WKY, Oklahoma City. KLZ, Denver. KVOR, Colorado Springs. WEEK, Peoria

THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN - OKLAHOMA CITY TIMES - THE FARMER-STOCKMAN

Represented by THE KATZ AGENCY
Lawrence and Wayne make the fourth generation of Bradleys to farm these Winnebago County, Wisconsin, acres. Each son now operates 200 acres; Harold, the father, helping both. Forty milk cows are in production and 150 laying hens. There are 300 White Rock chickens, 100 Shropshire ewes and two thoroughbred bulls. The Bradleys have 200 acres of marsh hay (about 400 bales); 30 acres in corn, 35 in oats and 45 in alfalfa. There are three children; Lawrence, 20, Wayne, 23, and Lorraine, 13.

These are folks worth knowing—the Bradleys and all the other thousands of good neighbors of ours in four Midwestern states. For 23 years, our microphones have focused on these families. We have provided the service they need, the entertainment they want. Their response is a loyalty partly measured by the million letters they write us every year—a loyalty measured, too, in the quality and intensity of results our advertisers get.

Lawrence Bradley, one of 40 Future Farmers to win our annual 3-day award trip to Chicago. He keeps careful records of flock, crops and stock.

Cooking comes first with Mrs. Bradley. She is a Board of Education member and mother of three fine children. Her food cellar is always well-stocked.

Harold Bradley supplements two tractors with this Percheron-Belgian team. He helps Lawrence with one 200-acres, Wayne with the other.

The Bradley home place, well-kept, clean. Electricity came a year ago; other modernization is following. An apple orchard is behind the house.

Lawrence and Lorraine feed Doll, 400-pound-producing Holstein. The Bradley herd is half Holstein, half Milking Shorthorns. The barn-radio provides music, markets and news.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
You need but ONE KEY to unlock SALES in New England

The Yankee Network hits the spot where sales are made — not once, but 24 times. Its 24-hometown stations give you direct, local impact, take you into the very center of sales activity in 24 principal cities and their suburban trading zones.

You can't miss — because Yankee hometowners get their local programs, their Yankee programs, their Mutual coast-to-coast programs all from their own local hometown station in each community.

You reach 89.4% of New England radio listeners with Yankee; and that's the only way you can reach that percentage of listeners.

Ask your Petry man about availabilities.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
CLOSED CIRCUIT

WHITE HOUSE rule that President is not to be quoted without express authority prevailed following meeting with "freedom" delegation under NAB auspices (story page 14). It's no secret, however, that conferers identified with newspapers were chagrined over feeling that while President wants no interference with freedom of expression, he nevertheless might look askance upon joint ownership of newspapers and stations. That was FDR's principal radio fetish.

REP. EVAN HOWELL (R-Ill.), chairman of recently created House Interstate & Foreign Commerce subcommittee on radio, is slated for appointment to U.S. Court of Claims any day. Chairmanship of important subcommittee would fall to Rep. Leonard W. Hall, from New York's wealthy Outer Bay district, as ranking majority member. Rep. Hall, however, heads Securities & Exchange Commission subcommittee and question arises as to which he would prefer.

EDWARD C. OBRIST, assistant general manager, WPEN Philadelphia, slated to move up to general manager post when sale of station by Bulletin to Sun Ray Drug Co. is approved by FCC. G. Bennett Larson, present general manager, will continue with Bulletin, transferring its WCAU as television chief.

From highest quarter comes indication that Government eagerly awaits further court procedure in case of U. S. v. James C. Petrillo. Those close to case hint Uncle Sam has music ear over barrel, and may use case to establish validity of Taft-Hartley Bill's ban on feather-bedding in all industries.

HENRY R. FLYNN, CBS Hollywood network sales service representative, becomes network's radio sales manager in Los Angeles in August with shift of L. D. Larrimer to Chicago. Mr. Flynn goes to New York for orientation.

SEVERE RETRENCHMENT at Whitehall Pharmacal Co., New York, including reported cancellation of more than one network show as well as extensive reduction of advertising staff reported scheduled within next two weeks. Whitehall's parent company, American Home Products Co., also reportedly considering advertising budget cuts.

WHILE FM Assn. prods network presidents to make musical programs available to FM, network executives observe that it just isn't that easy. Many affiliation contracts said to prevent such duplication, even though Lea Act decision appears to invalidate AP's 18-month ban. NAB brass showing more interest in FM lately. Association's FM Dept. has been handled as routine operation but front office apparently plans to give FM serious attention. Leonard Asch, pioneer station operator and pillar in FM Assn., named head of NAB's FM Committee. Adoption by NAB board of plan for two

(Continued on page 86)

BROADCASTING...at deadline

UPCOMING

July 2: International Telecommunications Conference, plenary session, Hotel Ambassador, Atlantic City.

BULLETINS

PLENIPOTENTIARY conference, second of three international telecommunications conferences recommended by House Committee at 2 with general meeting of delegates at Hotel Ambassador, Atlantic City. It will run concurrently with International Radio Conference, which began study of postwar world allocations of radio spectrum in May, and continue through Aug. 1. High-Frequency Broadcasting Conference opens Aug. 15.

ADDITIONAL $6,000,000 for "Voice of America" requested in Senate Friday by Sen. Pat McCarran (D-Nev.). Sum earlier asked for by Secretary of State George C. Marshall who claims $6,000,000 recommended by Senate Appropriations Committee not sufficient to keep "Voice of America" abreast of foreign anti-American propaganda (early story page 82).

WHITE BILL DEFERRED

CHAIRMAN Wallace H. White Jr. of Maine, of the Senate Interstate & Foreign Communication Committee, issued this statement Friday evening upon completion of hearings on his radio bill (S-1333):

"Due to the press of other legislative matters and the fact that the hearing on the bill ran longer than expected, I do not now feel that the committee should attempt to report the bill before the Congressional recess, expected about July 26.

"I believe that the hearings just concluded served a very useful purpose. They highlighted the amazing technical and other developments in the communications field, as well as the extreme diversity of views in the industry itself concerning many basic problems. These problems and the many criticisms and helpful suggestions offered deserve and will receive prompt, as well as careful consideration by members of the committee, by the committee itself and in due course by the Congress."

BUSINESS BRIEFLY

REXALL, C-P-P EXCHANGE • Rexall Drug Co., Los Angeles, July 2 switches time with Colgate-Palmolive-Peet Co. and in October moves Jimmy Durante to Wed. 10:30-11 p.m. on NBC. Agencies, N. W. Ayer for Rexall and Ted Bates for C-P-P.

FORD SPONSORS • Ford Motor Co., or behalf Southern Calif. dealers, July 2 starts weekly sports telecast on KTLA Los Angeles. Agency, J. Walter Thompson Co., George T. Shupert, KTLA national sales representative.

LEWIS-HOWE RENEWS • Lewis-Howe Co., St. Louis, renew for 52 weeks Date With Judy on NBC, Tues., 8:30-9 p.m. Agency, Roche, Williams & Cleary, Chicago.

NAB MEETING TO DISCUSS INDUSTRY LABOR POLICIES

TOP labor relations figures in broadcasting industry will meet in Washington July 21 to study effects of Petrillo decision and Taft-Hartley Act on station and network operations (see page 13). Occasion will be meeting of NAB Employee-Employer Relations Committee, of which John Elmer, WGBM Baltimore, is chairman. Head of EERC Dept. at NAB is Richard H. Potter, Baltimore.

Network vice presidents will report their views on effect of developments on operations. Station executives will provide similar material. EERC Dept. is preparing series of reports covering effects of decision and new law on specific phases of broadcast operation.

In resume issued Friday, EERC Dept. recommended broadcasters continue to operate under terms of existing contracts, and extend cautiously into new contracts. Department suggested broadcasters and attorneys study law in relation to particular facts.

EERC Dept. took position full impact of Taft-Hartley Act will be gradual and said basic significance as to particular problems will require NLRA and court decisions.

FM Assn. expected to meet with network executives July 21 to discuss FMA's telegram asking networks to make programs available for FM as result of Supreme Court decision.

ASCH HEADS NAB FM GROUP; BARTLEY RESIGNS POST

LEONARD L. ASCH, WBCA Sheneetady, appointed Friday as chairman of NAB FM Executive Committee. He succeeds Walter J. Damm, WTMJ Milwaukee, who resigned but continues on committee. Mr. Asch is member of FM Assn. board and pioneer FM operator without AM affiliation.

At same time NAB announced resignation of Robert T. Bartley as FM Dept. director, effective July 1. Successor to be named soon.

NAB also announced new by-law provision adding two FM (A and B), one facsimile and one television director-at-large (when category has 25 members) would be submitted to industry referendums. Plan adopted by board in May [BROADCASTING, May 28].

BROADCASTING • Telecasting
HEAR THE DIFFERENCE

WHHM

HEAR THE DIFFERENCE

In Time Buyers’ Comments
It’s WHHM First

HEAR THE DIFFERENCE

In Cash Register Volume
WHHM

HEAR THE DIFFERENCE

In Advertisers’ Comments
Since Using WHHM

WHAT’S THE DIFFERENCE?

MORE SALES—MORE LISTENERS PER DOLLAR IN MEMPHIS
WHHM

SEE THE DIFFERENCE

WHHM

SEE THE DIFFERENCE

In Sales When You Switch To WHHM

SEE THE DIFFERENCE

Healthy Hoopers Make WHHM

SEE THE DIFFERENCE

A Responsive Audience Makes WHHM

NOW—ENJOY THE DIFFERENCE!

THE SPOT FOR YOUR SPOTS
WHHM
Fulton Lewis, Jr.

available now* on the DON LEE net

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

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

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

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.

TIMBUNE TOWER, CHICAGO 11, ILL.
Market Index
No. 1...

Industrial employment is the most important index of most markets. And, in the Nashville retail trade area industrial employment through March 1947 was 8.9% higher than during the first quarter of 1946. That's one reason why the Nashville market area can give rich returns for your sales effort. So, start now to put your message across—via the large audience in this area who tune to favorite programs broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5000 WATTS
980 KC
AMERICAN
MUTUAL

Represented Nationally By
THE KATZ AGENCY, INC.
TOP HATS DON'T RATE
YOU CAN TURN HEADS WITH WTOP TALENT

Washingtonians are different. They'll take a top-hatted statesman in their stride. But they'll hang on to every word of a hometown favorite, will listen to such capital favorites as these WTOPers:

Arch McDonald: Baseball fans throughout the country think of him as their favorite World Series announcer. Washingtonians do too. They also think of McDonald (and listen too) six nights a week when he's "Speaking of Sports".

Jay Carmody: On Sunday afternoons, the Drama Editor of a Washington paper treats WTOP listeners to news and notes about screen and stage entertainment in Washington. Annual trips to Hollywood and monthly sojourns in New York give Carmody and WTOP listeners intimate stories about the stars.

Austine Cassini: "The people other people follow" and hundreds of thousands of those "other people" read her society column in the Washington Times Herald and in more than 100 other newspapers. Austine Cassini's D. C. fans also hear her three times a week on WTOP—Washington's only 50,000-watt station.

John Cramer: 237,000 people—one out of every three employed Washingtonians—work for Uncle Sam. They keep tab on decisions that affect their lives—and livelihoods—by keeping tuned to WTOP's "Government Reporter," John Cramer, a top-flight newspaper columnist who knows his government bureaus from A to Z.

Arthur Godfrey: Although he has his own CBS network shows, Godfrey still broadcasts his first and most famous program—"Sundial"—for thousands of early-morning Godfrey fans among WTOP's 262,690 radio families. (50-100% BMB Daytime Audience.)

Elinor Lee: WTOP's Director of Women's Programs conducts WTOP's "Home Service Daily"—cited by the National Advertising Agency Network for its "household services and for valuable work in the field of family relations". Miss Lee has a 3.8 Hooper rating (December-April 1947). And at 9:45 in the morning!

Henry Mustin: He sits at WTOP's "City Desk"...has a full-time assignment to cover the city as a local news beat. For ten years reporter for the Washington Star, Mustin goes to press five nights a week and reports on hometown happenings.

And so it goes—one local origination after another...each proving WTOP has a talent for finding stars who have a capital flavor...who command capital favor, as shown in every audience study ever made. If you want to make an impression in Washington, get in touch with WTOP—Washington's only 50,000-watt station—or Radio Sales—the Spot Broadcasting Division of CBS.
Feature of the Week

By D. HAROLD McGRATH
Superintendent, U. S. Senate
Radio Gallery

ANOTHER first was added to the list in broadcasting experience Monday when millions of listeners were given a vote-by-vote report on the Senate's action on overriding President Truman's veto of the Taft-Hartley labor bill. As a result, the members of the radio news corps of Washington are singing the praises of Senator C. Wayland Brooks (R-III) and the Senate Rules and Administration Committee for giving a big assist.

The installation of an intercommunication telephone between the Senate Radio Gallery and the radio news quarters, authorized by the Rules Committee at the request of Senator Brooks, made possible the giving of the vote by individuals within seconds after the vote was cast on the Senate floor. Hardy W. Croxton, assistant superintendent, was at the telephone in the gallery, seated beside Robert Hough, second assistant, who recorded the votes as cast. Mr. Croxton whispered each vote as cast into the telephone to the writer and superintendent of the gallery, who was on the other end of the communication system. Richard Harkness of NBC, Elmer Davis of ABC, Mark Austad of WWDC, Washington, Bill Henry of CBS, and Albert L. Warner of MBS then relayed the voting to the millions of listeners.

In assaying the matter, Bill Henry, president of the Radio Correspondents Assn., said: "We feel particularly grateful to Senator Brooks and his committee. Senator Brooks, when approached on the matter of a telephone by the radio correspondents committee, immediately urged his senatorial associates to approve the request. Of course, direct broadcasting of these events would probably be more satisfactory, but the radio news men, understanding the obstacles and procedure, are most appreciative of Senator Brooks' efforts in our behalf to do what we did do." All radio newsmen agree that the battle over the President's veto provided the most dramatic story on the Hill since authority was given for the broadcasting of radio news from Congress. Commencing with action in the House on Friday, June 20, the radio galleries were the center of the greatest activity

(Continued on page 72)

Sellers of Sales

WHEN he found lawyers selling shoes in the early thirties, Lou Holzer switched from pre-law to philosophy at De Paul U. (B. Ph. '35).

That's typical of the young man who is currently managing director, radio division, Lockwood-Shackelford Adv., Los Angeles. He oversees radio billings amounting to approximately $1,000,000 of such clients as Seaside Oil Co., California Physicians Service, Breakfast Club Coffee, Native of Chicago where he was born Nov. 25, 1915, Lou broke into radio in 1927 over WEBR, that city. Boy correspondent for Chicago Herald & American, he expressed his views on municipal affairs.

Music was also his interest and skill, winning an All-Chicago music scholarship as a tenor in 1928. But Lou couldn't or wouldn't settle down to one task. He turned the scholarship down.

Music nevertheless continued to be his hobby but he turned to lyric writing and occasional composing. Of 32 published songs, four have been on the Hit Parade. Two, "When They Played the Polka" and "Farewell My Love" hit number one spot on the Hit Parade.

Following graduation from college, he worked in radio as freelance writer and producer from 1936-1944. During this time Lou also wrote special material for Sophie Tucker. In 1941 he had a band playing in the Pump Room of the Ambassador East Hotel

In September 1945 he joined Lockwood-Shackelford Adv. as a producer. He subsequently was named radio director in May 1946.

Father of a young daughter, Francine Elmen, I, Lou makes his home in Hollywood. He lists himself as his principal hobby with music second. He's a member of Hollywood and Los Angeles Ad Clubs as well as ASCAP.
PLAINLY STATED, HERE'S WHY KFNF IS SO CONSISTENTLY EFFECTIVE.

McMichael's
SHENANDOAH, IOWA

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank,

The results of our KFNF advertising during the past four years have amazed even us.

Now, during the coming year, we plan to spend 6½ times as much with KFNF - and the increase will be our best investment of the year.

You see, we know KFNF and the KFNF audience. We know that KFNF reaches into virtually every farm and small town home in the entire Shenandoah regional market. We know these folks listen with complete confidence and loyalty - and, we know why.

It is because KFNF has kept the common touch with the people it serves. A KFNF commercial is as good, and usually better than a recommendation of the same product by the chap on the next farm. KFNF's sincerely friendly and unpretentious programming is a masterpiece of rural know-how.

It has made KFNF the most effective advertising medium, for reaching the rural and semi-rural audience, in the entire regional area.

We know. Our firm has operated successfully in this same regional area for more than 40 years - and our customers are, and always have been, the same farm and small town people, who constitute the mass market in the Midwest, and whom KFNF has served so well for 23 of those 40 years.

We learned long ago that these folks may laugh at or applaud a big time, big name show - but, they will buy on the recommendation of a KFNF announcer.

If anyone doubts this Frank, please refer them to me.

Very truly yours,

E. L. McMichael

If You Want The Buying Audience Of The Shenandoah Regional Farm Market - Call Frank Stubbs, Shenandoah, Iowa
NO. 15—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

TEAMWORK!

And what is this we see before us—aside, that is, from the well-known map of our President H. Preston Peters? Well, it’s an on-the-spot conference on station-programming. Matter of fact, all our F & P officers are constantly talking with “our” stations, about promotion, programming, merchandising and audience development. This may seem “a long way ’round” to sell time, but it does sell time. Because it enables F & P to do a better, more constructive job for you.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Lea Ruling, Labor Act Break for Radio

Basis of Equality Between Unions, Management
By J. FRANK BEATTY

The Supreme Court has upheld right of Congress to pass a specific law (Lea Act) regulating interstate commerce, the case of the United States v. James C. Petrillo will be heard in its lap.

The court's decision last Monday definitely held that the Lea Act ban on feather-bedding is constitutional but it did not rule on picketing or strikes. (Text of decision on page 74).

AFM last week had decided whether to exercise its right to ask rehearing of the case by the Supreme Court. It had a 25-day period in which to make such a request. If it asks rehearing, the court will act on the petition after the summer term. If rehearing is not asked, the Supreme Court will send an order to the District Court remanding the case for trial.

The District Court will put the case on its docket to await trial in regular course, just as any other criminal case, probably in the autumn or winter. Since the alleged violation of the Lea Act is a misdemeanor—based on demand that WAAF Chicago hire more employees, accompanied by a strike threat and picketing—the Government can amend its original complaint if desired.

Petrillo did not give blanket admission to all charges in the first complaint, the violation being denied to bring a test case into the Supreme Court. He will be entitled to trial by jury in the court of Judge Walter La Buy, but may waive jury trial. In that event the evidence would be placed before Judge La Buy.

Appeal Possible
If guilty, Petrillo might go to the U. S. Court of Appeals on questions of law not raised in the Supreme Court, questions raised during the trial, such as admissibility of evidence.

Lea Ruling, Labor Act Break for Radio

BROADCASTING is now operating on a basis of equality with organized employers as the result of two separate Government actions taken within an hour—enactment of the Taft-Hartley Act and Supreme Court decision upholding the Lea Act.

Immediate results of these steps, most important operating advances since broadcasting became a major industry, began to appear shortly after the Senate overrode the Presidential veto of the labor bill and the court sustained right of Congress to legislate against unfair union tactics in the broadcasting industry.

Important phases of the two- ply action include:

Feather-bedding is outlawed by both the Lea Act and Taft-Hartley Act.

Closed shop is outlawed.

Secondary boycott is outlawed.

Management still must bargain collectively with employees.

Supervisors need not be included in contracts.

Freelancers are independent contractors.

Employers have the right to court review of the number of employees they hire. They may deal separately with different classes of professional employees.

Petrillo's welfare fund as now operated appears illegal.

His ban on FM duplication of AM musical programs appears illegal.

It all adds up to this—employers face fewer blackjacks at the hands of the unscrupulous element among unions.

Despite the moans of some labor factions, the Taft-Hartley Act definitely does not reduce employers to servitude. On the other hand it is considered by many leaders of both groups to mark a forward step in labor negotiations, removing excesses that have hampered relations in recent years.

What few management or labor executives had noticed last week, apparently, was that the bill places on employers an added obligation to bargain collectively.

Right after the Supreme Court handed down its decision, FM Assn. wired presidents of the four networks asking them how soon they would make network musical programs available to FM stations. The telegrams were sent by Bill Bailey, FM Assn. executive director.

Decision Deferred

Network heads deferred decision on the request while they studied the decision and the Taft-Hartley Act. One network executive, an attorney, raised the point that FM conceivably might be construed legally as a different type of service from AM and not within the limits of the new labor law.

FM Assn. took the position that the AFM ban against duplication, unless double personnel is used, imposed by Petrillo Dec. 31, 1945, was a violation of the Lea Act. FMA admitted it members to ask networks with which they are affiliated for permission to duplicate AM programs on FM. Non-network stations are clearly within the bounds of the Lea Act, a position that the petitioners sought to avoid.

Majority Opinion in SCOTUS Decision on page 74; other related stories on pages 78, 79, 81.

Presidential veto of the labor bill and the court sustained right of Congress to legislate against unfair union tactics in the broadcasting industry.

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(Continued on page 76)
President Asserts Freedom Of Media Vital to Nation

FREEDOM of broadcasting and other media of expression is basic in the democratic system. President Truman said Thursday at a meeting with representatives of radio, magazines, newspapers, books and motion pictures. The group held an all-day session at the invitation of Justin Miller, NAB president.

Mr. Truman reiterated his flat stand on behalf of complete freedom of radio, first expressed in a letter to Broadcasting July 3, 1945. He added that media have a responsibility to present faithfully to the public the story of world events.

