should find that they have violated the anti-trust laws.

A broadcaster's license can be summarily revoked without appeal if he violates the anti-trust laws. This is unique in industry—no other group is subject to this final penalty."

He also protested the type of information which the FCC is permitted by law to require from applicants. He maintained that the Commission places an obviously undue emphasis upon information relating to programs, and that this is inconsistent with equal treatment of broadcasting under the law.

Mr. Ream's statement was supplementary to that of Frank Stanton, CBS president.

VINTON B. IMES DIES IN MISSISSIPPI AT 58

VINTON BIRNEY IMES, 58, organizer of Columbus (Miss.) Broadcasting Co., died Wednesday at his Columbus home after a heart attack. He was owner and publisher of the Columbus Commercial Dispatch. Radio properties included WCBI Columbus, WROX Clarksdale, WELO Tupelo and WMOX Meridian, all in Mississippi. He was the father of Maj. Birney Jr., owner of Mid-South Network.

Mr. Imes entered newspaper work in 1912. He was assistant to Secretary of State Cordell Hull at the Havana foreign affairs conference in 1940 and an American press representative at the Inter-American Conference at Mexico City in 1945. As well as to the San Francisco United Nations conference. In 1936 he was named a colonel on the governor's staff of Mississippi and reappointed in 1944. He was former president and member of the board of Mississippi Press Assn. and director of Southern Newspaper Publishers Assn.
FREQUENCIES ANNOUNCED FOR 32 NEW FM OUTLETS

FCC Friday announced frequencies for 32 new FM stations authorized earlier this month and also specified frequencies for 11 proposed grantees in New York, Bridgeport, and Philadelphia cases. Assignments made under nation-wide reallocation plan adopted June 12 [BROADCASTING, June 16]. FCC also assigned new frequencies to KAFM Fresno, Calif. (93.7 mc) and WTAG-FM Gardner, Mass. (103.9 mc). Assignments made under nation-wide reallocation plan adopted June 12 [BROADCASTING, June 16].

Changing also authorized in allocation plan, putting Channel 241 at Worchester instead of Boston and 264 at Boston instead of Worchester.

Frequency assignments covered June 11-12 grants [BROADCASTING, June 16. They are:

**NEW FM OUTLETS AUTHORIZED BY FCC**

SIXTEEN new AM stations—five fulltime, nine daytime and one specified hours—granted by FCC Friday. KGA Spokane, Wash., 50 kw to the hour, must sell reservation on 1510 kc; and KGZ Kilispell, Mont., from 100 w to 250 w on 1340 kc.

Among new AM grantees is Walter Brown, part owner WSPA Spartansburg, S. C., and WYTP-WPQ Spartanburg; also authorized booths in New York, Bridgeport, and Philadelphia cases. Assignments made under nation-wide reallocation plan adopted June 12 [BROADCASTING, June 16].

**FM CONDITIONAL GRANTS**

FM conditional grants announced by FCC Friday for KVOL Lafayette, La., WOHS Shelby, N. C., and Continental Broadcasting Co. at Atlantic, Iowa. Channel 241 (96.1 mc) was allocated for use in Shelby, heretofore not covered in allocation plan. FCC meanwhile said Mayflower Broadcasting Co. had secured authority to give up Class A FM permit for Huntington, W. Va., “due to a change in the plans of the company.”

**BALL SUBCOMMITTEE URGES CONTINUED OVERSEAS RADIO**

SENA TE Appropriations subcommittee headed by Senator Ball (R-Minn.), Friday recommended $18,000,000 for Office of National Information & Cultural Affairs, of which $6,400,000 is earmarked for its overseas broadcasting. Amendment provides $4,600,000 for programming of overseas broadcasting by private broadcasters.

$4,600,000 of $6,400,000 to be used for liquidation of OIC New York office. Small force would remain to supervise private broadcasters.

Walter S. Lemmon, president of World Wide Broadcasting Foundation, told subcommittee present plan to use $4,600,000 for Overseas Broadcasting job done by State Dept. for $10,000,000. He said world wide can expand from eight to 12 languages daily in two months with U. S. aid. Under Ball recommendation World Wide would receive part of $4,600,000. NBC asks no more than present sum received from OIC.

**PLUGS AT HEARING**

**LABOR BILL INFRINGES FREE SPEECH, SAYS PRESIDENT**

PROPOSED restriction on political contributions and expenditures provided in labor bill (HR-3020) would be dangerous intrusion on political freedom, President Truman said Tuesday in vetoing bill. He said provision fails to exempt newspapers and radio stations and interferes with necessary business activities, and newspapers might not be able to comment on candidates or issues.

President said bill does not distinguish between newspapers and radio stations, make to influence results of election and expenditure of influence in normal course of business in connection with an election. He added, “Thus it would raise a host of troublesome questions concerning the legality of many practices ordinarily engaged in by newspapers and radio stations.”

Mr. Truman went on four networks at 10 p.m. Friday to explain veto of bill. He spoke about 13 minutes. Senator Taft (R-Ohio), heard on MBS at 10:45 p.m. Earl B unto Washington, member of National Assn. of Newspapers, said he would hear on NBC at 10:45 p.m. MBS also put Philip Murray, CIO president, on Meet the Press 10:15-45 p.m.

BAND ISSUE UNSETTLED

WHETHER standard broadcast band should begin at 515 kc, 525 kc or 535 kc and end at 1560 kc -- most questions last week as lengthy discussions by subcommittee of Committee on Allocations of Frequencies of International Radio Conference failed to produce agreement. IRC is first of three divisions of International Broadcasting Conference and conferees in Atlantic City. Plenary session conference will start in July, running concurrently with IRC. On Aug. 15 15 high-frequency Broadcasting Conference will open.

CLAIMING listeners might be confused by similar calls letters in same area, FCC Friday granted WSSW Petersburg, Va. petition to rescind reservation of WFFV as call of authorized (but not yet operating) station of Radio Virginia Inc. at Richmond.

Closed Circuit

(Under page 4)

U.S. 30, Mon. 8:30-9 p.m.

**BROADCASTING • Telecasting**
"...as unplanned as a—hiccups!"

**ARTHUR GODFREY**
"The Huck Finn of Radio"

...but thousands in Eastern Iowa do plan to hear Godfrey and all those top CBS stars—via WMT, of course!

The Arthur Godfrey Show three times a week... and then, by gosh, he's back again on Friday night with "Talent Scouts". "One Man Show" Godfrey is another CBS-reason—why WMT has the Number One following in this great big, important Eastern Iowa area. Put your finger on your client's sales map and you'll quickly grasp the idea how WMT can do an over-all sales job for you. Here is coverage combined with an assured top listening audience.* Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

* 1,131,782 persons within our 2.5 MV line
The only power that can make people listen to a radio station is a program to which they want to listen. As survey after survey shows and WKY advertisers well know, WKY has plenty of this kind of power. WKY programs rate tops with listeners 93.3% of the time in the 30-county area adjacent to Oklahoma City, according to a listener diary study conducted by Audience Surveys, Inc., and this program power attracts an average share of audience in this area (41.8%) three to four times that of any other station.

WKY's power to attract an audience is the power that interests advertisers ... and the power that pays. It's the power YOU want behind YOUR radio advertising in the Oklahoma City market.