The President's remarks reaffirmed his 1945 observations that strict Government regulation of broadcasting and other media is not good for the country.

NAB's meeting was called to go into the mutual media problem of growing threats to fundamental freedoms and individual rights under the First Amendment, which provides that Congress must not pass any law bridging freedom of speech or press.

Among those attending the meeting were: Melville Minton, president, American Book Publishers Council; Harry F. West, managing director, American Book Publishers Council; David W. Howe, president, American Newspaper Publishers Assn.; Col. James Hale Steinman, chairman, ANPA Federal Laws Committee and head of the Steinman stations; Kenneth Clark, director of information, Motion Picture Assn.; Donald J. Russell, attorney, Motion Picture Assn.; Judge Miller; A. D. Wilder Jr., NAB executive vice president; William L. Chenery, chairman of editorial committee, National Publishers Assn.; Donald Nelson, president, Society of Independent Motion Picture Producers. Paul Miller, assistant general manager, Associated Press, attended an observer.

MAYFLOWER DECISION IS DEFENDED BY ARNA

The Association of Radio News Analysts declared in a statement issued last week that any evils ascribed to the Mayflower Decision by its opponents have arisen "not out of the decision itself but out of either an honestly or wilfully misinterpretation of its purport."

The ARNA statement continued: "The Mayflower Decision has been improperly used by some individual stations and networks as justification for their refusal to support non-political causes with which they are deeply affiliated. This has been the case, in the case at hand, with the White House, the White House which serves the public is clearly intended."

This does not mean, the statement emphasized, that commentators should not be allowed to express their own conclusions. But, it cautioned, "...The station itself should not editorialize except under circumstances of public welfare where its intervention is clearly uncompensable."

"Radio would be better off if opinion were clearly labelled opinion and not masquerade as objectivity..." the ARNA statement concluded.

Miller Praised by Industry For Testimony on White Bill

NETWORK presidents joined other industry leaders last week in high praise of President, Justin Miller's testimony before the Senate Interstate Commerce Subcommittee on the White Bill. The testimony provided one of the dramatic high spots in broadcasting's regulatory history as subcommittee members questioned some of Judge Miller's conclusions.

Determined to get his views on radio's constitutional rights into the subcommittee's record, Judge Miller's replies to questions provide a mass of oral testimony on senatorial and judicial conceptions of basic rights under the Constitution.

Excerpts from letters follow:

Niles Trammell, ABC president, to Judge Miller—Immediately after you completed your testimony on the White Bill I congratulated you on the position you had taken in advocating and defending the basic rights of broadcasters. I am now placing this commendation in a letter so that I may be on record with the members of your Board of Directors to whom I am sending a copy. I want, also, to express my approval of the NAB presentation.

Frank T. Trout, CBS president, to NAB board members—He (Judge Miller) did a magnificent job; he was forthright and logical, and did not retreat from the position that radio should have equal rights with the press. Having followed closely three previous hearings on radio legislation before committees of Congress, this was the first time that broadcasters faced the offensive with a solid position to back it up. Because I am convinced of the soundness—and the necessity—of maintaining that radio should not be discriminated against, I am mighty glad that we have this kind of forceful leadership. The rest of the NAB boys did well, too.

Edgar K. MBS president, to Judge Miller—We are proud of you and we are proud to be a part of NAB.

Theodore C. Streibert, WOR New York president, to Judge Miller—

(Continued on page 92)

Hearings on White Bill Concluded In Senate

A COMPLETELY NEW BILL to amend the Communications Act was foreseen in the House last week, while the Senate Interstate Commerce Subcommittee was completing its often explosive hearings on amendments proposed in the White Bill (S-1333).

Taking note of broadcasters' virtually unanimous opposition to the White measure, Rep. Evan Howell (R-Ill.) told Broadcasting that he plans to introduce a new bill upon which hearings might be held before the House Subcommittee on Communications, which he heads.

The Illinois congressman did not outline the precise scope of his proposed legislation. He did say that he had given serious study to the legislative situation with respect to radio and thought perhaps he could devise a measure which broadcasters, FCC and all other parties could affirmatively support.

Contrast to White Bill

This would be in clear contrast to the White Bill, which met the unbroken opposition of NAB, networks, and independent broadcasters, with the FCC's blessing. It was generally agreed that FCC opposed the White measure, but on different grounds.

Mr. Howell revealed his plans in an interview with Broadcasting last Thursday—near the end of a week which also brought the first signs that nin-wallace H. White Jr. (R-Me.), author of the belabored S-1333 and chairman of the committee considering it, might be wavering in his contention that radio cannot be so free as the press.

That was the tack taken by Senator White and most of his subcommittee colleagues throughout the first week of hearings, when frequent blistering exchanges occurred between committeemen and other industry spokesmen in arguments over radio's rights to freedom. [Broadcasting, June 23.]

Freedom for Radio

First indications of a change in Senator White's attitude were detected as the hearings resumed Monday, when Niles Trammell, NBC president, and Don S. Elias, executive director of WWNC Asheville, tried to give a new sense of wind-up industry's presentations.

After Mr. Trammell had recommended sweeping changes in the law so there would be no misconstruction of FCC's powers, Senator White observed that one basic question to be decided is whether radio is to have complete freedom or be subjected to greater Government control than the press.

He said that "up to now" he hadn't been convinced by industry—and that he felt broadcasters "live by the grace of the Government." But he promised that the question would be appraised fully to determine whether radio, like thousands of other industries, should be uninhibited by Government restraints.

He recognized that "there is a shrewd issue here" but preferred not to "argue it out now."

Mr. Elias, who viewed radio as an "electronic printing press," indicated a belief that the failure of the 1943 White-Wheeler Bill, from which many provisions of the White Bill were derived, presages failures also for the present measure.

Senator White closed the hearings Friday noon after a morning session of testimony by six witnesses including two broadcasters: Ed Craney, operator of KXLX Butte and other Northwest stations, who opposed in large part the industry stand as represented by NAB, and Bernard K. Johnpoli, owner of WYOS Liberty, N.Y. who asked that "equitable distribution" provisions of the White Bill be strengthened and that definite limitations be placed on circumstances in which newspaper-applicants might be viewed in a "monopoly" light.

Senator Glen Taylor (D-Ida.) appeared briefly to support the bill's plan to free stations of liability for libel in political broadcasts. Fulton Lewis Jr., MBS commentator, described the section requiring identification of news sources as "unworkable" and recommended, instead, that commentators be made to file sworn statements of amounts and sources of income, their affiliations, etc.

Caldwell Letter

Senator White disclosed that Louis G. Caldwell, widely known Washington radio lawyer, had submitted a letter disagreeing with the stand taken by FCC Bar Assn. spokesmen with respect to procedural and appellate provisions, and opposing most substantive portions of the bill, particularly those relating to FCC powers in business and programming.

Mr. Craney, endorsing many provisions opposed by earlier industry witnesses, said he wondered whether Justin Miller, NAB president, appeared for "those who pay the highest dues or those who are the most numerous." He said he disliked Government regulation but that radio should not be as free as the press, and "if we in the industry remain blind, we will wake up one day facing an irresistible clamor for Government ownership or operation."

With completion of the hearing and announcement of Rep. Howell's plans came a belief that in view of late-July adjournment plans there would be no House committee hearings at this session on the White Bill's companion measure (HR-3565), introduced by Rep. Charles A. Wolverton (R-N.J.). Nor did Mr. Howell himself think there could be hearings on his own bill at this session.

It was believed that Mr. Wolverton, chairman of the House Interstate Commerce Committee, will get behind the upcoming Howell bill or introduce one himself. (Continued on page 82)

Witnesses Heard on White Bill

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<tr>
<th>NAME</th>
<th>FOR</th>
<th>PAGE</th>
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<tbody>
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<td>Niles Trammell, pres</td>
<td>NBC</td>
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<td>Don Elias, director</td>
<td>WWNC Ashv</td>
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<td>Donald C. Beefer, co</td>
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<td>Fulton Lewis jr.</td>
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FCC Nominee Brands All of Pearson's Charges Lies

CONFIRMATION of Rep. Robert F. Jones for membership on the FCC to succeed Commissioner Ray C. Wakefield, was delayed Friday by a wild and woody hearing before a subcommittee of the Senate Interstate Commerce Committee, at which Drew Pearson, commentator and columnist, leveled charges of Black Legion, America First and Coughlinite associations.

The subcommittee appointed the day before by Senator White (R-Me.), had planned speedy action.

Mr. Pearson, however, said he was awaiting an affidavit which he contended would substantiate his allegations. Chairman Brewer (R-Me.), of the subcommittee, held the record open.

Meeting Next Thursday

The subcommittee late Friday scheduled a meeting for 9 a.m. Thursday and the full committee meets at 10 a.m. A favorable report could be considered by the Senate the same day by unanimous consent.

A three-man subcommittee called hearings after Mr. Pearson had voiced his opposition to Rep. Jones. Preceding Mr. Pearson's appearance, six members of the House and Sen. Dworkshak (R-Idaho) testified in support of the Jones nomination, extolling him as an outstanding legislator and as an honest, forthright and courageous public servant. Also placed in the record were letters from Senators Taft and Bricker of Ohio and Tobey of New Hampshire, all Republicans, urging his confirmation.

Mr. Jones himself testified after Mr. Pearson had made his charges, declining a suggestion from Chairman Brewer that he appear at a later date in order to give him time to prepare his answers to the Pearson allegations.

The Ohio legislator categorical. (Continued on page 89)

June 30, 1947 • Page 15
Cincinnati Selected for 1948 AFA Meeting

Advertising Federation of America will hold its 44th annual convention at the Hotel Netherland Plaza, Cincinnati, June 13-16, 1948, according to AFA President Elan G. Borton.

Host to the convention will be the Advertisers’ Club of Cincinnati, of which Albert L. Morse, advertising director of Goodall-Sanford Inc. and subsidiaries, is president.

Karl Finn, AFA vice president and advertising director of the Cincinnati Times-Star, and immediate past president of the Cincinnati Advertisers Club, extended the invitation to the Federation to hold the convention in Cincinnati at its recent meeting in Boston. Mr. Finn pointed out that the convention had not met in Cincinnati since 1939.

The Advertisers’ Club is making arrangements in the Hotel Netherland Plaza for meeting rooms, exhibits, and accommodations for the delegates.

Payne Spot Campaign

Payne Furnace Co., Beverly Hills, Calif. (home and industrial heating apparatus), has started a spot campaign on 55 stations in selected markets on the Pacific Coast, South Central and Southeastern states. Live 100 and 125 word spot announcements are being used, as well as some participations on home economics programs. Start of campaign has been staggered, with some areas commencing on May 1, others on June 1 and the remainder on July 1. Contracts are for 26 weeks. It is the first major radio campaign instituted by the furnace company. Agency is Knollin Advertising Agency, San Francisco.

4 Y & R Executives Resign Positions

More Changes Are Anticipated On Return of Larmon

With the resignation of Thomas H. A. Lewis, Young & Rubicam’s vice president in charge of radio, more changes were anticipated at the agency upon the return of President Sigurd Larmon from Europe (Closed Circuit, June 9). Four more executives withdrew last week.

Max Wylie, program manager in charge of the General Food, Johnson & Johnson, Time & Life, Sanforized and Mollie Searing Cream accounts, leaves after July 4. Mr. Wylie plans to complete the writing of his play “Everywhere a Chick Chick,” which is scheduled to appear on Broadway next season.

Robert Weenens, program manager for the Borden and Bristol Myers accounts, resignation takes effect next Monday. He plans to take a vacation and announce future plans soon after that.

It was also understood that changes would take place, too, among the agency’s commercial writer as some changes were anticipated.

In Hollywood, Bruce G. Eells, radio business manager, has resigned “at the earliest convenience of the company.” Mr. Eells has been radio business manager since April 1943 and previously had been a sales executive with Don Lee Broadcasting System.

Other resignations effective July 11, is that of Martin Work, West Coast radio production supervisor.

MacFadden Tests

SPORT MAGAZINE, published by MacFadden publications, New York, conducted a three day test radio campaign in two markets, Cleveland and Boston. Walter M. Swettfager Co., N. Y., is agency.

C-P-P Renewes

Colgate - Palmolive - Peet Co., Jersey City, N. J., July 1 replaces its Mel Blanc show on CBS, Tuesdays, 8:30-8:55 p.m., with Mr. and Mrs. North, formerly heard on NBC. Agency is Sherman & Marquette, New York.

Blondex Campaign

ASSOCIATED Labs, New York (Blondex shampoo), is adding about 25 major markets in this test summer spot announcement campaign. Grady & Wagner, New York, handles the schedule.
ISSUING its long-awaited reorganization of broadcast application forms, FCC last week offered—for the first time—to hear arguments against its 15-month-old Blue Book.

Blue Book principles are written almost verbatim into the program sections of the proposed new forms—more so, even, than observers had been led to expect.

The Commission did not invite a hearing on its Blue Book policies specifically, but left the way open by offering to accept written comments on the proposed forms until July 21 and then, if the comments warrant it, calling oral arguments.

The proposed reorganization of applications would set up seven new forms replacing 20 existing forms (see story, page 71, for list), reorganizing sections on specific types of information so that they would be the same wherever used, and cutting deep into the number of pages and questions required to be answered [BROADCASTING, May 26]. It is planned that they will go into use about Sept. 1. The proposals also involve changes in Rules and Standards to conform with the new form numbers.

Many informed sources have felt that the reorganization would mean a saving of hundreds of thousands of dollars annually to the industry by its simplifications and elimination of questions regarded as nonessential. Others, however, felt that the reduction of pages would not in itself necessarily reduce the work required of applicants, and that the "eliminations" do not include many items which industry considers far outside the scope of FCC authority.

Opinion Divided

There was evident feeling in some quarters that FCC not only had failed to cut down on its requirements for information of a Blue Book nature but had actually supplemented the Blue Book questions in some board comments on the proposed, Blue Book definitions accompanying the log analysis are reprinted verbatim.

Although some authorities had indicated it would not be required, new licensing applicants are being asked to submit a program schedule for the "proposed typical week" on which they base their breakdown of programming types into commercial and sustaining percentages.

Existing licensees would be told to specify the number of 14-minute periods during the "typical week" in which one, two, three, four, five or more, and no spot announcements were carried. They must also report the number of spots of more than one minute that were carried during the "typical week."

The Blue Book is brought into the forms by name. In a note accompanying, FCC says:

The following tabulation is to enable the Commission to secure quantitative data (1) on the proportion of time (to be) devoted to the various classes of programs. The function of each class of program as part of a diversified program structure is discussed in the Commission's Report of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees."

Statement of Intent

New-station applicants must state what the practice of the station will be with respect to the number and length of spot announcements allowed in a given period, and file an exhibit containing a narrative statement on the policy to be pursued with respect to making time available for the discussion of public issues, including illustrations of the types of programs to be broadcast and the methods of selection of subjects and participants.

Television applicants, however, would be required to answer only three questions: (1) give a narrative statement of program plans and policies which, if it's an existing video station, must cover both past and future operations; (2) set out additional program data if they wish, and (3) give general plans for staffing the station. AM and FM applicants would answer these as well as other program questions.

In a "Notice" preceding the program section, FCC says:

The replies to the following questions constitute a representation of programming policy upon which the Commission will rely in considering the application. It is not expected that the Commission will adhere to any in day-to-day operation to the representation. However, having made such representation, it will be open to the applicant to withdraw or modify the representations made in the application, time devoted to such later modification.

Questions on proposed staffing have been revised to eliminate statements of experience and salary of "each member of the management group," the applicant must name only his "general plans" for staffing, including "the number of employees in each department..." and the names, residence and citizenship of the general manager, station manager, program director, and other department heads who have been employed or whom the applicant expects to employ."

Each form provides for the corporation, by reference, of any necessary information already on file. But FCC specifies that "any such reference will be considered to incorporate into this application the program or other form referred to in its entirety," and warns applicants: "If not incorporated by reference any material which is not to be open to the public."

Changes Made

A number of changes are made in the form of information required—or no longer required—in the various sections dealing with legal, financial, and technical qualifications of applicants.

In the legal section, for example, respondents would no longer be required to disclose whether they had been "parties to" certain suits and to go into details, but only to specify whether they have been found guilty of such violations and whether any criminal suits are pending. If the answer is "yes," they must explain.

Data on ownership interests would be required for all stockholders up to 20; and if there are more than 20 it would be required delinquent shareholders and nonstockholders.

Questions on location, for example, would pose not only a series of "yes" or "no" questions, but also a narrative statement on the location, and "operation of the station as a radio station" and "whether the station is licensed as a radio station.

The "typical week" was defined as "the period preceding the week in which the FMA's meeting was held."

Names of individuals who are to be the "directors" and "executive officers" of the station were required in the Blue Book, but not so in the new form.

Certificates of "independent origin" and "of which no permanent head has been named."

The board fixed dues at $100 per calendar year or $10 per month if the annual total is less than $100.

Present at the meeting besides Messrs. Hofheinz, Bailey, Freid, Dillard and Marks were Frank A. Gunther, REL New York, president of FMA's Broadcasting Ass'n.; C. J. Drisd- el, WCFC Beckley, W. Va.; Ira Hirschmann, WABF New York; Raymond F. Kohn, WFMZ Allen-town, Pa.

Mr. Joy

Mr. Joy, named to meet with the network executive chairman of WDAS Philadelphia, William Goldman, president of WDAS Broad- casting Corp., announced 2009.

Entering radio in 1923 with WEAF New York, he shortly rose to the position of assistant general manager and then vice presi- dent of the then new NBC. In 1935 he transferred to KYW.

WDAS, 1490 kc, 260 w station, was purchased in May by William Goldman Theatres. Alexander W. Dannenbaum Sr. and Cecile L. Naumburg. Transfer was approved by FCC May 8 [BROADCASTING, May 12]. Purchase price was $485, 000. No changes been contemplated. Alexander Dannen- baum Jr. remains as commercial manager.

lems of information re-sponsibility of Broadcast Licensee."

"There are some modifications of present program questionnaire policies. In the commercial-vs.-sustaining breakdown of program types — entertainment, religious, news, music, and educational—is a space is provided for the applicant to add other classifications if he feels that his program material "is susceptible of classifications other than those listed."

Questions on proposed staffing have been revised to eliminate statements of experience and salary of "each member of station staff,["

Mr. Hofheinz named Leonard L. Ash, WBCA Schenectady, to be chairman of the FMA Promotion Committee, and Everett L. Dillard, WASH Washington, to be chairman of the Membership Committee.

Arthur Freed, Freed Radio Corp., FMA treasurer, has been serving as temporary chairman of the Finance Committee, but no permanent head has been named.

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NATIONAL convention of FM Ass'n., first industrywide meeting since the last January, will be held Sept. 11-12, just preceding the NAB 25th convention in Atlantic City Sept. 18-19. FMA's meeting will be held either in New York or Washington, depending on hotel availabilities.

Decision to hold the convention was reached Thursday at the first FMA board meeting since January. The board met at FMA's Washington headquarters with Roy Hofheinz, president, in the chair. Further regional meetings will be deferred until next year.

The board, directed by Bill Bailey, executive director, to ask a meeting early this week with presidents of the four major networks to discuss common problems that have developed since the Supreme Court's decision upholding the Lea Act.

Named to meet with the network heads were, in addition to Mr. Bailey, Gordon Grey, WMIT Win- ston-Salem, and Leonard Marks, FMA conference chairman.

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**BROADCASTING TRENDS**

90% of Stations Develop Local Talent

**Manager Deciding Factor in Judging Effectiveness**

NINETY per cent of broadcasting stations develop their own local talent, station managers revealed in Broadcasting’s May survey poll.

The effectiveness of the talent is judged by station personnel in 74% of the cases and by mail pull in 26%, according to answers received to Part II, of ballot seven.

Answers to the poll were partially reported in the June 16th issue of the magazine.

In addition to the questions previously reported, the station managers in the panel (1) were asked: (1) where they got most of their local live talent; (2) how long they generally carry new talent before judging its effectiveness; and (3) how they judge the effectiveness of new talent.

The results of the survey follow:

"Where do you get most of your local live talent?" (See Table I).

Clearly, broadcasters depend upon developing their own local talent—nine out of ten station managers report that they get most of their talent in this way. A total of 51% get their talent from out-of-town stations, about equally divided between out-of-town stations (16%) and other out-of-town sources (15%).

Less than 10% of the panel members find their talent in schools (or universities) or in other local stations. Among the miscellaneous "other" groups were: churches, local dramatic or musical organizations, and local entertainment places.

Equally important in understanding the broadcasters problems with local talent is the question of how long they feel it necessary to carry new talent before evaluating it:

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>&quot;Where do you get most of your local live talent?&quot;</th>
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<tbody>
<tr>
<td>% of all respondents</td>
<td></td>
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<tr>
<td>Develop own local talent</td>
<td>90% 1</td>
</tr>
<tr>
<td>From out-of-town stations</td>
<td>16</td>
</tr>
<tr>
<td>From other out-of-town sources</td>
<td>15</td>
</tr>
<tr>
<td>From schools and universities</td>
<td>9</td>
</tr>
<tr>
<td>From other local stations</td>
<td>5</td>
</tr>
<tr>
<td>All other</td>
<td>6</td>
</tr>
<tr>
<td>No answer</td>
<td>3</td>
</tr>
</tbody>
</table>

1 A sample of all U.S. commercial AM stations in operation Sept. 1, 1946 consisted for proper balance by city size, network affiliation, base hour rate, and geography.

2 Percentages add to more than 100 because some respondents indicated more than one source of talent.

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**GALLUP PLANS DEEPER ANALYSIS OF AUDIENCE**

Dr. George Gallup, founder and head of the American Institute of Public Opinion, declared last week that his impending debut in radio audience research is not intended as a reflection on existing audience measurement methods, but is rather a natural outgrowth of these methods.

"Gallup audience research, he said, will be in qualitative rather than quantitative measurement. It is his belief that it is more to the point to ascertain the impact and effectiveness of a particular program or commercial than merely to record the size of its audience.

Dr. Gallup said that while no date has been set for his entry into the audience research field it probably will occur "before the fall." The specific survey methods to be used are still in the formative stage, he admitted, adding that many of studies in fifteen years of research have dealt with radio questions and subjects close at hand.

He said his work probably will be offered to networks, advertisers and advertising agencies rather than to individual stations. "As soon as we are satisfied as to the technical details we'll go ahead," he said.

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**Eller Is Named President of AAW**

**5-Day Convention Field By Advertising Group At Sun Valley**

Russell Z. Eller, advertising manager of California Fruit Growers Exchange, Los Angeles, was elected president of the Advertising Assn. of the West at the five-day Sun Valley, Idaho, convention which ended June 24. He succeeds Vernon Churchill, assistant to the publisher of the Portland (Ore.) Journal, operators of KALE.

Gilbert L. Stanton, AAW secretary-treasurer, and director of advertising and public relations for Idaho Power Co., Boise, was elevated to senior vice president.

Martha Gaston, KFOX Long Beach, Calif., account executive, was made vice president-at-large in charge of women’s activities of a two year term. Other vice presidents elected include: Robert Frankl of Robert Frankl and Associates, Fresno, and Lloyd Jenkins of Seattle. Robert J. McAndrews of Young & Rubicam Inc, Hollywood, continues his vice presidency for another year.

Cy Western, advertising manager of Capwell, Sullivan and Furth, Oakland department store, was made AAW secretary-treasurer.

Sacramento was selected for AAW 1948 convention, with San Diego designated as the site of a mid-winter conference.

Attending delegates from 11 western states and Canada were welcomed by Mr. Churchill, who presided.

**Lewis Address**

While lauding radio’s “loftier social content” and welcoming the development “as a consumer,” Thomas H. A. Lewis, president of Hollywood Ad Club and formerly Young & Rubicam vice president in charge of radio, noted opportunity for “improvement” with getting “stuffy about it.” His remarks were part of the Thursday radio panel during the five-day meeting.

Other speakers in the radio panel included C. Burt Oster, general manager of NBC, Eddie Jenkins, Dallas, and western director of BMI, who reviewed progress of measurement service and told how it could be used to create: advantage by advertisers and agency clients.


Richard E. Green KOMO Seattle manager of nation sales and sales service, served a radio panel chairman.

On the business front, he found himself "very optimistic" about this fall. "With all the talk about recession, somehow I still can’t find the good half hour of NBC or CBS," he mused and pointed to the soli sellout prevailing in the ABC day time schedule.

He called on the networks to define their standards of continuity acceptance in concrete terms. To a point-wise, he reminded the convention that high budget programming is still attractive to a heavy-spending segment of national advertisers.
ASCAP Is Defendent in Cartel Suit

**Accused of Anti-Trust Violation in World Music Monopoly**

THE AMERICAN SOCIETY OF Composers, Authors and Publishers was accused of conspiring to corner the market for song rights in a suit filed last week in the U. S. District Court, New York, by the U. S. Dept. of Justice, Anti-Trust Division.

Specifically, ASCAP is charged with engaging in an illegal international cartel formed to monopolize music performing rights. The “international cartel” was formed as the International Confederation of Authors and Composers Societies with headquarters in Paris. Coincidentally, a statement from London, where top ASCAP officials are attending a convention, announced ASCAP’s resignation from the international group, effective immediately. The announcement preceded by a few hours the filing of the government’s suit against ASCAP in New York.

Although ASCAP employs in New York and London, the suit was not quoted since the ranking executives are in London, it was understood that the society’s abrupt resignation from the confederation was due to advance knowledge of the impending suit. ASCAP officials now in London include Deems Taylor, president; Richard Murray, foreign affairs manager; and Rudolph Nissim, foreign department head.

Taylor “Indignant”

Mr. Taylor was quoted as being “indignant” over the Justice Dept. suit. He said the conference held a meeting in Washington last fall with the approval of the State Dept. but he found it “just another monopoly then as the Justice Dept. claims we are now.”

The government’s complaint named as “co-conspirators” ASCAP and the 28 fellow societies which together form the International Confederation of Authors and Composers Societies. These societies include member groups in all major countries. According to the Justice Dept. complaint, ASCAP has contrived by dint of an ingenious cross-licensing policy to obtain exclusive performing rights in the U. S. of the works of all major artists in those countries.

Thus, the government alleges, ASCAP, and the confederation present political difficulties, its claims not being made that the government charges, is to “restrain and monopolize” interstate and foreign trade in musical performing rights in violation of Sections 1 and 2 of the Sherman Act.”

The complaint further alleges that ASCAP and the confederation “...have denied other musical performing rights societies access to such music, thereby seriously affecting the introduction of foreign musical compositions into the U. S. ... that will be detrimental to the international exchange of music and culture.”

Signed by Tom C. Clark, U. S. Attorney General and John F. Sonnett, Assistant Attorney General and head of the Anti-Trust Division of the Justice Dept., the complaint asks the court to order the resignation of ASCAP from the confederation, enjoin ASCAP from continuing the specified violations of the Sherman Act, and “recover the cost of this suit.”

No Notice Till 1945

An official of BMI, the broadcasting industry’s own licensing organization, told BROADCASTING that the Justice Dept. has been aware of ASCAP’s alleged machinations for some time, but took no official notice until September 1945. At that time, according to BMI’s chances, ASCAP’s international operations came close to home when the society began making a bid for exclusive music performing rights with the South American republics, saying in effect, you will either deal with us (through the confederation) or you will be permitted to deal with none of the 25 other nations in the confederation. The BMI official points out that the government has never given BMI any indication that its own business methods are not wholly acceptable.

**Columbia Transcriptions Now Separate Division**

COLUMBIA RECORDS Inc., New York, has established its transcription department as a separate division of the parent company and renamed it Columbia Transcriptions, it was announced last week by Robert J. Clarkson, general manager of the division.

Columbia Transcriptions is a company that was formed which for the past seven years has been recording broad casts for advertising agencies, library services and product manufacturers. A more recent operation of the division is the production of slide films for industrial and commercial purposes.

**Ultrafax Defined**

Not Entirely New, Says Engstrom; A Combination

— Of Several Existing Media

(Trammell Testimony in White Bill Hearings on page 88)

ULTRAFAX, the sensational communications medium whose existence was first disclosed publicly in testimony by NBC President Niles Trammell before a Senate committee last week, is nothing startlingly new in design or concept, according to Dr. E. Engstrom, vice president in charge of research at the RCA Laboratories, Princeton, N. J.

Dr. Engstrom told BROADCASTING that Ultrafax, reduced to its simplest terms, is a combination and refinement of several existing communications media, and is the product of “many years” of research by RCA. The chief innovation, he said, was in its application of television principles to message transmission.

Ultrafax utilizes television channels and band widths of a video type, according to Dr. Engstrom. He disclaimed some of the high-blown qualities ascribed to the invention in newspaper stories last week. It would conceivably replace the ordinary telegraph, or any form of communication, he said, only where great volume of transmission and tremendous speed is desirable at the same time. By and large, it probably would replace only those forms of communication handled in mail volume, Dr. Engstrom believes.

He minimized the application of Ultrafax in the production of “newspapers by radio” but conceded that it might lead to the development of new kinds of newspapers. He pointed out that in cases where duplication of a particular edition is desirable in a number of places in a hurry, Ultrafax could do the job simultaneously “in a minute or two.”

As to the mechanical problems involved in the scanning of a million-word mass of copy in a single operation, Dr. Engstrom said that such difficulties could be worked out individually. He said that in experiments recently made with Ultrafax he did its scanning electronically, utilizing several “entrance points.”

The copy was recorded on movie film first, transmitted and received at the terminal point again on film and then developed for further processing. Based on a line-of-sight relay system, Ultrafax has the limitations inherent in the use of that principle.

Dr. Engstrom emphasized that RCA, in developing Ultrafax “...defined nor predicted” its uses. The telephone or any other form of communication is left to the broadcasting, publishing and communication industries at large.

Assignments Given Conditions in FM

**Proposed Channels Issued for Class A Outlets**

FCC LAST WEEK announced proposed frequency assignments for Class A FM stations holding conditional grants for construction permits as of June 24.

The Commission explained that it is contemplated that the assignment subject to the conditionally granted Class A FM stations will aid parties in determining class and channel.

The assignments:

**State & City**
**Channel**
**Freq.**
**MCC No.**

CALIFORNIA
Berkley
E. O. Pen Dist. 99.9 251
Big Bear Lake
Amer. Quart. Lab. 96.7 244
Burbank
Burbank Bastes 94.3 252
Colton
San Bernardino 94.3 252
Long Beach
Tel. Entertainment Co. 101.8 276
San Mateo
San Mateo County 100.9 266
Santa Barbara
News-Press Pub. Co. 99.3 258
Turlock
Turlock Pub. Co. 98.3 258
GORGIA
Rom
Rom Radio Bg. Co. 104.9 256
Tulis
The Copley Press 109.3 260
Canton
 Fulton County Bg. Co. 107.3 256
Eagle
Eagle Pub. Co. 94.3 261
Evanston
Squared Radio Corp. 104.8 262
Joliet
The Copley Press 101.7 265
Morton
Morton Bg. Co. 101.7 265
Oak Park
Gale Bg. Co. 96.2 268
Orchard Park
Orchard Park Ind. 98.3 268
MARYLAND
Bethesda
Baltimore Bg. Co. 101.8 276
Bradbury Hiz.
Chesapeake Bg. Co. 97.6 244
Brockton
New Hampshire 106.3 292
Fall River
New Hampshire Bg. Co. 109.9 292
W. Yarmouth
A. & H. 94.3 262
MICHIGAN
Cross Points
Grand Rapids Bg. Co. 98.3 258
Corunna
Detroit Bg. Co. 101.0 260
Trenton
Trent Bost. Corp. 100.1 261
New Rochelle
N.Y. Bg. Co. 96.2 268
Rochester
New Rochelle Bg. Co. 93.6 229
MOXICO
Cheyenn
Gen. A. Wadsworth 96.7 244
Pawtucket
William H. Miller 101.7 265
Rochester
Rockefeller Bg. 91.2 221
Springfield
Springfield Ind. 108.7 231
Oklahoma
Oklahoma City Bg. Co. 99.5 229
Pennsylvania
Butler
Butler Bg. Co. 97.4 278
Erie
Erie Bg. Co. 109.9 250
Norristown
Harrild Bg. Co. 92.1 251
St. Louis
Brownsville Herald 98.5 244
TENNESEE
Cleveland
R. W. Rounseville 92.1 221
Nashville
Citiens Bg. Co. 98.3 252
Brownsville
Brownsville Herald 109.9 250
Edinburgh
James C. Loney 104.9 255
Knox City
Knox City Bg. 92.1 251
Hartlingen
The Valley Pub. 98.5 262
Mc Allen
Valencia Bg. Co. 100.9 266
Utah
Ogden
James M. Jenkins 98.9 280
Virginia
Alexandria
Potomac Bg. Co. 98.3 252
Arlington
Arlington County Bg. Co.
Norfolk
Norfolk Ind. 106.3 292
Twelve New Conditional FM Grants
Including Congressman at Merrill, Wis.

REP. ALVIN E. O'KONSKI (R-Wis.) is recipient of one of 12 new conditional FM grants authorized last week by FCC. He receives class A assignment at Merrill, Wis.

Of the 12 conditional grants, eight are for Class A facilities while four cover Class B assignments. One of the Class A assignments is in lieu of previous such grant to an individual who heads the new recipient group.

At the same time the Commission granted the request of the Kansas City Star City-State, which has been requesting assignment change group with fac' for an additional Class B station.

The following were the authorized CPs, conditions:

Thomson N. Beach (WBIN), Birmingham, Ala.-Channel 395, 105.8 mc, 376, 825 ft.

Lowery W. Strick (WDWS), Minneapolis, Minn.-Channel 295, 105.4 mc, 27, 395 ft.

Peter A. Pyatt, Jr. (K广播), Mobile, Ala.-Channel 295, 106.3 mc, 899 ft

The following were authorized CPs in lieu of previous conditions:

Gallaher B. O'Konski (WCEM), New York City-Channel 253, 94.9 mc, 105 kw, 370 ft.

Loper J. M. (WFBT), Waynesboro, Va.-Channel 442, 106.7 mc, 207 ft.

The Commission also approved the following frequency assignments in lieu of previously announced assignments:

KTVF-FM Twin Falls, Idaho-Channel 250, 97.4 mc.

WMBM-FM New Orleans-Channel 274, 107.3 mc.

KJKE-FM Ashville, N. C.-Channel 266, 101.3 mc.

KTVK-Ore.-Channel 266, 101.1 mc.

KUH-Harrisburg, Pa.-Channel 265, 100.9 mc.

AT & T COMPLETES LINK FOR N.Y.-BOSTON TV

AMERICAN Telephone & Telegraph Co. has completed construction of a radio relay building at Jackie Jones Mountain, some 35 miles up the Hudson from New York and the first stop of the company's projected radio relay circuit between New York and Boston. The system will be a major step in television, as well as multi-channel telephone, telegraph and radio programs will be started within the next week or ten days, with expectations that the full New York-Boston circuit will be ready for testing by late summer or fall.

A bandwidth of four to five megacycles will be transmitted over the radio relay circuit, a frequency of about 4,000 mc, considerably "upstairs" of the 1530 mc used by Philco for its relay circuit for video programs between New York and Philadelphia.
WHO DELIVERS MANY MESSAGES FROM IOWA TO GEORGIA!

GEORGIA is one of the 30 States in which WHO has no official BMB Nighttime Audience whatsoever. Yet such is the power of WHO programming and 1-A Clear Channel Service that Georgia is one of the large plusses in WHO's "Iowa Plus".

Mr. M. V. Murray of Atlanta, for instance, writes: "I thank you sincerely for locating and advising me of my father's death, in your broadcast of Saturday night. While I did not hear the broadcast direct, the information was given me by a friend who had been tuned in on your fine station. It may interest you to know that I frequently hear WHO in my travels in Georgia, on a portable radio that I use in the hotel rooms. Thank you again for your grand help."

Also, you may recall the Welfare Enterprise Tigers of Summerville, Georgia—a 60-member WHO War Bond Club which sent in War Bond subscriptions to WHO every week for three years. ... And that many Georgia people joined WHO's campaign to send parcels to Europe (a campaign which resulted in shipment of over 23,000 parcels—110 tons—of food and clothing to Greece, Holland, Denmark, etc.).

There can be only one reason why so many people even in such distant states as Georgia, Texas, Pennsylvania and Oregon, listen regularly to WHO. We think it's good programming—good public service.

WHO + for Iowa PLUS +

DES MOINES 50,000 WATTS
FREE & PETERS, INC., National Representatives
WHAT CAN YOU STUFF INTO GULLET (Ky.)?

Fairly soon, no doubt, anybody who sells anything will be really selling. Good markets will regain their old importance. Poor markets well, you know...

Gullet, Kentucky — or ten thousand Gullents won't compare with the Louisville Trading Area. You can stuff more stuff into this Area than into all the rest of Kentucky combined. And you can cover the Area completely with just one station, WAVE...

So remember. If you're getting hungry for business, WAVE can do far better than to give you an extra Gullet!

BMB Rejects Offer; Hooper Plans Measurement Service

BMB rejection of C. E. Hooper’s offer to become publisher of his continuous rating services at a price of $1,000,000 [Broadcasting June 25] evoked a prompt statement from Mr. Hooper that he intends to enter the station coverage measurement field.

Sharply criticizing BMB’s 1946 survey as using “the lowest standard of measurement ever applied in all advertising,” Mr. Hooper said that “a simple technique is now being perfected to produce listener coverage measurements, by counties and cities, which are (1) of higher standard and (2) more economical than BMB. We had already informed BMB’s technical committee that we could make it available for the 1948 study if it had been authorized.” Committee had received his plan non-committally, asking for further data on tests made outside the New York area before any definite decision on its usefulness to BMB was made [Broadcasting June 2].

“We expect this one survey to produce the material for both coverage and area (projectable) ratings for the price of one,” Mr. Hooper continued. “Individual stations or groups of stations ‘covering’ common counties will shortly be able to secure them through us, thus avoiding a ‘coverage vacuum until 1949’.”

Cites Plan’s Value

Declaring that “the plan I drafted for BMB to take over the publication of Hooper ratings could have kept them in business while they were solving other problems,” Mr. Hooper added that “its acceptance by them would have made it unimportant to radio if C. E. Hooper personally burned up in any given airplane. We were satisfied that, if we continued to produce them, BMB could have sold, distributed and ultimately learned to service pro-

gram rating reports—but what is this standard setting on program ratings? You have to know more than the horse to drive the horse,” he averred.

That statement referred to the proposal of the BMB Board Research Committee, which the board adopted on June 20, “to study, evaluate and report on radio audience measurements with respect to their purposes, techniques and proper uses.” This was suggested as part of an overall study of the relationship between BMB and other radio research, to be undertaken shortly under the joint auspices of BMB and a university to be selected by the committee. As part of the project, a two-year fellowship, not to exceed $5,000 a year, is to be established.

Evaluation First

“Because evaluation of other measurements must precede the establishment of standards, the committee recommends that BMB refrain from seeking to establish standards for radio research for the entire industry at this time,” the Board Research Committee report, which was approved in toto, read.

“Prior to undertaking program audience measurements,” the report stated, “BMB would have to evaluate present program audience measurements and establish standards, as discussed in the preceding paragraph. Therefore, the Committee recommends that BMB should refrain from measuring program audiences at this time.” The Board’s rejection of the Hooper offer was premised on this statement of the research committee.

MILWAUKEE JOURNAL NOW OPERATING WSUA

MILWAUKEE JOURNAL Co took over actual operation of WSUA Wausau, Wis. June 20 following FCC approval on purchase of the station and absorption of the Northern Broadcasting Co. into the Journal Co. [Broadcasting June 16].

Ben Hovel, WSAU manager, will continue in that position and no important replacements within the rest of the staff are planned by the Journal. In addition, WSAU will continue to operate as a local station using the same call letters and present program schedules.

Future plans for greater service include improvement of the WSAU signal by moving the station’s transmitter and eventual construction and operation of WSAU-FM, for which the CP was acquired as part of the purchase. Plans are also going ahead for a Journal-owned FM station in Green Bay, Wis.
Take it slow!

Mountain climbing can be risky business. Especially with 200-foot ice crevasses to cross ... like this one on Mt. Olympus. It takes nerve and stamina. And plenty of it.

You've got to take it slow, too. Experts warn, "Don't try it unless you know what you're doing."

And selecting radio stations for your list can be just as risky ... unless you know what you're doing.

To get to the top in radio sales here in Baltimore, W-I-T-H is the safe way. It's the independent station

in this 6th largest market that delivers more listeners-per dollar-spent than any other station in town.

W-I-T-H is a sure-footed step to take when buying time in Baltimore.

WIT
AM and FM
Baltimore 3, MD.

Tom Tinsley, President • Headley-Reed, National Representatives

June 30, 1947 • Page 23
Deliveries of RCA's 5-kw "All Channel" television transmitter now being made to 21 top stations

Here's the transmitter that is putting television on the map now . . . in many of the nation's key cities.

Announced only four months ago, 21 leading broadcasters have already recognized its design advantages with orders. Four transmitters have already been shipped . . . and it is expected that the others will be shipped this year. The combined radiated power of these stations will blanket approximately 50,000 square miles . . . bring clear, high-definition television pictures within reach of 38,143,000 people.

Stage-by-stage, this transmitter has everything you might want for your new station. Here are the highlights:

FINGER-TIP CONTROL for all operating and monitoring functions. Monitoring facilities permit observation of the picture and its waveform. New RCA console handles both sound and picture signals—simplifies getting transmitter on the air and keeping it there.
television to 38,000,000 people

- Covers all 12 metropolitan channels and assures a full 5-kw signal on each channel
- Divides into eight relatively small, lightweight units (25 by 36 by 80 inches) for easy handling and installation and flexible station layout
- Facilitates inspection and servicing with its “walk-in” type construction
- Simplifies transmitter operation due to similarity in design between the sound and picture transmitters
- Eliminates complicated tuning adjustments — a high-level modulation system permits the use of meter-tuned, narrow-band drivers
- Only one modulated stage to adjust
- No neutralization of modulated PA stage
- Employs radically new tubes in the output stages — RCA 8D21 twin tetrodes — permitting unusually small r-f drivers
- Requires fewer spare tubes — only 15 types.

From every standpoint, the RCA TT-5A is comparable in convenience, performance, and operating economy with today’s finest AM transmitters.

Be sure to get your copy of the new bulletin which fully describes and illustrates its many advantages to the station engineer, manager, owner, and audience. Write Dept. 18-F.
DEBUT of Lawyer Tucker, summer replacement of the Dick Haymes Show on CBS, is the scene of this pleasant get-together. From 1 to r: H. D. Bissell, advertising manager, Electric Auto-Lite Co.; Knowles Entwistle, producer of the show; Bourne Ruthrauff, vice president, Ruthrauff & Ryan Inc.; Maurice Wells, member of the cast, and Tod Reed, also vice president, Ruthrauff & Ryan.

WDVA DANVILLE, VA. COMMENCES OPERATION

A SPECIAL 90 minute dedicatory program before a large studio audience was to herald the opening last night (June 29) of WDVA Danville, Va., operating on 1250 kc with 5 kw power and 1 kw day.

The new station, an MBS affiliate, is owned by Virginia-Carolina Broadcasting Corp. headed by President J. D. Pruitt. The staff includes Walter M. Windsor, general manager; William P. Hefferman, former manager of WHOT South Bend, Ind., assistant manager in charge of sales; E. M. Hurd, formerly with WBTM Danville, sales dept.; Charles J. Holman, formerly of WLU Cincinnati, program director; Ross DeRoy, musical director; Clifford Thurman, recently with KDKA Pittsburgh, in charge of new room; Virginia Murphy, continuity and women's program director; Vivien Jackson, copy and Nancy Blair, traffic. Announcers include Hugo Mosher, Don Bell, Walter Baldwin, Dick Campbell, and Howard Garland.

The engineering staff is headed by Allen S. Clarke, vice-president of the corporation, and includes Rush Sawyers, I. G. Murphrey, Marvin Terry and Robert Harvey. Frank Raymond is farm service director.

KVOW Littlefield, Tex. Takes Air With 250 w

LITTLEFIELD, TEXAS had its first station June 14 when KVOW commenced operations with 250 w on 1400 kc and a 6:30 p.m. schedule of programs.

Licensee of KVOW is J. C. Rothwell, former owner of KSAM Huntsville, Tex. and part owner of KVOI Plainview, Tex. The other associates include J. B. McShan, business manager, and J. W. Robinson, chief engineer.

Veto Rating 30.7

PRESIDENT Truman's address on June 20 in which he explained his veto of the Taft-Hartley Bill was heard by 22,306,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc., New York. Hooperating for the address was 30.7, and share of the listening audience was 86.0.

WFMI Portsmouth, N. H. Slated for Fall Airing

Preliminary work is underway on WFMI, new FM station for Portsmouth, N. H., and completion is scheduled by fall, it was announced last week by Bert George, general manager of the Hon. Charles M. Dale-owned WHEB and WFMI.

WFMI will operate on 107.7 mc with 20 kw. The tower, atop Sadleback Mt. will be 1,204 feet above sea level. As the result of technical surveys, the station estimates it will serve a total area of approximately 11,600 square miles, giving direct FM reception to more than 1% million rural listeners.

WMMW Meriden, Conn. Makes Official Debut

INAUGURAL program of WMMW, new 1 kw daytime station on 1470 kc at Meriden, Conn., took place June 8.

General Manager James Iodice announced the following staff: James W. Miller, sales manager; Bernard Morley, until recently with WBTM Danville, sales dept.; Charles J. Holman, formerly of WLU Cincinnati, program director; Ross DeRoy, musical director; Clifford Thurman, recently with KDKA Pittsburgh, in charge of new room; Virginia Murphy, continuity and women's program director; Vivien Jackson, copy and Nancy Blair, traffic. Announcers include Hugo Mosher, Don Bell, Walter Baldwin, Dick Campbell and Howard Garland.

The engineering staff is headed by Allen S. Clarke, vice-president of the corporation, and includes Rush Sawyers, I. G. Murphrey, Marvin Terry and Robert Harvey. Frank Raymond is farm service director.

Licensee of KVOW is J. C. Rothwell, former owner of KSAM Huntsville, Tex. and part owner of KVOI Plainview, Tex. The other associates include J. B. McShan, business manager, and J. W. Robinson, chief engineer.

Canadian Poll for May

Led by Radio Theatre

AMERICAN NETWORK programs were favorites with Canadian audiences during May according to a survey issued by Elliott-Haynes Ltd. Toronto. Radio Theatre was first evening show with rating of 35.5, followed by Fibber McGee and Molly 32.1, Charlie McCarthy 32.6, Ozzie and Harriet 27.1, Fred Allen 26.9, Amos 'n Andy 21.6, Bob Hope 19.9, Meet Corliss Archer 18.8.

First five Canadian English daytime shows in May were Happy Gang 19.5, (Canadian program), Ma Perkins 16.9, Big Sister 16.6, Road of Life 16.1, and Lucy Linton 15.8.
Cattle and pocketbooks grow fat these warm summer days on the lush blue stem grasses of the Osage Country right at Tulsa's front door. Shipped from all over the great South-west to this mecca of informed cattle raisers, fine cattle grow finer, taking on firm, sturdy weight that rings the cash register louder and longer at every important cattle market in America! There's no substitute for Osage pasturing for fine beef cattle. That's why we say, cattle and pocketbooks grow fat these fine summer days in the Osage Country.

Reach and sell these men who reap the rich reward of Osage grasslands . . . they depend on KVOO for radio's best in entertainment, news, and farm-ranch information.

KVOO is their station!
RAN MORE RADIO LINAGE
IN 1946 THAN ALL OTHER
BUSINESS PAPERS COMBINED

Advertising lineage gains are important only as a
reflection of advertising effectiveness. Not only in
1946, but for the last 16 years Broadcasting
has consistently carried more radio advertising
than all other business papers combined.

Broadcasting's editorial policy in publishing more
news* of all radio—AM, FM, TV—adds weight
to the advertising on its pages. It attracts read-
ers who make broadcasting their business and
who place the bulk of the national spot and net-
work dollar.

Broadcasting's Washington business office or
any of the offices listed below will be glad to tell
you more—now!

* Than all other business papers combined.

NEW YORK
Sol Paul
250 Park Ave.
PLaza 5-8355

CHICAGO
Fred Sample
360 N. Michigan Ave.
CENTral 4115

HOLLYWOOD
Dave Glickman
6000 Sunset Blvd.
HEmpstead 8181

TORONTO
James Montagnes
Harbour Comm. Bldg.
ELgin 0776

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

Broadcasting
The Weekly Newsmagazine of Radio
Telecasting

National Press Building • Washington 4, D. C.
Radio Weekly Payroll Up 25% Since '45

Employment Increases 18%, Says FCC Annual Report

Radio's weekly payroll, moving constantly upward, has gained more than 25% since late 1945, while employment has increased 18%.

This was revealed last week in FCC's annual Employee & Compensation Report, issued Monday. It showed 34,831 fulltime employees of stations and networks received $2,408,246 in straight-time pay for the week of Feb. 1—an average weekly earning of $69.14 compared with $65.40 in 1945. The gain in average earnings was the greatest since 1939.

The 1947 figures were based on reports filed by seven networks, 10 key stations of nation-wide networks, and 914 other AM stations starting Feb. 1. The 1945 report was for the week of Oct. 14 and covered nine networks, 10 keys, and 866 other AM outlets. There was no comparable figure.

The 25% payroll gain—$2,408,246 against $1,922,941—compares with a 19% increase reflected in the report for 1946 [Broadcasting, Jan. 28, 1947]. The average weekly earning of $68.14 includes salaries of executives. The 1945 average of $65.40 represented an 8% increase over 1944.

The two reports in many respects are not comparable, since the 1947 figures included a great number of changes with respect to information required, employment classifications and definitions, and procedures to be followed.

For that reason, officials said, the payroll figures for 1947 are conservative in comparison with 1946's. The new form separated straight-time from overtime, but the 1945 report did not. Thus the latest figures are restricted to straight-time pay—overtime compensations have not been completed—while the 1945 tabulation is known to have contained some (but not many) of those payments along with straight-time earnings.

Two-Year Employment

Employment totals for the two years were 34,831 in February 29, 405 in October 1946. The 1947 total included 4,731 non-staff program employees.

Excluding executive, supervisory and non-staff personnel, employees had an average wage of about $60.92 in 1947. This represented a gain of about 5.1% over the 1945 figure of $57.97 for the same group. But, FCC reiterated, the average in 1945 included some overtime and other non-scheduled payments.

The 1945 report counted department heads as "executives" while the 1947 form tabulated their earnings as part of their respective departments, leaving only "general officers and assistants" in the FCC's previous definition of an executive.

The average weekly wage of 1,498 "general officers and assistants" this year was $270.45, which compares with $195 for the 1945 report's 1,076 "general managerial" employees.

The new report also separated staff from non-staff employees within the program department, and in all departments segregated supervisory from non-supervisory personnel. Staff employees, numbering 30,100 including executives, averaged $71.11 a week. Executives and supervisors, totaling 5,587, averaged about $116.

To next general officer, highest average wage was received by... (Continued on page 30)
Canadian Advertisers and Newspapers Seek Changes in Radio Legislation

A SEPARETE REGULATORY body, independent of the Canadian Broadcasting Corp., and a royal commission to inquire into necessary changes in broadcasting legislation, were urged by the Association of Canadian Advertisers in a telegram to the Parliamentary Radio Committee at Ottawa.

The telegram pointed out that the ACA consists of 145 companies advertising nationally and regionally, and that "radio is an efficient tool of advertising only if it commands a broad popular acceptance. Our members are equally interested in the welfare of both the private and national systems. Inasmuch as these two are in commercial competition, it would seem to us to be more equitable to both and in the best interests of advertising and the general public if a separate regulatory body, independent of the CBC, were established to govern broadcasting in Canada."

Discontinuance of discrimination against daily newspapers in the issuing, or transfer, of radio broadcasting licenses was demanded by the Canadian Daily Newspapers Association in a brief to the Parliamentary Radio Committee. The brief charged that present regulations threaten freedom of the press in Canada. The CDNA pointed out that facsimile transmission of printed news will be feasible soon in Canada at small cost, thus providing serious competition to newspapers. Because of this increasing closer relationship between printed and broadcast news, the brief stated, present radio regulations will affect a complete control on printed as well as spoken news distribution.

The CDNA stated that it associates itself with those who believe that control of radio should be transferred to a board appointed and financed by Parliament, answerable only to Parliament and removable only by Parliament.

Provost Plea

Protection for Canadian radio artists was asked in a brief submitted by Marcel Provost, managing editor of Radio World, Montreal fan magazine. In his brief he asked for standby Canadian orchestras and casts when American commercial network programs are aired on Canadian stations, the money so derived to be set aside for development of Canadian talent. He asked for a more equitable valuation for customs duties against imported electrical transcriptions in keeping with the cost of such productions in Canada, treatment of network local participation programs as regular network programs with local sponsors being assessed the value of a standby orchestra and cast in each city, a more equitable exchange of sustaining programs between Canadian and American networks. Provost told the Parliamentary committee he felt that "these remedies would have the laudable effect of keeping experienced talent in Canada and give Canadian radio a real Canadian flavor."

CORN COUNTRY

is

America's Great Farm Market

—and "Corn Country" is the latest best-seller of Homer Cray, famous novelist, humorist, scenarist and magazine writer.

This book, just published by Duell, Sloan and Pearce, is part of the "American Folkways" series. It is the first authentic chronicle of the corn belt. Chapters 27 & 28, entitled "A Visit To A Farmer's Radio Station" and "Graduation Day", are about KMA. This is the first time a commercial radio station has been treated as part of the folkways and mores of a people:

"I don't believe I have ever caught the heartbeat of the corn states better than I did in Station KMA, in Sienandoah, Iowa. It is known as the 'Farmer's Radio Station' and it is exactly that.

"The first thing that surprised me was the amazing number of letters it gets ... a letter each year from 625% of the homes in its section. That's something for the city stations to think about."

For the human story of KMA, read "Corn Country" by Homer Cray. For complete market information, see us or your nearest AVERY-KNODEL man—TODAY!

184 BMB COUNTIES AROUND

SCHENANDOAH, IOWA

AMERICAN BROADCASTING COMPANY

AVERY-KNODEL, INC., National Representatives

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Radio's Payroll

(Continued from page 9)

mercial department supervisors ($141.41). Non-staff news personnel were next with $136.24 (compared to $98.91 for staff news personnel). Non-staff production men earned $122.70 (staff production men, $86.50). Non-staff writers averaged $104.73 (staff writers, $74.74). Research and development engineers averaged $103.98.

The average in each department, including the supervisors, was as follows: Clerical $40.47; program $66.76; technical $72.91; commercial $102.72; promotion and publicity $79.55; building service $85.97; all other employees $64.16.

Program department supervisors averaged $92.85 and non-supervisors $64.09. The average for staff program employees was $67.67, and for non-staff employees $56.62. Staff musicians received $64.95 compared to $81.00 in 1945. Staff announcers earned $61.95 and non-staff announcers $61.66, as against $57.79 for both staff and non-staff announcers in 1945. Staff actors averaged $93.18 and non-staff actors $49.31 (a direct comparison with 1945 earnings available).

The 1947 report was the first in which data were collected on number of hours of work scheduled per week. On the average, non-supervisory staff employees (excluding executives and salesmen, whose hours generally were not reported) were scheduled to work about 39 hours. Program employees worked about 37 and technical employees about 41.

Undaunted

SINCE the beginning of the current baseball season, Sports Announcer Len Colby has tried to broadcast "play-by-play" of Western Michigan College's games for WKOZ Kalamazo. First of four obstacles the telephone strike, followed in order by a railroad strike and two thunder showers. Undaunted, Mr. Colby made plans to broadcast North-Western-Western game.
WBAL Surveys Brand Leadership

Distribution and Consumer Preference Survey, of leading products sold in food stores in Baltimore area, just completed.

<table>
<thead>
<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45 46 47</td>
<td>45 46 47</td>
</tr>
<tr>
<td>CLEANSERS &quot;A&quot;</td>
<td>73% 77% 70%</td>
<td>94% 96% 92%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>9% 9% 13%</td>
<td>94% 80% 87%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>10% 6% 1%</td>
<td>93% 64% 78%</td>
</tr>
<tr>
<td>MUSTARD &quot;A&quot;</td>
<td>37% 56% 58%</td>
<td>81% 86% 83%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>31% 21% 17%</td>
<td>70% 67% 58%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>18% 10% 9%</td>
<td>59% 45% 56%</td>
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<table>
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<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference</th>
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<td>45 46 47</td>
<td>45 46 47</td>
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<td>PEANUT &quot;A&quot; BUTTER</td>
<td>38% 45% 22%</td>
<td>52% 68% 45%</td>
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<tr>
<td>&quot;B&quot;</td>
<td>5% 6% 4%</td>
<td>17% 20% 19%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>3% 7% 9%</td>
<td>58% 64% 67%</td>
</tr>
</tbody>
</table>

This is just a partial list of the products surveyed. For complete list, see coupon below. Most products show a 3-year comparison, some show a 2-year comparison, a few only 1 year.

Who leads the field in bread sales in Baltimore? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore.) Who leads the field in tea? WBAL knows all the answers.

Our Merchandising staff, under the supervision of Jack Tappin, did all the legwork themselves . . . visited the stores personally, and have come up with some facts and figures that tell a story—very important to you.

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested...and a copy of the survey will be sent to you pronto.

MAIL THIS COUPON

STATION WBAL, BALTIMORE 1, MD. Please send me the survey I have checked:

The following are 3-year comparisons:
- Baking Powder
- Dog Food
- Cheese
- Cereal
- Coffee
- Canned Coffee
- Pudding
- Pudding Mix
- Soup
- Soup (Canned)
- Table Salt
- Salt (Iodized)
- Tobacco
- Wax (Cake)
- Wax (Liquid)

The following are 2-year comparisons:
- Baby Food
- Egg & Sausage
- Canned Cheese
- Cold Wheat Cereal
- Fried Foods
- Hot Corn Cereal
- Muffin Mix
- Potato Chips
- Saltine Crackers
- Sesame Seeds
- Sparkling Water

The following are 1-year comparisons:
- Air freshener
- Cleaners
- Cigarettes
- Corn Muffin Mix
- Pies (Flan)
- Soap (Household & Dish)

NAME:

ADDRESS:

BROADCASTING * TELECASTING

June 30, 1947 * Page 31
Overall Study of Network Audience Made Public by New York Ad Agency

GRAPHIC wall chart, tracing the overall record of audience listening for nationally sponsored and sustaining programs on all four national networks, was made public last week by Geyer, Newell & Ganger Inc., New York.

Developed more than two years ago by the agency, the charts have been made up periodically for the confidential use of the agency and its clients, and according to President B. B. Geyer, "they have proved to be most helpful in indicating the relative value of time, network and program power."

Based on Hooperings for the first four months of 1947, the new profile study covers all day and night network programs for each day of the week and also illustrates the radio sets in use in 35 key cities for all program periods.

The chart demonstrates separately daytime and nighttime programs, with the latter based on an arithmetic average of the eight Hooper reports for evening programs and the former on the four actual surveys taken by Hooper.

Commenting on the usefulness of the charts, which are being mailed to advertisers by the agency, Mr. Geyer said, "In increases in advertising costs have caused us, in each department of our agency, to intensify our study to develop better means for appraising advertising expenditures."

Mr. Geyer (1) and Donald S. Shaw, vice president and radio director, discuss the new "Profile Study of Radio Listening."

KURLAN SEEKS DAMAGES OF $150,000 FROM CBS

SEEKING $150,000 damages for alleged infringement of his radio rights to My Sister Eileen by CBS house package, My Friend Irma, Arthur Kurlan, writer-producer, filed suit in Los Angeles Superior Court June 17.

Mr. Kurlan contends he originally submitted a recording of his program to William S. Paley, CBS chairman of the board, at latter's request. After several weeks of negotiation, Mr. Kurlan alleges, he was informed network would not buy his show because its legal department felt CBS could reproduce it by making only minor changes.

Lucille Ball, film star, reportedly was contracted to star on Kurlan program, and writer-producer avers CBS tried to get her to star in My Friend Irma.

Executive Staff Given for Godofsky Stations

FOLLOWING personnel will make up the executive staff of WLAB-WNY (FM) Hempstead, L. I., N. Y., it was announced last week by Elias I. Godofsky, president and general manager of the station, which are expected to begin operation on July 15.

Paul Godofsky, former program director of WMCA New York and former station manager of WLIB New York, executive vice president and station manager; Frank E. Knaack, former chief engineer of WMCA New York and former station manager of WLIB New York, vice president of technical director; Clifford Evans, former managing editor New York Post-WLIB New York news bureau and program director of WLIB, vice president and director of public affairs; Roger Wayne, former WLIB New York production director, director, recorded music; Eddy Brown, music director; Rhoda Cantor, production director; Joseph A. Lenn and Murray C. Evans, Long Island sales directors; Muriel Abrams, traffic director.

Paul Godofsky, Mesers. Knaack, Evans and Wayne, and Miss Cantor have been designated as the creative and planning committee, headed by Elias I. Godofsky.

C.G.C.I Calgary, Alta., has been authorized to increase power from 100 w to 1 kw, and to move from 1230 kc to 1140 kc.
WWJ . . . most familiar letters of the alphabet to the millions of radio listeners in Detroit, and "pet" station of the community for 27 years. Because Detroiters know WWJ so well, and like its programs, public service features, and policies so much, sales messages of products advertised on it are given more attentive ears. WWJ's trailblazing leadership and showmanship was again clearly demonstrated through its sister television station, WWJ-TV, which recently began the broadcast of regularly-scheduled commercial and sustaining programs, highlighted by television-broadcasts of the Detroit Tigers' ball games.
WBAL WILL TELEVISE PRO FOOTBALL GAMES

HOME GAMES of the Baltimore Colts, new professional football team, will be televised this fall by WBAL. Baltimore as soon as the station's facilities are completed, Harold C. Burke, WBAL manager, announced last week after completing arrangements with Robert Rodenberg, president of the Baltimore Professional Football Club Inc.

Football telecasts are among the most popular of television programs, according to WBAL, which reports that set owners in New York and Philadelphia who have seen football televised say that the players, the progress of the ball, and the entire game can be clearly seen on their screens.

Set owners in Washington will also be able to witness the games, for the arrangement provides that they will be carried by WNWB, NBC's new station in the Nation's Capital which went on the air last week. (See story, this issue.)

BORDEN TV ROTATION

Four Types of Programs Will Be Used; Then Series Repeated

Borden Co., New York, starting July 6 will put a television program on WNBTV New York, each Sunday evening at 9 p.m. New schedule, replacing the company's former practice of sponsoring video programs on the station on occasion, with no regular schedule, comprises four types of programs, which will be presented in rotation.

First telecast will be the Borden Sunday Evening Supper Club of short variety acts; second week's program will be Telecuriosities, featuring oddities with entertainment value; third will be a marionette show, Elsie's Little Theatre, and fourth a half-hour dramatic program. When the series is completed, the sequence will be repeated.

Stuart Peabody, assistant vice president of Borden Co., said that the programs have been "picked with specific aims in mind. Borden television," he said, "has emerged from the first experimental stages and is now in an important middle phase. Our feeling, based on almost a year of television programming, is that the commercial problem must be handled on a different basis from radio programming. We are convinced that television commercials can be integrated so successfully that they can carry on the entertainment thread without causing acute audience nausea-and blacked out screens."

Pointing out that "any one of the current projected programs can be expanded at once, if desired," Mr. Peabody said that Kenyon & Eckhardt, New York, agency which will produce the programs, "is in the market for ideas which will keep us ahead in this field."

THREE NEW STATIONS TO BRING ABC TO 258

ABC last week announced the addition of three new affiliates, bringing the total number of the network's stations to 258.

Effective Sept. 1, KWRN Reno, Nev., now under construction, joins ABC as a member of the Pacific Coast Group. Operating with 250 w on 1490 kc, the station is owned by the Reno Newspapers Inc., and will be managed by Neil Inch.

WTII Terre Haute, Ind., joins ABC's North Central Group on Sept. 22, operating with 1 kw on 1480 kc. The station is owned by the Wabash Valley Broadcasting Corp., and will be managed by Raymond Kearns.

On Oct. 15 KFRE Fresno, Calif., will join ABC as a member of the Pacific Coast Group, operating with 250 w on 1340 kc. Station is owned by J. E. Rodman and Paul Bartlett is manager.

In addition to the three new affiliates, effective Oct. 1, KSIX Corpus Christi, Tex., will affiliate with ABC, replacing KWBU. Owned by the Corpus Christi Broadcasting Co., KSIX, now under construction, will operate with 250 w on 1230 kc and will be managed by Vann Kennedy.

Rider Appointed to New Position at Lever Bros.

DR. THEODORE H. RIDER, former technical director of the Lever Bros. Co., Chicago, for the past 10 years, has been appointed associate director of research of Lever Bros. Co., Cambridge, Mass. In his new post Dr. Rider will assist John W. Rodman, director of research, in the handling of all technical research activities.

After teaching pharmacology and toxicology at Yale University, 1928 to 1930, Dr. Rider was named chief chemist of the William S. Merrell Co., Cincinnati, and became the firm's research director in 1933. In addition Dr. Rider served as professor of organic chemistry at the Cincinnati College of Pharmacy for the five-year period beginning in 1932. In 1937 he joined the Pepsodent Co., which in 1944 became an affiliate of Lever Bros. Co.

Facsimile Course

U. OF MIAMI, in cooperation with the Miami Herald, will introduce at its fall session courses in facsimile newspaper production. Instruction will have two phases—a classroom and laboratory course for journalism students, and a short course in editing and publishing for editorial executives. The latter will assist newspapers in introducing facsimile editions for their own papers and will consist of forum sessions and practical experience in a laboratory to be constructed by the university in the Herald building.
Spinach, by the way, is one of the products of the great Ben E. Keith Company, largest distributor of fresh fruits and fresh vegetables in the Southwest, using WBAP-570 (formerly KGKO) as an EXCLUSIVE RADIO MEDIUM for the past NINE YEARS.

Here are the results of this association . . .

1. This company gives WBAP-570 complete credit for making their "Fresh from Keith's" slogan a MUST shopping word in a market area some 500 miles length.

2. Keith's "Fruit Express" program, initiated in December 1938, is still pulling a tremendous audience of attentive housewives. For 15 minutes on Mondays, Wednesdays and Fridays, they hear news of overnight arrival of good things to eat—and how to prepare them.

3. Keith's sales curve is still "spinaching" upward.

Of course, the fact that this show precedes Don McNeil's Breakfast Club (ABC) doesn't hurt it any. But WBAP-570 has a program place, about as good, waiting for you to "spinach-up" your sales curve in a hunk of Texas that really counts—the MARKET FRONT.
SHORTWAVE vs. COMMUNISM

I read every now and then about the grandiose scheme of our government to shortwave programmes to Russia. I guess they start broadcasts to other countries as well.

I have never turned my hand to anything more than statecraft, but I do know we need to pound away pretty close to home against the advance of the hammer and sickle.

I have spent a lot of time down in the Caribbean. I have stayed many nights in little towns on the Island of Cuba. I have visited with the little folks in their Bohios, and I have learned that not many of these people own radios, although things may be a little different now as I understand that part of the world is flush. People tell me there is a lot more money in Cuba than there was during the famed "Dance of the Millions". In the small towns of the Caribbean some of the people do own radios and I have in the last years seen the percentage of families owning radio-receiving sets will run pretty high. But, here is the hooker in this situation: VERY FEW OF THESE SETS HAVE SHORTWAVE BANDS.

I hope when the Commission grants 50 kilowatts for this part of the country that the engineers of the F.C.C., working with the station representatives, such as Jim McNally, will open up the door to the South and make it possible under all conditions for the people of the Caribbean and the West Indies to hear American Radio as she is practiced. I believe that the average Juan Cuban or Pedro Dominican will like our American radio offering, our approach is one that don't know anything at all about the Ivans, but I suspect that he, like his brother to the south of us, doesn't possess much in the way of a receiving set.

Let's make it possible for the people who live to the south of us to listen to our regular AM Broadcasting here in the United States, and in such case let us all remember that we are Americans first and radio men second.

I can't see that much good can be done by trying to influence the upper crust in Russia or any other country. Dr. Frank Buckman and the Oxford Group tried that. Remember.

I believe our State Department could very well purchase some programmes on commercial stations in Latin America—programmes designed for the people in those countries. The French with their platters are beating a path to the back door. In times past we at WKBW had many programmes that were helpful to the Bahamas—"A Dispatch from Renters", British news, very American programmes. If we broadcast reports regularly long before the Big Winds reach the Bahamian Section of the West Indies, many people who live in the Islands depend on the Miami stations for this news.

This begins to seem a very serious tome and I think these are serious times and I feel we all owe, especially those of us in the radio world, our best efforts to produce good radio that reflects the best of our United States and its institutions, regardless in mind always that our medium has become one of the most influential forges in the world. Not only should we maintain these thoughts as far as our own people are concerned, but those of us who might reach the foreign listener should be fully aware of the potential reactions we may create in those countries. I am sure that when a farmer down in Latin America hears our farm news and hears descriptions of new machinery and the modern methods employed in farming, that he is greatly impressed. I see no reason why our good American way of radio shouldn't be made available on long wave to all the Juanos and Pedro's that want to listen.

Let's continue to broadcast with integrity. When we broadcast let's remember that some of our signals go to the South. Let's just give them radio. Let's just let those people hear our happy-go-lucky country; let's let 'em hear our symphonies and operas. Let's let 'em know that the American way is O.K. Let's let 'em hear long wave, Radio, if you please. They haven't any other sets to hear us with, they think they enjoy our offerings. As sure as you're born most folks in the United States, wherever you go, go both ways. Maybe the Pedro and Juan, turned Ivan, after having a steady dose of our American Radio, will think twice before they go whole hog for the Red Banner.

FRANK KATZENTINE
WKAT

WINNER by two pounds in re-
ducing contest featuring two
WKBN Youngstown, Ohio, per-
sonalities is George L. Young (r),
promotion director, who smiles as
his defeated opponent, Don Gard-
ner (l), veteran sportscaster, man-
ages a wry grimace. Contestants
used 9-day diet offered to WKBN
listeners by Elaine Carroll, direc-
tor of women's programs for
station.

DECLINE OF SETS-IN-USE
IS REPORTED IN 4 AREAS

SETS in use for the May-June period as reported by the Pulse
Inc., New York, for the four met-
ropolitan areas it is now measur-
ing (New York, Philadelphia, Bos-
ton and Chicago) was down from
the March-April level of this year.
The Chicago area was included in
the report for the first time and its
listening level was the highest of
the four areas surveyed. Average
quarter hour sets-in-use for the
four areas combined for the May-
June report was 24.4 as compared
with 24.7 for three areas excluding
Chicago, in March-April.

First 10 evening shows listed by the
Pulse were:
Lux Radio Theatre 30.9, Bob Hope
24.1, Frank in Ten 20.5, Philip Mercer &
Molly 19.5, Screen Guild 19.7, Red
Green 18.1, Duffy's Tavern 16.0, Walter Win-
chell 15.9, Inner Sanctum 15.5.

Top 10 daytime programs listed were:
Kate Smith Speaks 8.4, Helen Trent
8.0, Aunt Jenny 7.9, Our Gal Sunday
7.5, Big Sister 7.4, Ma Perkins 7.3,
Young Dr. Malone 7.1, Rosemary 6.2,
Young Widder Brown 6.1, My True Story 6.1.

The Pulse listed the first 10 Sat-
urday and Sunday daytime shows
as follows:
The Shadow 9.6, Quick As a Flash
7.4, Theatre of Today 6.8, Stair Over
Hollywood 6.6, True Detective Myster-
ies 6.5, Counterpoint 6.5, Hour of Charm
6.4, Grand Central Station 6.3, Let's
Prevent 6.0, One Man's Family 5.9.

WRTA, New ABC Affiliate
Underway in Altoona, Pa.

WRTA, Altoona, Pa.'s newest sta-
tion, commenced operation June 16
with 250 w on 1240 kc as an ABC
affiliate.

Owner Roy Thompson will also
act as general manager of the new
station. Mr. Thompson's former po-

tion as manager of WFBG Al-
toona will be taken by WFBG An-
nouncer Jack Snyder.

N. Y. RDG to Permit
Strike If Necessary

Similar Vote Expected in
Two Weeks in Chicago, L. A.

RADIO Directors Guild, New York
local, voted unanimously to author-
ize its negotiating committee to call
a strike if and when it should deem
it necessary, at a meeting held last
Monday night at the Waldorf Asto-
r

The strike authorization vote was
taken after the networks refused
to recognize the RDG representative of freelance, agency
and production package directors
[BROADCASTING, June 9]. The Guild has held a contract with the net-
works for the past two years cov-
ering staff directors. The New York
local is composed of 250 directors,
75 of which are network staff men.
A similar strike vote is expected
to be taken by the Chicago and Hol-
lywood locals of the RDG within
the next two weeks.

The staff directors' two-year con-
tract with the networks will termi-
nate next Oct. 31, and negotiations for renewal are to begin Sept. 1.

It was assumed that if all three
locals concur on the strike author-
ization vote, the RDG will not
recognize the networks and then request a
reopening of negotiations for free-

lance directors.

3 Requests for WOKO's
Facilities Consolidated

CONSOLIDATED hearing has been
ordered by FCC on the applications of Joseph Henry
Broadcasting Co. Inc., Governor Dongan Broadcasting Co. and Van
Curler Broadcasting Corp., all
seeking the facilities of WOKO
Albany, N. Y., deleted effective the
25th of this month, and the hidden

 ownership [BROADCASTING, April 14].

Joseph Henry Broadcasting Co.,
headed by Raymond Curtis, one of
the present WOKO principals,
and commander of the west coast
stations, has two requests pending.
One is for license to operate on
the present WOKO facilities, 1400
kc, with powers of 1500, 3 kw to
local sunset and the other is for a con-
tinuation permit for 5 kw fulltime
on 1400 kc.

Governor Dongan Broadcasting Co., comprised of a group of 31
businessmen headed by James T.
Healy, part owner of WSNY Syra-
cuse, N. Y., also seeks CP for 5
kw on 1490 kc, as does Van
Curler Broadcasting Co. Van Curler
previously had been heard in a CP
request for the WOKO assignment
but in its April 9 order setting the
Aug. 31 deletion date for the
Albany station, the Commission
stated it would withhold action until
June 1 under other applications for
the facilities.

WAAN Newark, N. J., FM station of the
Bramer Broadcasting Corp., Newark,
N. J., began operation on June 23
and now operates 24 hours a day.

seven days weekly on a frequency of
105.7 Mhz.

BROADCASTING • Telecasting
Another first award for WCAU—

The 17th Institute for Education by Radio at Ohio State University added another FIRST to a long list of citations won by WCAU when it awarded first prize to

"IT'S UP TO YOU!"

The necessity for community action to combat the civic problems that beset America's third largest city. Dramatized by the public interest series entitled "Come, Neighbor, Come!" and another example of the civic spirit displayed by WCAU in its services to the community.

WCAU

PHILADELPHIA'S RADIO

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WCAU

PHILADELPHIA'S RADIO
SPONSOR AND AGENCY representatives inaugurate tri-sponsorship of Joe Boland sports program on WSBT South Bend, Ind. Program was sold last month for 52 weeks through Paul H. Raymer Co. to Mid-Continental Petroleum Corp., Tulsa; Pennsylvania Rubber Co., Jeannette, Pa., and Galfill Oil Co., South Bend. Seated 1 to r: John Boland, program manager, and Ross M. Carter, district manager, Mid-Continental; Joe Boland; J. Bruce Galfill, president, Galfill Oil Co.; and G. Lee Taylor, asst. district manager, Mid-Continental. Standing, K. A. Fritz, sales representative, Pa. Rubber; H. MacRobert, regional sales representative, Mid-Continental; J. B. Galfill Jr., vice president, Galfill Oil, J. B. Woodbury, vice president, R. J. Potts, Calkins & Holden agency, Kansas City; M. R. Tennerstedt, Paul H. Raymer Co., and Neel Welch, commercial manager, WSJT.

Final Decisions Are Issued For Seven Boston FM Grants

FCC last week made final its seven proposed grants in the Boston FM case [Broadcasting, May 19].

In the Allentown-Easton AM case, it gave finally to its proposed decision to grant Allentown Broadcasting Corp.'s application for a new 250-w fulltime station on 1230 kc at Allentown while denying three competing requests [Broadcasting, May 5].

The grant to Allentown indicated FCC has rejected, at least for the present, the plea of one of the losing Easton applicants that the amount of FM as well as AM service should be a factor in decisions on rival AM applications. The final decision did not mention this argument, which had been advanced by Easton Broadcasting Co., applicant for 1230 kc at Easton [Broadcasting, June 2].

Questions Factors

Belief persisted, however, that as more FM receivers become available the Commission will tend to consider both FM and AM service in an area in deciding "equitable distribution" questions, particularly where other factors are substantially equal in all competing communities.

In the Boston FM case, assignments were as follows (in the proposed decision, no channel assignments were given since the FM reallocation plan was then pending):

- CBS (WEEI) - 103.3 mc (Channel 277), 20 kw effective radiated power, antenna height 495 feet.
- WGBH (WKEL) - 107.5 mc (NO. 280), 20 kw, 500 feet.
- WJSY (WMCA) - 98.5 mc (No. 253), 19.5 kw, 510 feet.
- Unity Broadcasting Corp. of Mass. (Organized by International Ladies Garment Workers Union, AFL affiliate) - 99 mc (No. 288), 20 kw, 500 feet.
- WRCB (WJAC) - 105 mc (No. 289), 20 kw, 500 feet.
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**Hear for Yourself**
**This Summer—how KSL Covers the West**

**Vacation Gloriously in some of the 33 National Parks and Monuments in KSL-Land**

PICTURED ARE SOME of the best-known scenic attractions which you might visit, all located within the states and counties where KSL has a BMB Coverage of from 46% to 100%. You'll see at first hand the great and prosperous market of 1,391,370 radio families* which KSL serves in Intermountain America.

**PICTURED ARE SOME** of the best-known scenic attractions which you might visit, all located within the states and counties where KSL has a BMB Coverage of from 46% to 100%. You'll see at first hand the great and prosperous market of 1,391,370 radio families* which KSL serves in Intermountain America.

**WYOMING's**
Yellowstone National Park

**UTAH's**
Zion National Park

**IDAHO's**
Craters of the Moon National Monument

**COLORADO's**
Mesa Verde National Park

**NEVADA's**
Boulder Dam Recreational Area

**COLORADO's**
Mesa Verde National Park

**ARIZONA's**
Grand Canyon National Park

**OREGON's**
Crater Lake National Park

**IN ADDITION, you'll find 25 other noteworthy scenic attractions in KSL-Land, all within the 17-state BMB Nighttime Coverage Area. Salt Lake City, home of KSL, is truly the center of an unsurpassed scenic area — and more important to you as an advertiser — the center of a thriving market which in 1945 had a Net Buying Income of $5,405,789,000.**

*No matter which direction you travel in the West, you'll find farm families and city families alike, listening to KSL. In 1946, based on the Broadcast Measurement Bureau, 1946.

**KSL NIGHTTIME COVERAGE**
Based on BMB Study No. 1
Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

**KSL**
50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY
Edward Petry & Co., Representatives

If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.
Bill to Ban Daylight Saving Time Shelved by Illinois Legislature

SHELving of state bill which would deny Illinois cities right to use daylight saving time has caused Chicago radio networks and station officials to breathe a little easier this week. Bill was postponed by House committee until June 30, last of legislative session, a postponement which is tantamount to legislative burial.

Radio spokesmen appeared before the committee in Springfield to testify that its passage would create confusion and inconvenience in the industry. Spokesmen included the following representatives from the stations and networks: Richard Devine of CBS; Walter Emerson, legal counsel of ABC; William Ray, news and special events manager of NBC, Central Division; Thomas Compere, network attorney, and Paul C. Brines, assistant to Frank Schreiber at WGN Chicago.

Mr. Brines declared that “75% of the listening public would have to change their radio habits if this bill is passed. Many of the programs originate in New York and Hollywood and would be thrown off schedule by the proposed change.” He added, “We are not dealing merely in entertainment—we spend thousands of dollars a month for informational programs for farmers exclusively.”

When knowledge of bill first became public, Chicago radio stations WGN WBBM WENR and WMAQ, representing the four major networks, all sent telegrams in protests asking that they be permitted to send representatives to testify on behalf of the industry in the Illinois area.

H. Leslie Atlass, vice president in charge of CBS in Chicago, sent telegrams to each member of the House committee. He wired, “...Chicago has a referendum on this issue and has adopted daylight saving time. We think the people of Chicago have a right to approve any time they choose and should not be legislated against by the State.”

Hughes is Manager of New Kansas Outlet

JOHN B. HUGHES, nationally known radio and newspaper personality, and president of the Western Plains Broadcasting Co. Inc., Colby, Kan., has been appointed station manager of KXXX, 5 kw independent station, which is due to begin operations July 4 in Colby pending final approval by the FCC.

Mr. Hughes was formerly heard on his own radio program, News and Views by John B. Hughes, over the MBS network, and during the war served as a correspondent in the Pacific for CBS and an Oregon newspaper.

George A. Nickerson, former West Coast singer for NBC in San Francisco and Hollywood freelancer, has been appointed program director. Other appointments are U. L. Lynch, former chief engineer of WDWC Washington, D. C., as chief engineer and Dan Bellus, formerly of KLO Ogden, Utah, as sales manager.

Station will be serviced by INS and handle Associated Program Service and NBC Network shows. It will be represented nationally by Hal Holman Co.

Election Ordered

ELECTION has been ordered by the National Labor Relations Board at WLAY Muscle Shoals City, Ala., to determine right of Radio Broadcast Technicians Local 1564 (IBEW) to serve as bargaining unit for operators. The NLRB order does not require recognition of the local by WLAY, as incorrectly stated in the June 23 Broadcasting.

Electors and engravers for magazines and newspapers are "hurry up" merchandise. So engravers, printers, and publishers make time with Air Express. Speed pays.

HEARING POSTPONED IN WGST-WAGA CASE

HEARING of a petition by WGST Atlanta for a preliminary injunction to restrain CBS and WAGA Atlanta from negotiating an affiliation agreement (Broadcasting, June 23) was postponed last Tuesday by Judge E. Marvin Underwood of the U. S. District Court for the Northern District of Georgia, Atlanta Division.

By agreement of the parties, the case will be heard Sept. 10 when the court returns from a summer recess. The hearing originally was scheduled June 26, but the court found its calendar too full to permit June or July hearing. Arguing the case will be two ex-FCC Chairman, Paul A. Porter for WGST and James Lawrence Fly for WAGA.

Pickard Group Is Asking Judgment in WGST Case

ACCOUNTING and judgment were asked from regents of the University System of the State of Georgia (WGST Atlanta) in a suit filed in Fulton (Ga.) Superior Court by a group of former stockholders of Southern Broadcasting Stations, which sold stock to the State in 1943.

Council for W. E. Carroll, Clarence H. Calhoun, Sam Pickard, Mrs. Hattie J. Pickard and Mrs. Emma B. Moore alleged the regents acquired all 9,824 shares of Southern stock in 1943 and were to pay 15% of the net billings of WGST through Jan. 6, 1950. No payments have been made since July 1945, according to the petitioners.

The State cancelled the contract in 1945 when the FCC handed down a decision branding contract illegal and directing the State to cease payments if it wished to keep WGST.
for an outstanding job of selling

DR. LE GEAR'S
Poultry and Livestock Prescriptions

Our years of radio advertising have proved that profitable results depend almost entirely on complete cooperation of advertiser, station and dealer... with the station playing the stellar role.

For the effective way in which the stations listed here have cooperated in the advertising and merchandising of Dr. LeGear products, we wish to acknowledge our appreciation. Actual merchandising assistance in getting up store displays, making personal calls and working with Dr. LeGear representatives have all contributed to outstanding sales records in the primary listening areas of these stations.

Our thanks and appreciation for a job well done!

DR. LE GEAR MEDICINE CO.

VICE PRESIDENT IN CHARGE OF SALES AND ADVERTISING

PUBLISHED IN APPRECIATION BY

SIMMONDS & SIMMONDS, INC.
201 N. WELLS ST., CHICAGO Agricultural Advertising 611 OLIVE STREET, ST. LOUIS
RADIO STATION

WDOD
announces the appointment of
RALPH H. PATT, Jr.
as General Manager

Mr. Patt's record matches WDOD's own in the number of years he has been in broadcasting. It includes four years as announcer and writer for WDAF, Kansas City, Missouri; ten years as announcer, writer and salesman for WJR, Detroit; four years as General Manager of WPAY, Portsmouth, Ohio; one year as Account Executive for the Paul H. Raymer Company, radio station representatives. During the war, he served in the Navy as a communications officer.

WDOD
CHATTANOOGA, TENN.
for 22 years Chattanooga's Leading Radio Station
CBS • 5000 WATTS DAY AND NIGHT
Represented by RAYMER

NBC Launches Its Television, FM for the Nation's Capital

WNBW, NBC's Washington television station, telecast its first official program last Friday before an audience of over 300 studio guests. Programs went out over the NBC video network. WRC-FM went on the air simultaneously as the NBC FM station in Washington.

Getting underway at 7:30 p.m., the opening night program began with an introductory film from New York, showing filmed pictures of the WNBW facilities at Wardman Park Hotel as filmed by NBC cameramen. From the Continental Room of the hotel, guest speakers were telecast including: FCC President Niles Trammell; FCB Chairman Charles Denny, NBC Washington Vice President Frank M. Russell, and Carleton D. Smith, general manager of WRC, WNBW and WRC-FM.

There followed a "newsreel" film by NBC; a live variety show from New York; "The World in Your Home," a film of Washington scenes; a television drama live from New York, and a guest star variety show.

At 9:30 p.m., WNBW telecast the boxing matches from Madison Square Garden, which was followed by the concluding program, "Concert Conducts," featuring a film of the conductor and the NBC Symphonic Orchestra playing classical music.

Prominent Guests

Prominent guests scheduled to attend the opening included: FCC Chairman Denny, Comrs. Clifford J. Durr, Ewell K. Jett, Ray C. Wakelath, Paul A. Walker; Frank M. Folsom, RCA executive vice president in charge of RCA Victor Division; Frank E. Mullen, NBC vice president and general manager; W. W. Watts, RCA engineering vice president; Benedict Cotton, FCC general counsel; Harry Plotkin, FCC assistant general counsel; several members of Congress, the Washington press and ranking officers of the Army, Navy and Marine Corps.

Television signal, which will reach the more than 700 set owners in the Washington area, is broadcast from the 350-foot tower on the Wardman Hotel grounds. The same tower also radiates the signal of WRC-FM.

The transmitter was delivered in May. It is the first postwar television transmitter built at the RCA plant in Camden, N. J., and its cost is approximated at over $65,000. Of the 5-kw TT-5A type, it operates on channel 4, with an effective radiated power of 20.7 kw, via the RCA Super Turnstile antenna.

Radiated audio signal is 17 kw. Under the supervision of Messrs. Russell and Smith, the WNBW staff includes: George Sandefer, assistant to the general manager for television; John Gaunt, program manager; Charles Kelly, program assistant; George Dorsey, Jr., film editor; Albert E. Johnson, engineer in charge of NBC Washington operations; Harold See, WNBW operations supervisor; John B. Knight, WNBW station engineer.

Local programming will begin on a limited scale and increase as new projector equipment and a mobile unit become available for use. At present the schedule calls for telecasts of home games by the Baltimore Colts Professional football team, a weekly filmed newsreel of Washington events, a telecast of games and quiz questions for the younger audience, and special events originating from Washington, such as major political speeches, inaugurations, etc. There will also be a wide use of film at first, according to General Manager Satr.

Sunday, Monday and Friday, WNBW New York will send regular programs to WNBW via Bell System coaxial cable.

WJHP-FM Takes the Air In Jacksonville, Florida

JACKSONVILLE, FLA. was added to the growing list of cities with FM last Monday (June 23) with the opening of WJHP-FM, a John H. Perry station, on Channel 244 with 3 kw power.

Ted Chapeau, WJHP manager, will also manage WJHP-FM and programming and production duties will be handled by WJHP staffers Claude Taylor and Earl Wood. Program schedule, however, will be separate and will air from 12-3 p.m. and 6-9 p.m. daily.

Dealers Told Promotion Of FM Gets Big Results

INTENSELY merchanting of FM sets will bring big sales results, Bill Bailey, FM Assn. executive vice president, told the Dealer's Group, Gas & Electric Assn. of New York, at its meeting June 19. He outlined techniques to be used in displaying and selling FM receivers.

Though overall set production dropped 25% in May from the April figure, Mr. Bailey said, FM output fell only 14%, indicating manufacturers are increasing FM while AM is on the decline. He added that there are "a few sets on the market that are not genuine FM sets." "A good demonstration on your part will show them up," he said.

DEALERS TOLD PROMOTION OF FM GETS BIG RESULTS

President Harry S. Truman will be heard on all four networks on July 4, 1:30 p.m., from Monticello, Va.

Page 42 • June 30, 1947

BROADCASTING • Telecasting
Now... KZRH Hits the Hub of the Orient

WITH 10,000 WATTS, AT 750

KZRH is bigger and better than ever with its tenfold increase in power. Its new 10,000-watt transmitter makes it The Philippines’ most powerful station. Its 750-kilocycle frequency puts penetration in its signal... makes tuning easy, at the center of the dial. Its modern studios make it the only Manila station equipped for live talent shows (over 80 a week) before audiences of up to 500 guests.

And, as an added feature—at no extra cost—KZRH's 1,000-watt short-wave transmitter carries all programs simultaneously to the Far East's other potent buying centers—Hong Kong, Indo-China, Burma, the Dutch East Indies, and Australia.

84% of Philippine Radio Listeners prefer KZRH (according to a recent survey conducted by the Philippine Branch Office of the United States Life Insurance Company). And there are 7,000,000 eager customers in the KZRH "AM" service area of metropolitan Manila alone—plus the 11,000,000 more product-hungry inhabitants of the entire Philippines.

Why not ask NBC Spot Sales about current availabilities on KZRH?

"THE VOICE OF THE PHILIPPINES"

KZRH

10,000 w - 750 kc
1,000 w Short Wave
NBC Affiliate

REPRESENTED BY NBC SPOT SALES

BROADCASTING • Telecasting

June 30, 1947 • Page 43
Called X" originates at KNX

... so does "The KNX Farm Journal"

The world is his beat. KNX is his headquarters. As the sleuth of Columbia's The Man Called X, suave Herbert Marshall remains as cool and polished as his sponsor's product — Frigidaire. And KNX — CBS in Hollywood — makes certain that technical perfection supports this poise throughout each performance.

Every program originating at KNX — whether for Southern California only or the nation — has equal assurance of faultless craftsmanship. The same technical facilities, studios, music and sound artistry available to coast-to-coast shows do their full share to make each local KNX program a Columbia-caliber production.

Robert Wilson, editor of The KNX Farm Journal, limits his beat to the 10 Southern California counties. His Monday through Saturday, 6:00 to 6:15 a. m. reports to breakfasting farmers are as practical as a pump handle. No slick reciter of prefabricated farm news, Wilson nails his program to growers' needs. Plow-side visits and close co-operation with county extension services keep The Journal timely and — as farmers testify — invaluable.

Catering to Southern California farmers is smart business. Last year they grossed $666,474,000 . . . a figure that places 8 Southern California counties among the nation's top 25 in farm income. In fact, Los Angeles is the nation's richest farm county and has been since 1910.*

If the country's richest farm market tempts you, call us about The KNX Farm Journal. We, or Radio Sales, will gladly tell you more about this direct approach to rural Southern California's purchasing power.

*Sales Management, "Survey of Buying Power," May 1947

**KNX Los Angeles • 50,000 Watts**
Radio's Labor Day

LAST MONDAY was labor emancipation day for American radio. The Supreme Court decision sustaining constitutionality of the Lea Act (aptly called the Anti-Petrillo Law) coincided with the Senate's action in overriding the President's veto of the Taft-Hartley Bill to spell for radio ultimate solution of its labor problems.

We say "ultimate solution" advisedly. The time to get over labor tyranny is yet. No bill that time ever came. These laws must be tested and implemented by other court decisions. Radio has been abused by arrogant labor leaders. These laws are intended to end labor tyranny. It took a radio lifetime to get the laws; let's take a few weeks or so to get them straight and right. Management cannot afford to throw the machinery in reverse.

These new laws go far beyond the fabulous reign of James Caesar Petrillo and his AF of M. They affect AFRA, and IBEW and NABET and all other labor unions, including the 50-odd in Hollywood who are enviously sizing up television.

The Taft-Hartley Act bans the secondary boycott—the core of AF of M and AFRA power over radio. The Anti-Petrillo Law outlawsthe make-work and feather-bedding. These provisions dovetail perfectly. They complement each other, and the two laws will appreciate and benefit from labor dictators the bludgeons they have held over radio's head. Neither measure, separately, would have accomplished that.

Thus, the standby musician, or any other standby, is done—once the courts have upheld that provision. Jimmy Petrillo can no longer tell a network or a transcription company it cannot service a particular affiliate because AFM holds the station 'unfair.' Nor can AFRA or IBEW or the rest.

By the same token, Jimmy can't tell a station it must have a full standby for FM or television. That, under the terms of the Petrillo Law, would amount to extortion. Again the courts must implement the law.

Thus, last Monday's actions pave the way for full-blown development of FM and television, without the barriers to technological progress imposed by the likes of Petrillo. It doesn't mean, however, that stations can get along without the quota of musicians or announcers or other employees they now have. The unions can still demand and demand unnecessary employees. But they cannot get what they demand without court adjudication. The strike is outlawed. Demands for better pay and conditions certainly will not be discouraged.

Broadcasters shouldn't delude themselves that a Petrillo will take this lying down. It must have been on advice of counsel that he meekly observed, "The Supreme Court has spoken and I bow to its dictates." That's a far cry from truncated rantings at AFM conventions last year and last month, of his wartime defiance of the Commander-in-Chief, Congress and his folk.

Jimmy has repeatedly said Congress can't write a law to force his musicians to work for radio. That, of course, would be to commit economic hari-kari, but Jimmy's boys seem to thrive on emotion; i.e., the resolution authorizing him to send petitions to will.

Radio treats its employees better than most any other profession. Its executives, according to an employment survey last week by the FCC, draw an average of $116 weekly. The average over-all pay per week, excluding executive, supervisory and non-staff, was $61—or 25% more than the 1945 average. Even musicians, for all stations, averaged $86 per week.

Radio does, and can pay its employees well. Radio isn't niggardly, as the figures prove. Radio won't take undue advantage of the justice that at long last has come its way.

So, at the end of the labor trail we find a Petrillo no longer on his high horse snorting fire and fury. There's a diminutive Jimmy, riding a burro. Last reports, however, had him still in the saddle.

Best Foot Forward

IT NOW is conceded that nothing will come of the White Radio Bill at this session. That is because of the controversy it has engendered and because Congress will adjourn in latter July.

All those who heard the testimony, by the same token, must concede that a great deal of good has resulted. A half-dozen senators know more about radio. The record is replete with cases testifying to the wisdom against what started out to be impregnable opposition on the part of the bill's author and of other committee men.

Here are some of the high points:

NAFB President Justin Miller assumed full leadership in radio's fight for equal rights with the press, and, despite hostility of Committee members, stuck resolutely and logically to his position.

The "scarcity" or limitation of frequencies against the granting of licenses to unmeritorious applicants is discussed, but no head on. The record shows irrefutably that economic saturation will have been reached beyond the capacities of radiocasting (AM, FM, TV, Fax) available assignments are exhausted.

Disclosure of RCA-NBC's startling Ultrascan development, which means practically instantaneous transmission and reproduction of printed matter, underscored the kinship of radio and television, and ultimate licensing of press by FCC.

Rabid "do-gooder" small talk that radio should uplift, educate and preach, and otherwise do violence to its primary entertainment and information services.

Radio's charming ambiguity should not be hemmed in by artificial restraints such as arbitrary limitations on coverage; that the anti-monopoly bill should be adopted; and that contractual relationships between affiliates and networks are business dealings which should fall outside the pale of Congres sional or regulatory controls.

Radio's case was presented under trying conditions. There wasn't adequate time to prepare. Judge Millikan chose the hundred against all-out freedom. He took the hard knocks. The soundness of his position whatever the view as to his manner, was fortified as succeeding independent station and network witness backed him all the way. Upholding any established order or trend breeds the kind of fury that developed. Another generation may reap the rewards, which should be as firmly imbedded in our democracy as the First Amendment which spawned the freedom guarantees.

When the White Bill was introduced we said in these columns that radio must put its best foot forward. To quote:

"Will it (radio) attack the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protects radio's freedom from a shadow of a doubt, has run the legislative gauntlet and has been signed by the President."

We submit that, in this first phase, radio has met the challenge.

Editorial

Our Respects To—

ROBERT O'DELL REYNOLDS

SPIRALS are one thing on the gridiron and quite another on the sales chart. Robert O'Dell Reynolds has been a student of both and learned his lessons well—first as an All-American tackle and now as general manager of 50 kw KMPC Hollywood.

Football came naturally to the affable, quiet mannered behemoth who grew to 6 ft. 4 in. Always big for his age, he was first attracted to the game at Okmulgee (Okla.) high school. Starting out as a lad of 14, he made the squad as a freshman. Although lettering as a sophomore, it wasn't until his junior and senior years that he made the starting team. All American honors came in college.

Progress in radio wasn't so direct. Following college in '36, he started out to make oil his business, spurning all professional football offers. After a year in oil he reconsidered pro football and signed for the 1937 season with the Detroit Lions, then owned by G. A. Richards.

During that season Mr. Richards purchased KMPC Beverly Hills, a 500 w station. Mr. Reynolds, advised of this, was offered a spot as salesman with the station. He was for it and joined the station in January 1938.

It's funny now, but he recalls himself a zealous young salesman who returned to the station all agog. He had just closed one of his first big deals—a series of 15-minute programs. What's more he had the contract which sealed the deal.

Examination of the contract, as signed, disclosed one minor error. Billing was to be made at spot announcement rates. Abashed, Mr. Reynolds contacted the agency and a good laugh was had by all. Today he confides that laughter was painful then.

That miscue didn't upset his career at KMPC. After two years as a salesman Mr. Reynolds was named station sales manager in 1940. Then on Jan. 5, 1941, he was named general manager.

During his tenure with the station, he has seen its power increased twice, first to 5,000 w and more recently to 50,000 w. That's a lot of growth but Mr. Reynolds has shown himself equal to the problems of any and all of it.

He was born in Morris, Okla., on March 30, 1914. When only three years old, his family moved seven miles to Okmulgee where they lived until his graduation from high school in 1932.

When Mr. Reynolds entered Stanford, football fortunes had been at an ebb. In fact he and his frosh teammates saw the Indian (Continued on page 48)
The director signaled for a fade-out and concluded another "Ladies' Day" program. But not entirely. A middle-aged woman pushed her way to Jerry Mares, the M.C., and blurted, "Mr. Mares, you've got to sell me that oil burner you advertised on the show. My husband told me not to wait 'til the companies were rushed on installations."

"Ladies' Day at WCBM" has produced results for its sponsors as dramatic as this oil burner incident. It has played to a "capacity-house" in the studio and on the air since the show began. A waiting list of sponsors evidences its ability to produce business, and suggests as a theme song "Who's Afraid of the Big, Bad, Buyer's Market?"

If you're on WCBM, you're really in the Baltimore market!

*Baltimore's Listening Habit

Who's Afraid of the Big, Bad Buyer's Market?

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Who's Afraid of the Big, Bad Buyer's Market?
Respects
(Continued from page 16)

Varsity trampled by U. S. C. Sitting there in the stands they vowed an end to that sort of thing. At that moment, the famous Stanford "Vow" team was born. For the next three years, they ranged Western gridirons defeating most comers as well as participating in three consecutive Rose Bowl classics. Sweetest of all were three consecutive triumphs over U. S. C., Mr. Reynolds recalls. That team wrote headlines and numbering among them were All-American nominations. Most All-American selections in '34 and '35 included an immovable tackle listed as Robert O. Reynolds.

When graduation was over in June '36, he was through with football. He returned to Oklahoma and started his career in oil. Later that fall he was invited to play with the College All-Stars against the Detroit Lions in the annual Chicago Tribune game. He agreed to play, convinced once again this would be the last time.

Following the game he met Mr. Richards, Lions owner, who wanted the Reynolds name on a football contract. This time he was firm and insisted that pro football was not for him. Returning to Okla-

ABOUT to close novel deal is Harold R. Kreilstein (seated), vice president and general manager of WMPS Memphis. WMPS, in effort to promote its night time programs, is buying final 15 minutes daily on WDIA, new daytime outlet in Memphis. Others shown, to r: Lou Zolotky, WDIA commercial manager; Bert Ferguson, WDIA general manager, and Harry Le Brun, WMPS commercial manager.

homa and oil, Mr. Reynolds corresponded with Mr. Richards.

By the following summer, he decided against oil. In seeking him for the Lions, Mr. Richards pointed out that many prominent Detroit executives were members of the team's board of directors. Mr. Reynolds listened thoughtfully. That explained his presence on the Detroit roster when they opened their '37 season.

Without aiming at preachment, Mr. Reynolds is convinced that football participation served him well. For one, he says he learned that to accomplish a mission you've got to get set out to do it. Secondly, correlating football with the practical business world, he points out that few athletes or business men ever found a better short cut to success than work.

As salesman and later as sales manager of KMPC, Mr. Reynolds knew Bill McDaniel, also a member of station sales staff. In summer of 1940, Enna Lee McDaniel went West to visit her brother. During her visit she also met Bob Reynolds. A courtship in person and by air mail ensued, with marriage following on June 14, 1941.

Today they make their home in Westwood with Christopher O'Dell, 4, and Daniel Gillespie, 2.

Mr. Reynolds is active in community affairs as well as broadcasting. Aside from his current presidency of Southern California Broadcasters Assn., he's more than active with Los Angeles Ad Club, University Club, Hollywood Bowl Theatre Assn. Board of Directors Red Air Bay Club, Hollywood Chamber of Commerce, Rotary Club, Stanford Alumni Assn., and Zeta Psi.

When indoors, his hobby is reading; outdoors, golf, swimming and tennis.
WSM's audience does more than just listen. It believes. And it does that because it has learned, through a generation of broadcasting, that WSM merits full confidence. That, in turn, has made WSM the one medium which by itself can deliver this market of five million eager-to-buy people.
Betty Koral, formerly in charge of spot commercials for KFJ Hollywood, has been named sales service manager of Don Lee Broadcasting System, replacing Ed Kemble, now manager of KED Santa Barbara (BROADCASTING, June 9). Aileen Johnson has taken over spot commercials at KML and Dorothy Harnish succeeds Miss Johnson as head of traffic department.

Universal Radio Sales has been appointed as national advertising representative for WHRL, Sheboygan, Wis.

Wilbur Miller has joined KOCO, Calif., commercial department. He was formerly with KPAM-KXL-KKLA as announcer-engineer.

Anne Traux, formerly assistant to the general manager of KLVX, Oakland, Calif., has been transferred to the sales department of the station.

Lowell Jackson, formerly with Katz Agency, Chicago, will open own station representative office in that city.

WES Bauldrey, former salesman of CMI, Kirkland Lake, Ont., has joined National Broadcast Sales, Montreal, as account executive.

Taylor-Howe-Snowden Radio Sales has been named as representative of KEXX, Saginaw, Mich.

WLW Cincinnati, effective July 1, will make readjustment of ad sales rates for the remainder of the station's campaigns in limited number of classifications. Reported adjustments upward on time periods between 7 and 8 a.m., and downward revision between 11:30 p.m. and midnight.

Clay Savery, Navy veteran new to radio, has joined KCOK, Tulare, Calif., as salesman-announcer.

Joan Kennedy, new to radio, has joined the traffic department of KFEL, Denver, as summer vacation replacement.

C. B. Spence, formerly with KABC, San Antonio, has joined commercial department of WEAR Pensacola, Fla.


Barron Howard, business manager of WBYA, Richmond, is the father of a girl.

Loria Anis, member of accounting department of WBMH, Chicago, and Robert Lee Brown, Northwestern U. graduates, were to be married June 26.

CBS Juggles Sustainers To Fill Summer's Voids

CBS sustainer, Oklahoma Round-up, originally scheduled for the Saturday, 10:30-11 p.m., period, and now heard on Saturdays, 7:30-8 p.m., replacing the Patti Clayton Show, which was cancelled, will be replaced by a series of Saturday Night Dancing Parties, featuring top bands. Patti Clayton, will be heard twice weekly on the new CBS Carmel Club 15 Show, featuring the Bob Crosby orchestra.

The Romance show, originally scheduled as the 9:30-10 p.m. Mondays Lux Radio Theatre summer replacement, will now be the fill-in program for Lady Esther's Screen Guild Theatre and will be heard on Mondays, 10-10:30 p.m. July 14-Sept. 1. Another dramatic program is being prepared for the second half of the Lux hour and, as originally announced, CBS Is There, will fill the first half-hour during the Lux hiatus.

Singing of first one hour contract for WIMS, new 1 Kw Michigan City, Ind. outlet, is occasion for this happy get-together. Standing, 1 to r: Arne Hirsch, asst. to president of Northern Indiana Steel Products Co.; Mort Winsi, secretary-treasurer and Nathan Winsi, vice president of same company; Al Halus, sales director, WIMS; Al Herkner, WIMS manager. Seated, 1 to r: Henry Winsi, president of the steel company, and O. E. Richardson, president, WIMS.

Radio Editors List Preferences in News

Recently-Concluded survey conducted by ABC Central Division, to ascertain the individual publicity needs of approximately 95 Midwestern radio editors, has revealed overwhelming preferences for news-angle material, human interest stories, humor, technical data, and material based on holidays.

In conducting the survey, Ell Henry, division publicity manager, traveled to various Southern cities during late May for interviews. In addition, personal letters, accompanied by questionnaires, were mailed. Purpose was to determine individual column news. Some 40% of those queried replied.

Following is the breakdown of preferences as expressed in the replies:

- 53.5% Requested News-Angle features of the "Inquiring Reporter" type.
- 53.6% requested additional human interest stories and unusual incidents.
- 32.6% wanted features on humor, gags;
- 25.6% asked for technical features, i.e., behind-the-scenes and material on producers, sound effect men, etc.;
- 20.3% requested different stories, with special columns for Xmas. Fourth July, etc.

WBGE-FM Begins

WBGE-FM Atlanta got under way last Monday (June 23) as a full time operation on 95.5 mc. Station is owned by General Broadcasting Co.

Kpac, Port Arthur, Texas

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

Fulton Lewis Jr.
America's Foremost Commentator on National Affairs

For full information on ratings, cost, etc., wire or call KPAC

Phone 7458 Port Arthur, Texas

Broadcasting * Telecasting
It takes all kinds of people
...TO RUN A RADIO STATION

BOB THOMLINSON
KGW Chief Announcer
Director of Special Events

Big, breezy Bob Thomlinson is one of radio's solid citizens. He functions at the microphone with an urbane aplomb that carries him successfully through such diverse assignments as celebrity interviews, sportscasts and public events. He has broadcast from such out-of-the-way places as the top of Mt. Hood, and the Columbia River lightship. He is an honorary member of the Warm Springs Indian tribe. As KGW Chief Announcer, Bob heads a staff of eight. His men respect him; the radio audience invariably responds favorably to him. In short, to coin a phrase, we might say Bob is always "on the beam"! Bob is another one of the reasons why KGW continues to do such a superlative job for radio advertisers and their advertising agencies.

Next Week
TOM SWAFFORD
KGW Production Manager

Caricature by BASIL WOLVERTON,
originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
GEOFFREY CROCKET, former chief engineer of KFNW Shenandoah, and a Navy communications officer during the war, has joined ROA Omaha, as transmitter engineer. He also worked with KFAP Omaha in installing its new 5 kw plant.

CLYDE TREVELY has joined engineering staff of KATL Houston, Tex.

AL JOHNS, with WWRN Warren, Ohio, prior Army service, has returned to technical staff of that station.

WCOG Boston, has installed a Scott Dynamic Noise Suppressor to improve transmission quality of its recorded programs.

TOM SHEFFEY, engineer at KFAP Omaha, is the father of a boy, Thomas, Lee.

SPRAGUE PRODUCTS Co., North Adams, Mass., has developed new T-3 Male Tekomike counter-resistor checker. The T-3 has a "speedy check" that enables the operator to locate open, intermittent, or shorted capacitors without removing them from the circuit. It is a bridge-type capacitance and resistance analyzer with built-in d-c voltmilliammeter.

MIKE POLACK has joined engineering staff of WARD Johnstown, Pa., replacing JOHNNY MARTICH, resigned to enter own business.

RCA ENGINEERING Products Dept., Camden, N. J., is now producing a new streamlined antenna and antenna which may be fitted into wing or fuselage surface, eliminating antenna aerodynamic drag. It is designed for operation in high speed planes and replaces protruding half-wave dipole antenna now in use.

PERRY A. FIELD, formerly with engineering division of CFP, London, Ont., as chief engineer, has resigned to join with CBO Ottawa, CKAU and CFRN Edmonton, and has recently completed site surveys for KBC new 5 kw stations in Alberts and Manhattan, Neb., and survey for Department of Transport on all Canadian stations of 1 kw or more power.

AM, FM Transmitter Deliveries Boosted

AM, FM Transmitter Deliveries Boosted

DELIVERIES of AM transmitters and related equipment jumped from $788,667 in the fourth quarter of 1946 to $1,155,668 in the fourth quarter of 1947, according to figures reported to the AM-FM transmitter manufacturers' Association on basis of reports from its membership.

FM transmitter deliveries jumped from $89,644 to $943,812 in the same period, according to figures reported by the manufacturers to the AM-FM manufacturers' Association.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way... effective way... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.
Byrne Becomes Sweezer, Byrne & Harrington Head

E. AUSTIN BYRNE, former executive vice president of Sweezer, Byrne & Harrington in New York, has been elected president of the firm, succeeding G. T. Sweezer. Mr. Byrne will join Esquire Inc., New York, July 1. R. H. DAVIS, who had been vice president of the S-B-H agency, has been elected vice president in charge of copy. Appointment of Charles Fritzsche as general manager of the agency also has been announced.

KFGO Fargo to Take Air In Fall as ABC Station

FARGO N. D.’s second station, KFGO, will take off in October. The ABC affiliate will take the air with 5 kw on 790 kc, according to an announcement last week by Charles G. Burke, general manager.

Operated by the Northern States Broadcasting Association, studios and offices will be located at 424½ N. Ave., Fargo. Transmitting and speech equipment will be RCA.
25 YEARS
taste good
to us!

You know, it's nice to think back to the time when we were the only radio station in the Northwest... and then to look at the latest listener surveys and realize that we're still the favorite around here, by six to one!

It's like eating one's cake, and having it too!

But we ain't relaxing. We're doing the things now that'll make our Fiftieth Anniversary cake taste even better! Want to know the recipe?

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

FREE & PETERS, INC.
Exclusive National Representatives
get listentship up... noise level down with the "DYNAMIC NOISE SUPPRESSOR"

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

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

The "Dynamic Noise Suppressor is the product of more than 15 years of research and development by the inventor, Hermon Homer Scott. It is gaining wide use in both A.M. and F.M. broadcasting stations... and in radio-phonographs. Send for descriptive folder and prices today.

* Licensed under Hermon Homer Scott patents pending.

ENGINEERING REPRESENTATIVES


TECHNOLOGY INSTRUMENT CORP.

WALTHAM 54, MASS.
B. W. Hinck, formerly of transmitter sales department of Allen B. Du Mont Labs, has been appointed sales manager of Industrial Television, Nutley, N. J., maker of remotely controlled video recorders for taverns, clubs, hotels, etc. Mr. Hinck's duties will include appointing of dealers, advertising and promotion.

A. EARLE FISHER, former sales manager for Pacific Coast and Southeastern districts of Emerson Radio and Phonograph Corp., has been appointed Southeastern district manager for Westinghouse Home Radio Div. He will maintain headquarters in Atlanta and his territory will include North and South Carolina, Georgia, Florida, Alabama, Louisiana, and parts of Tennessee and Mississippi.

WILLIAM J. SILAG has been appointed radio representative of office of Information of New York regional office of Warner Brothers Administration. Mr. Silag was assistant to the radio service and will service stations and networks with news of surplus offerings and will cooperate in preparation of documentary scripts for radio presentation.

SMITH DAVIS & Co., New York, has closed its Cleveland office at 201 Union Commerce Bldg., and has temporarily offices now at Waldorf-Astoria Towers, Suite 407, New York.

HAROLD WENGLE has rejoined Aetec Sales Corp., New York, as manager of advertising and publicity, succeeding W. W. SIMONS, who has been given a new assignment with firm. Wengle was first advertising manager for Aetec at the time of its inception in 1937.

ROBERT W. CHASE, formerly with Crummel Network at Harvard U., has joined staff of Lowell Institute Cooperative Broadcasting Council, Boston.

J. H. GANZENHUBER, manager of broadcast sales of Western Electric Radiodiv., New York, is making extended tour of West Coast visiting Graybar Electric Radio managers, stations, and section meetings.

RICHARD MANVILLE, New York advertising research consultant, who has pioneered in developing tests of effectiveness of television programs in entertaining and selling their audiences, and Mary Hartard, writer and journalist, have announced their marriage.

JULIE STERN, formerly in professional department of Mayfair Music, New York, has been appointed general professional manager of BMI. Miss Stern will cooperate in television programs in entertainment and selling its audiences, and Mary Hartard, writer and journalist, have announced their marriage.

Chairmen of Committees Named by RMA's Balcom

COMMITTEE chairmen for the ensuing year have been named by Max F. Balcom, Sylvia Electric Products, new president of Radio Manufacturers Assn., Ray C. Coughlin, Crosley Division, retiring chairman, was named chairman of RMA-NAB Liaison Committee. Larry F. Hardy, Philco Corp., was reappointed chairman of RMA-FMA Liaison Committee. W. R. Baker, General Electric Co., was reappointed chairman of Engineering Dept. L. C. F. Horle was reappointed chief engineer.


D. H. LONG

Announcing The Appointment of

D. H. Long

AS MANAGER OF Radio Station

*WMOB

Mobile, Alabama

Mr. Long will become Manager of WMOB immediately. He is well known in broadcasting circles, having entered the business in 1929. He has a host of friends throughout the field of broadcasting. He will succeed Archie S. Grinalds, who is entering the lumber business with his father and brother in Macon, Georgia.

* WMOB IS A NUNN STATION - OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.
WE wish to hear from our readers who would like to contribute information or articles on any aspect of the radio industry. Please address your contributions to "Reader's Forum," 40 West Street, New York 13, N.Y.

ELE H. BEACUE

WALTER R. CHABOS, member of executive advertising staff of Coca Cola for last five years, has been appointed to direct advertising merchandising and promotion for Jacob Ruppert Brewing Co., New York.

KENDAL MFG. Co., Lawrence, Mass., has signed with Yankee Network for sponsorship of “Kane Smith Speaks” in WNBQ WNBQ WMJ in New York, effective Sept. 1.

STANDARD BROADCASTING with Radio Advertising, has appointed Dance-Fitzgerald-Semple, New York, to handle advertising for V-8 Vegetable Juice, V-8 Catsup and Sara Lee Pork & Beans, effective Sept. 1.

SPECIAL FOODS Co., Chicago (Jay’s potato chips and snacks), has appointed Chester Kain & Assoc., Chicago, to handle advertising and sales promotion, Radio will be used.

CHICAGO BEARS, professional football team, has appointed Robert Kahn & Assoc., Chicago, to handle advertising and sales promotion. Radio will be used in the fall.

OAKLAND LODGE No. 324, Local Order of Moose, Oakland, Calif., has appointed Ad Am Pr Ltd., to handle advertising. Radio will be used.

KAI JOLI, Inc., San Francisco (Gold Leaf Shampoo), has appointed John M. Galusha, Adv., to handle advertising. Radio will be used.

JOSEPH SCHREIBER, advertising and sales promotion manager of General Electric Appliance Co., Inc., Los Angeles, has resigned.


ARIZONA MACHINERY Co., Phoenix (distributors of Caterpillar, John Deere and associated lines of heavy equip-

ment), has appointed Advertising Coun-
selors of Arizona, Phoenix, to handle advertising. Radio will be used.

CARNATION Co., has announced plans to direct a $1,500,000 seven story office building in Los Angeles to be ready for occupancy in fall of 1945. Firm will con-
solidate New York, Milwaukee and Bos-
ton executive administrative offices into one national executive office, it was said. W. E. Casey & Co., New York agency handling Carnation Co., adv-

cising, will operate on a Los Angeles office to service that account.

BACKE TO CON, Cincinnati (Drum-

and Windex), will appoint Dorothy Kiel-
sen featured in program tentatively titled “Voice of Broadway and Holly-

wood” starting Sept. 18, 11:45 a.m. Thurs., on ABC [BROADCASTING, June 22]. Contract for 52 weeks was placed through Young & Rubicam, New York.

FEDERATION OF WATCH Mfg. Co., Swit-

erland, appoints Pooie, Cone & Beeding, New York, to handle advertising cam-

paign. Agency has opened office at McCallion & Co., and will establish Swiss headquarters at Bienne.

SUPERB GLOVE Co., Johnstown, New York (mfgs. of gloves), has appointed Polkland Inc., New York, to handle adver-

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Open Mike

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

WHBC Top Level Hears Own Programs for Day

EDITOR, BROADCASTING:

A newspaper editor can scan through his publication, cover to cover, in matter a few hours to learn whether the various columns are being used properly and to good advantage. He can correct errors . . . and determine whether his publication is using too much, or not enough news or features in the various categories be covers.

However, radio presents an entirely different problem . . . . Selecting Tuesday, June 17th as a typical broadcast day, management and department heads of Station WHBC held a "listening post" session from sign on (6:30 a.m.) until sign off (1:00 a.m.) on that day.

Under the supervision of Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., operators of WHBC, the following department heads attended the meeting: Robert C. Gehman, station manager; Gervis Brady, commercial manager; Julius Glynn, promotion manager; Richard Neher, program director; and Martin Alexander, production manager and musical director.

. . . each program was given constructive criticism or praise . . . .

The 18½ hour listening stint was made by the executives without interruption . . . breakfast, luncheon and dinner were served on the job . . . . Details of the meeting were not disclosed to any staff or talent personnel, so that the "on air" check-up was under conditions as near normal as possible . . . . . . . . . A meeting is scheduled for June 25th, during which the various crews covered will be brought before the entire staff and discussed from a constructive point of view.

JULIUS GLASS
Promotion Manager
WHBC South Canton 2, Ohio.

June 20 . . . .

Tolg Will Say: Peachy, Smells, or Don't Know

EDITOR, BROADCASTING:

In the future, when asked to comment on some phase of the radio industry, I think I'll do well to confine my reply to one of these: (a) I think it's peachy. (b) I think it smells. (c) I don't know.

When asked about BMB recently, I made the mistake of going into a ten or fifteen-minute discussion of this rather complex

(Continued on page 60)

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CBS President Wants BROADCASTING Quicker

EDITOR, BROADCASTING:

One of the things I meant to raise with you this afternoon—I am now dictating this at 7,000 feet—is the possibility of arranging for the delivery of my subscription to BROADCASTING on a special delivery basis. As you know, some time ago I wrote kidding you about the mail delay. It has gotten worse, not better. Would it be too much trouble for you, if I am willing to pay for it, to have my issue mailed to me at home via special delivery each week?

FRANK STANTON
President, CBS
New York 22, N. Y.
June 20

Editor's Note: Thank you, Dr. Stanton. Your BROADCASTING goes special delivery beginning this week.

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Skinnell Believes BMB Survey Outdated

EDITOR, BROADCASTING:

In reacting to a recent article in BROADCASTING, I heartily concur with Mr. Edgar Kolak, president of the Mutual Broadcasting System, that the BMB survey made in 1946 is largely out of date. In fact, I am inclined to agree with Mr. Fred Fletcher, manager of WRAI in Raleigh, that the postponement of the next survey is arbitrary and contrary to the best interests of the broadcasting industry. I do not believe there was any criticism regarding the next survey at the recent district meeting in Baltimore. Everyone has seemed to take it for granted that the survey would be conducted as planned and general opinion seemed to favor the 1948 survey. I can imagine that many broadcasters were taken by complete surprise and chagrin when they learned that a decision had quietly been made to recommend postponement of the survey.

It has been amply demonstrated to me that the 1946 survey is obsolete. In one instance BMB showed that two high-power stations some distance away had a combined coverage of well over fifty percent in Lebanon. One agency was reluctant to buy WLBR for a client because of the account was already placed on these two stations. Later a Conlan telephone survey showed that the combined percentage for these two stations has been reduced to 17.6 percent in Lebanon since WLBR went on the air. Significantly, a postcard survey, more nearly comparable to BMB, indicated that the coverage of the two stations had been reduced to 6.5 percent.

This condition can be multiplied many times over with all the new stations springing up all over the country and aggravated no little with the increase in power granted to a number of stations.

JULIAN SKINNELL
Operations Manager
WLBR Lebanon, Pa.
June 21 . . . .

---

Clearing Up Affiliation Is Praised by Rauh

EDITOR, BROADCASTING:

Thanks very much for the correction in this week's BROADCASTING with respect to the affiliation of Mrs. Roosevelt, Porter and Henderson with the ADA rather than with the PCA.

It was good of you to clear up the matter so promptly.

JOSEPH L. RAUH JR.
Attorney
1820 Jefferson Pl., N. W.
Washington 6, D. C.
June 23

Editor's Note: ADA is Americans for Democratic Action, which constitutionally cannot accept Communists as members. PCA is the Progressive Citizens of America. [BROADCASTING, June 23].

---

Hills, McLean & Haskins

well-known department store of Binghamton and Endicott, has continuously sponsored CITY DESK with George O'Connor, the outstanding local news commentary at 7:45 p.m. since WINR went on the air last August.

When in Rome, Do as the Romans Do . . .

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, National Representatives

BROADCASTING • Telecasting
New Transmitter building now houses the operations of WBTM and WBTM-FM Danville, Va. The FM outlet went on the air on 92.1 ME earlier this month, simultaneously with move to new quarters. Gov. William H. Tuck and other state dignitaries attended dedication ceremonies. Licensee firm is Piedmont Broadcasting Corp., with Sanford R. Guyer as general manager.

Useful figure in computing effective coverage... greater frequency, say, three or five programs per week... useful in figuring potentials for other station owners... if station provides programs attractive enough... the station is interesting to both time buyers and program planners.

Hannig Guffey, formerly with KCMO Dodge City, Kan., and previously with newspaper in Woodward, Okla., has joined WKY Oklahoma City, as... announcer...

Jack Swenson, newcomer at WDAY Fargo, N.D., has been named news editor, replacing Jim Baccus, who has resigned to work in public relations at North Dakota Agri-Culture College.

Dundee Link has joined WDAY news reporting staff... Ebert, who... station's public relations department... has been named news director... Ebert in publicity...

Paul Corwin, former sports director at KELO Sioux Falls, South Dakota, has joined KALL Salt Lake City.

Godfrey Hudson, news editor at KFRC Sacramento, has been granted a leave of absence to attend Medill School of Journalism, Chicago.

Charles V. Ammons and James J. Cramer have joined news staff of KOIL Omaha. They have been assigned to preparation of newscasts.

C. W. Jackson, former extension radio editor of Kansas State College... Joe Cavanaugh, sports announcer at WARD Johnstown, Pa., is father of a boy.

Milt Marx, former sports editor of KIMO Shreveport, La., is now sports commentator for WOWO Fort Wayne.

Dave Griffiths, sports commentator, is returning to the air after an absence of several weeks with a Mon.-Fri. 6:15-10 p.m. sports program on WARM Scranton.

Paul Krakowsky has joined news room of WHAM Rochester, for summer.

However, the BMB report of one program per week... is valuable to timebuyers in placing announcement schedules... in buying spots for announcements... timebuyers must consider established listening habits... potentially profitable... a report on three-per-week and five-per-week listening... would be a valuable addition to BMB service... in my opinion... (Pineapples, where available, would naturally be used in connection with BMB in selecting announcement spots.)

I appreciate it if you will see fit to print as a clarification of my views on BMB.

Russell W. Tolig
Radio Director
BBDO
919 North Michigan Ave.
Chicago 11, Illinois
June 20

Dupont Entries

Entries for 1947 Alfred I. du Pont Radio Awards [Broadcasting, June 23] and requests for additional information should be sent to W. H. Goodman, Secretary of the Committee of Awards, Alfred I. du Pont Radio Awards Foundation, P.O. Box 729, Jackson, N.J.

Excess Insurance Coverage

Libel and Slander

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

Employers Reinsurance Corporation

Insurance Exchange Bldg.
Kansas City, Missouri
Master Antenna for Video Reception In Apartment Buildings Demonstrated

FIRST MASTER antenna for television reception in multiple-family buildings to go on the market, the intra-video system, has been demonstrated by its maker, Telicon Corp., to architects, real estate executives, television engineers, video set manufacturers and distributors and the press. Through a model system installed at 851 Madison Ave., New York, where the Telicon headquarters are located, programs of the three New York video stations were received on nine receivers of various makes without interference.

System, developed by Dr. H. E. Kalman, comprises an individual antenna for each video station in the area plus another antenna for FM reception. Signals from these antennas are fed into a central amplifier and thence into the individual apartments, where each set-owner can tune to any of the video stations. No installations in apartment buildings have been made as yet, company officials said, but are expected to be in the near future. They reported a great deal of interest on the part of building management companies.

Installation costs for large apartment buildings will run from $45 to $100 an outlet, Telicon estimated, depending upon the amount of conduit to be installed. Where conduits already in the building can be used for the intra-video cables the installation costs will be lower than where new conduits must be put in.

All standard video sets can be hooked into the master system without alteration, it was said. RCA, Philco, Du Mont, General Electric, Telicon, Stewart-Warner, Viewtone, Rembrandt and U. S. Television receivers were used in the demonstration.

Comments on Cost

Sol Sagall, Telicon president, pointed out that the cost per set for intra-video installation is no more than that of an independent antenna installation. Furthermore, he said, intra-video “insures reception free from ‘ghosts’ and from the inter-action which an individual antenna can rarely obtain in an apartment house. At the same time intra-video master antennas meet all the requirements of apartment owners.”

WBKB OPPOSES SHIFT OF TELEVISION BAND

CAPT. William C. Eddy, director of WBKB, Chicago’s lone television station, said last week that the Balaban & Katz station is well satisfied with operation in the present broadcast band and that “any attempt on frequencies is an attack on the investment already made by thousands of receiver owners.”

He made reference to E. F. McDonald’s letter to Charles R. Denby, PCC chairman, [Broadcasting, June 23] in which the president of Zenith Radio Corp. called for the abandonment of present television allocations, which he proposed be moved above 500 megacycles to secure “reasonable insurance against interference” and forestall early obsolescence of sets in the interest of television-minded consumers.

Expressing the hope that stumbling blocks and difficulties in television may some day be completely resolved, Capt. Eddy commented: “Yesterday it was said that television was so expensive its economic problems could never be solved. Today, when actual operation disproves that contention, the public is told that our frequencies are no good. From our point of view, there’s nothing wrong with television that can’t be cured by the practical experience.”

Capt. Eddy concluded by saying that what Chicago needs most “is several additional stations to provide a more varied program fare. There is ample room for them in the present spectrum.”

Illustration of Master Antenna

Para-Flux Reproducer

with interchangeable heads

Available Immediately

Universal . . . Lateral Only . . . Vertical Only

All three types are interchangeable with only one Model A-16 ARM and new Model EL-2 EQUALIZER. Each head can be removed and replaced quickly by simple plug connection.

Reproducer arm is of die-cast aluminum; sturdy built. Swings by means of unique friction-free bearings that minimize side-of-groove wear, and requires no oiling, cleaning nor adjusting. Convenient finger lift prevents slipping.

Model EL-2 Equalizer is effective with all three of the PARALUX heads. All possess the same impedance matching to the Equalizer. High output level affords an important advantage in broadcasting as to value of signal level to background noise.

Each head is fitted with a selected, hard African diamond stylus, polished and finished to tolerance of 1/10,000 of an inch. Hairline indicator on head plus precision stylus construction make accurate cuing possible. Allows “back-tracking” without damage to record or reproducer.

Available through Authorized Jobbers

Bulletin PR2, yours for the asking

Radio-Music Corporation

East Port Chester • Conn.

June 30, 1947 • Page 61
FOR AMPLIFIERS... POWER UNITS by Western Electric

16 TYPE RECTIFIERS

20B RECTIFIER

12A POWER UNIT

—QUALITY COUNTS—

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BROADCASTING • Telcasting
A cool operating, conservatively built, fine performing FM Transmitter. That best describes the Gates one or three kilowatt equipments shown here. The Broadcaster need not be a proving ground where Gates FM is installed. He can rely on steady performance day in and out.

The left cabinet is the complete, basic 250-watt Transmitter. The right cabinet is either the one or three Kw. amplifier, as you wish it. As an added advantage, your Gates 3 Kw. is 100% usable without a single alteration, when you convert to 10 Kw.

Gates FM embodies genuine engineering talent. Skilled broadcast, audio, and Radar engineers designed and supervise the building of these excellent Transmitters; yet best of all, the high development expense has been completely charged off. Thus when you buy Gates FM you are buying all equipment.

You will find these FM equipments listed in your copy of the new deluxe edition of the Gates catalog, or write for complete detail.
FCC Actions (Continued from page 68)

Decisions Cont.:

WJDX, Inc., to change frequency of WJDX-AM to 1510 kc. No. 2064.

BY A BOARD

AM-1510 kc

WTBC Pascagoula, Miss.—Granted to CP to change frequency from 1480 to 1450 kc, with D, and begin operation at new frequency at station site.

AM-1450 kc

Bryan Bros. Co., Bryan, Tex.—Adopted order to grant CP for new station site.

Selling it not only when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Cover CP, as mod., which authorized change in frequency, increase power, install new trans. and D-N, change trans. and authority to determine operating power by direct measurement of ant. power.

WJW Cincinnati, Ohio.—License to cover CP, as mod., which authorized change in frequency, increase power, install new trans. and D-N, change trans. and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned.

Denny Park Lutheran Church of Seattle, Wash.—Grant CP for new FM station in class C1 frequency to be assigned by FCC, ERP 1.5 kw.

License for CP

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

License Renewal

WARM Scranton, Pa.—License renewal.

KLBD El Dorado, Ark.—Same.

Bendie Aviation Corp., Bendie Radio Division.—Grant new exp. TV station WIXXS on 800-820 mc by 100 w ant. emission, special apn. FM special chn. D has June 20.

TENDERED FOR FILING

AM-950 kc

WLEF Clinton, Iowa.—Mod. CP, as mod., change in frequency from 760 to 980 kc and increase power from 500 to 1 kw.

Assignment of License

KRIN Vineland, Calif.—Voluntary assignment of license from D. O. Rinne to KRIN Inc.

June 24 Decisions . . .

DOCKET CASE ACTION (By the Commission)

Bristol, Va.—Announced decision granting the class B FM stations in Bristol a renewal of The Northern Corp. Raytheon Mfg. Co. withdrew its application for a renewal of this issue.

BY THE COMMISSION

Petition Granted

The Berkshire Broadcast, Danbury, Conn.—Adopted, amended and supplemental petition for leave to amend application to specify: 800 mc to 1400 mc D-N and remove application as amended from hearing docket. Commissioner ordered said application as amended removed from docket. Items amended for new station 800 kc to 250 w D subject to cond. that applicant within 60 days from date file application for mod. CP specifying studio location and subject to whatever measurement of interference may be received if application of other Commission, or the Independent (WHAT) for 800 kc D is approved in Philadelphia, respectively, be granted.

(Continued on page 68)
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BROADCASTING • Telecasting
June 30, 1947 • Page 65
FCC Actions

(Continued from page 64)

Decisions Cont.: 

BY THE SECRETARY

WAEW Madison, Ill.—Granded mod. CP for extension of completion date to 1047.
WJRS Rockford, Ill.—Same to 12-14-47.
WJSA Joliet, Ill.—Same to 12-14-47.
WJDR New York.—Granded mod. CP for extension of completion date to 9-22-47.
WJCF Springfield, Ill.—Same to 12-14-47.
WPMO Jersey City, N. J.—Same to 12-14-47.

WJEPT-AM Kankakee, Ill.—Same to 1047.
WJEPT-FM Kankakee, Ill.—Same to 1047.
WJW-FM St. Louis.—Same to 8-13-47.
WJGF Eaton, Ohio.—Same to 12-14-47.


WKOR-FM Nashoba, PA.—Granded mod. CP for change of commencement and completion dates to 4-8-47 and 1047, respectively.

KGBS-FM Healdsburg, Calif.—Grant mod. CP for extension of completion date to 9-16-47.

WAL-A Mobile, Ala.—Same to 9-13-47.
WALJ-FM Pittsburgh.—Same to 10-28-47.

WFBG-Rothton.—Granded CP to install aux.

trans. on 50 kc k w.

WKXW Scranton.—Grant mod. CP to change type trans. and make changes in vertical ant. and studio location.

WFUV New York.—Granded mod. CP for extension of completion date to 1047.

WMOH Hamilton, Ohio.—Granded CP to install new vertical ant.

WJCA Jacksonville, Fla.—Granded mod. CP for approval of ant., approval of trans., location and of station.

KRKN Fort Smith, Ark.—Granded lic. CP to change type trans. and make changes in vertical ant., trans. and authorized sats.

WCMK-McKeesport, Pa.—Grant CP to new station 1650 kc 1 kw DA-N unit and to specify studio location.

WDGU Dothan, Ala.—Granded license for new station 1450 kc 25 w and 5 kw.

WBAI Chicago.—Granded license for WXBB for new trans., change in frequency, power, emission and ant. system.

WCAX Burlington, Vt.—Granded mod. CP to extend completion date to 180 days after trans. and change in trans.

WPAC Providence, R. I.—Granded mod. CP for extension of completion date to 1012-47.

WJOH Hammond, Ind.—Granded CP to install main trans., to present location of main tower, change ERP and add trans. 25 kw.

KBD-FM St. Louis.—Granded mod. CP for extension of completion date to 1047.

WSYR-FM Syracuse, N. Y.—Same to 9-14-47.

WLFV-FM Lynchburg, Va.—Same to 1-14-47.

WFLK-FM Huntington, W. Va.—Same to 11-14-47.

KSTP-FM St. Paul, Minn.—Granded mod. CP for extension of commencement and completion dates to 6-2-47 and 12-14-47.

WRRC-FM Racine, Wis.—Granded mod. CP for extension of completion date to 9-30-47.

WRJ-EF-WM San Luis Obiapa, Calif.—Same to 10-7-47.

WTYR Richmond, Va.—Same to 1-14-47.

Ever see a Spartan
sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour." The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

Spartanburg, South Carolina

WSPA

9300 watts day and night, 950 kW. Rep. by Hinkle, Jury

CS1 Station for the SPARTANBURG-GREENVILLE Market

INVEST YOUR
AD DOLLAR

WCKY

50,000 WATTS OF SALES POWER

L. B. Wilson

Page 66 • June 30, 1947

Court Wants Rules

TASK of interpreting FCC rules would be simplified, Justice Harold M. Stephens, of the U. S. Court of Appeals for the District of Columbia, told counsel at the WJR-FCC hearing, if the court had a copy of those rules. "Can we not get an up-to-date set of FCC Rules & Regulations?" he asked FCC attorneys.

"The court asked the FCC to prepare a copy but an unintelligible set was furnished," Commission attorneys agreed to provide an up-to-date set.

License for CO

WNNC Asheville, N. C.—License to cover CP, as mod., which authorized installation of new vertical ant. and ERP 5 kw.

Modification of CP

WAIR-FM Parlin, Ind.—Same to 7-1-47.

WJBD-FM Grand Haven, Mich.—CP authorized new FM station for extension of commencement and completion dates.

License for CP

Scrivener Radio Inc., area of Cleveland—License to cover two CP which authorized new experimental TV relay stations.

Modification of CP

WJEL Columbus, Ohio.—CP which authorized new standard station, to specify 3 kw, change type trans., and make changes in vertical ant. and change ERP 0.5 kw.

CED-FM DuBois, Pa.—Mod. CP which authorized new FM station, to change frequency to Channel 21, 105.1 Mc, ERP 1 kw, and to make changes in vertical ant. and change ERP 0.5 kw.

WLSA Lancaster, S. C.—Mod. CP, as mod., authorized new standard station.

License for CP

WMID Atlantic City, N. J.—License to cover CP, as mod., authorized new standard station and for change of station location and for determination of operating power by direct measurement of ant. power.

Modification of CP

WLAN Greensboro, N. C.—CP which authorized new standard station, to change trans., to make changes in vertical ant., and change ERP 0.5 kw.

License for CP

WEMC-Unclassified, N. J.—License to cover CP, as mod., authorized new standard station and for change of station location and for determination of operating power by direct measurement of ant. power.

License for CP

WAIR-AM Philadelphia, Pa.—Same to 7-1-47.

Remote Pickups

"Tessa Star Boats, Co., area of Harris and Houston Counties.—CP new remote pickup station on 60.065 Mc, ERP 0.5 kw, emission A3 and hours of operation in accordance with Sec. 1.403; CP new remote pickup station and make change in commencement and completion dates.

The LARGEST station in the LARGEST city in WEST VIRGINIA

WJL

HUNTINGTON, W. VA.

9300 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

(Continued on page 69)
PERSONALITIES booklets for WJEF Grand Rapids and WKZO Kalamazoo (both owned by Fetzer Broadcasting Co.), have been released to the trade. Booklets contain photographs of the announcers, engineering, executive staffs and network stars along with a whole spread on "Going Forward with Radio." Booklets also contain photographs of live and remote broadcasts. Edited and published by National Radio Personalities of Peoria, Ill., booklets are being distributed through Grand Rapids and Kalamazoo retail merchants.

Kate Smith Promotion
TO ANNOUNCE start of Kate Smith show June 23 in Hat Tower Conn., station arranged with State Theater in that city to admit everyone named Smith free to the performance that day.

Swimming Lessons.
IN CONJUNCTION with the local YMCA, CHVQ Vancouver, B. C., is offering free swimming instruction to adults, following a "Swim for Fun" campaign on the station. Local merchants have donated prizes for outstanding swimming students.

'Tee Off'
FOUR-COLORED promotion card emphasizing sales effectiveness of CKMN Kansas City, has been prepared by that station. Printed on blue background and using blue, green and black lettering, the card bears the legend "When You 'Tee Off' On the Greater Kansas City Area Stations, You Can Wash That Driver With the鎖K. Will Keep Your Selling Program Out of the Rough!" Golf theme is featured on front of card.

Perfumed Ad
TWO-COLORED advertisement printed with ink that had been perfumed was run in the May issue of the Columbia Record News to announce the opening of CKIX in that city. The ad, which released a sweet aroma, was headed "The Air is Sweeter in Dallas! CKIX Is On The Air!" Information on some of the promotions to be featured on station were listed with invitation to readers to visit new "CKIX" studios.

Sportsmen Award
CERTIFICATE and award of athletic gear is being awarded each week to an outstanding high school or college sportsman by WHAM that city, during its "Sports Month" program. "What's the Week," presentation is made on "Littles" 6:30 p.m. Saturday show which features news of I.A.A. amateur athletes.

KXL Window Display
AS SPECIAL PROMOTION for Alan Ward's program, "The Roaring Road" on KXL, Oakland, Calif., has rearranged a window display in Oakland Tribune Building. It consisted of a midget racing car, with racing action photos and blow-ups of prominent drivers now appearing at Oakland sta-

U. of California Course
Has Enrollment of 110
ENROLLMENT for NBC-U. of California (Los Angeles) annual Radio Institute for 1947 has been completed, with 110 students accepted for the six-week course. Jennings Pierce, NBC Western Division director of public service and station relations, is in charge.

Institute started June 1 and for first time in the five successive years it has been offered, entrance requirements demand that students have at least one year of practical experience in radio. In result, Mr. Pierce said present student body is the most advanced group ever enrolled.

News Posters
POSTERS 42 by 11 inches in size have been placed in streets and inside busses throughout Vancouver, New Westminster and Grand Forks, telling patrons that CKNW New Westminster, B. C., has 24 newscasts daily. Posters feature portraits of four announcers who broadcast daily newscasts for four Vancouver and New Westminster newspapers and last time of the CKNW newscast.

No Guess Work
"COMPARED TO HAT shoppers, who rove through dozens of outfits to make a purchase—your lot is a happy one," a statement from one promotion sheet released by WVO New York. Headed "Take the Quiz," "Buying With WVO's 5 Audited Audiences," illustrated sheet gives specific data on station's listenership. Center of page shows woman shopper surrounded by boxes of figures which she is trying to make a selection.

WWDC Telegrams
TELEGRAMS were sent to listeners and the trade by WWDC Washington, to announce addition of MKB Pictures as new Morning Man on that station beginning June 23. Telegram read, "There are 188 days until Christmas, but next Monday you can call in and wish Mr. Ford, our capital crackpot, WWDC 6 a.m. to 9:15 a.m. . . . warn oyer your friends and subscribe to the station and also staged reception and cocktail party for Mr. Ford on his arrival to city.

Announces Change
ANNOUNCING change of station affiliation to CBS effective June 15, WOLS Miami has issued/builder cards. Illustrated brochure headed "Change for the Best on July 1" fronts of brochure pictures back of a billboard with streamer reading "What's Behind It?" inside presents the station which lists advantages of station's change to CBS.

RCA Booklet
A 44-PAGE BOOKLET titled "RCA, What It Is, Who It Is" distributed by RCA to approximately 20,000 schools, colleges, libraries, manufacturing firms and officers of RCA both in U. S. and abroad. Brochure contains information on number of people employed by RCA, industrial activities of firm, information on labor policies, capital structure, research and engineering, its broadcasting activities (NBC), television, international subsidiaries, communications, marine radio and technical training.

Freedom of Air
"PAINTED OUTDOORS" boards supporting freedom of the air have been erected by "Posters &手势lish Co., of San Francisco, Coast outdoor advertising plant, following a suggestion by Philip G. Lasky, general manager and president of KSFO San Francisco. Boards picture a character named "Mr. Freedom" who says, "A free people need freedom of speech, freedom of the air . . . Listen to your radio."

Life-Size Photo
LIFE-SIZE photographic likenesses of Dean Landreaf, "Off The Record" record o.e. on WMT Cedar Rapids, are being used to build interest for Grain Belt Beer, who recently began sponsoring the record show. "Baby" 11-12 midnight, 2-4 times weekly, for 52 weeks. The likenesses, which present Mr. Landreaf holding a record, have been mounted to stand erect for natural effect.

Central New England
Hooper Survey Reveals
INTERMOUNTAIN NET TWORK
INTERMOUNTAIN NETWORK
Intermountain West
Ask AVERY-KNODEL
For Details

June 30, 1947 • Page 67
Making the best even better!

Man-on-the-Street Program with standing artist and accompanying former Bob Nelson in the show. The program, called "Mixard," presented at 7:30 p.m. at the corner of 5th and Market Sts., was the first of its kind in the city. Featuring interviews with such personalities as George Comte, Bennett's manager, and William Morris, the program is produced by Elizab Canedy, director of women's programs.

Discovery of Gold

SPECIAL series of five programs, dealing with discovery of gold in California, will be presented by the Department of Mining and Metallurgy beginning July 5. Featured as part of the series is "Studio Overture," a program of music scores composed by U.S. Hilliker to the story of gold in California with action coverage of the gold rush and labor conditions of the miners. Each program will present by radio complete story of each single event of significance in growth of the nation's new wealth. The first program will be aired Sat., 7:30-9 p.m. (CDST) over WBBM.

Drama Quiz

DRAMATIC show, in which contestants will be asked questions about facts presented in dramatization, started June 21 over WGN Chicago and WBBM network. Each program offers a prize in the form of a dramatic contest. Contestants chosen from audience are quizzed. Cash prizes are awarded for correct answers. Show is aired Sun. 8:00-9:00 p.m. (CDST).

To Start Sept. 8

BUDDY BEAR transcribed series, beginning September 8, will be broadcast over WGN Chicago and WBBM network. Each program offers a prize in the form of a dramatic contest. Contestants chosen from audience are quizzed. Cash prizes are awarded for correct answers. Show is aired Sun. 8:00-9:00 p.m. (CDST).

In A FREEZE against racial slum, the Negroes, "Neither Free Nor Equal" series started June 25 over WCCO Milwaukee and WBBM network in cooperation with city's black and social and cultural organizations. Aired Wed. 8:30-9:30 p.m., it is one of six programs each of which deals with some phase of the over-all problem, including employment discrimination, housing discrimination, organized racism, and "free and equal" words that are being done to fight discrimination. Material for show is gathered from actual case histories supplied by cooperating agencies.

Music and History

BUILT around songs from light opera and Broadway shows, "Encores" began June 10 over WTEN Michigan Avenue, Chicago, Illinois. Played Sun. 7:00-8:00 p.m. (CDST), it brings a-Freedom and song to the new home of First National Bank.

Talent KFIS

TALENT and program ideas will be provided in a weekly series on KFIS Los Angeles, starting July 1, with the first show set aside each hour to air live programs developed by KFIS agencies. Operating in the venture are Berg-Allen Corp.; General Merchandise Agency, Los Angeles, William Myers Agency; and National Concert Artists Corp. KFIS will provide orchestra, studio and rehearsal time, with agencies determining the appearance of talent on the air. It will be determined by KFIS with each talent firm allotted two half-hour periods during series.

Problems of Juvenile Delinquency

PROBLEMS of juvenile delinquency will be explored on KFIS, Thursday, July 2 over WBBN Chicago. Half-hour dramatic and discussion series to be broadcast over 8:00-9:00 p.m. and titled "Tips To the Youngster" will deal with juvenile delinquency cases, using fictitious names and numbers. It will be separate dramatization of actual cases, followed by two series on problems, who will deliver their personal opinion on the incident, and preventive future cases.

Miles to Move

OLD SAYING "go jump in the lake" has been taken on a new meaning at WANG Norristown, Pa. Station has moved its spot show "Buddy Bear" to Meridian Lake, local swimming pool, and has installed a miniature booth. There are tables, record library and remote equipment. New show of features will include contests for "Meridian of the Week," and the best swimmer of the week.

Growth of Democracy

GROWTH of principles of liberty from State Constitutions to Constitution of the United States is the theme of "Spirit of Independence," a half-hour series to be aired on local stations.

Labor Business Problems

REPRESENTATIVES of labor and business will be heard on new weekly series of Trans-Canada network programs originating at CBL Toronto, titled "Labor and Business Take Stock." Series will deal with current labor and business problems, including profits, wages, and purchasing power.

New Video Package Film is Started in Chicago

FORMATION of Radio Shows, new radio packaging firm, was announced by Guy Savage and James M. Chapman. New production company, which went into operation June 1, will produce both live and recorded shows, open and closed end, and expects to branch out beyond the Chicago area in time.

Mr. Savage, who is in charge of production, and Mr. Chapman, general manager of the firm, announced that 11 different packages, ranging from sports to drama, are already in the air. The company has been approached by radio stations, and sports, having appeared on WGN, and other stations. Mr. Chapman began his radio career in Detroit in 1921.

Ticket Office

RIGHI, charged buses from midwest cities recently brought a throng of visitors to attend the "Morning Matinee" show over WLW Cincinnati. The big buses took up most of the parking space around WLW and thoroughly confused one passerby. He entered the station lobby and timidly asked: "Is this where I buy a ticket to Indianapolis?"

Fishing Data

INFORMATION FOR fishermen is being provided by the new "Sportsman's Show," a half-hourly program on weekend afternoons and Sundays, on WGN, Chicago. This program gives tips on fishing equipment, how to handle heavy tackle, how to handle light tackle, etc.

Talent Hunt

NEW TALENT hunt is being held on weekly radio network program "Omnipotence Rocks," operating at CJBC, Toronto, Auditions are held weekly and audiences are asked to do anything they think will be acceptable. Program is produced by John Anderson, who has been organizing talent hunts for years.

Labo Business Problems

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No Comment

EFFORT to obtain information about the withdrawal of the nomination of FCC Commissioner Ray C. Wakefield for a second term and the appointment of Rep. Robert Franklin Jones (R-Ohio) was made at President Truman's Thursday news conference. The President dismissed the question with a firm no-comment reply.

Jones

(Continued from page 15) 

ly denied all of the Pearson charges, and charged that he was "peddling his wares" as a columnist. He recalled that "this man" had been branded a "liar" by a President of the United States and that "other adjectives" had been used in describing him.

Allegations made by Mr. Pearson that Mr. Jones had never repudiated the support of Gerald L. K. Smith, and other right-wingers or America Firsters; that Mr. Jones' father was a Ku Klux Klan member; and that the Congressman's record smashed of anti-Semitism, isolationism, bigotry and politics were flatly refuted by the Congressman. Sen. Capehart drew from Mr. Pearson the admission that much of the material he had quoted, largely from house organs and newspapers, had been sent him by P. W. Durbin, a Lima, Ohio, attorney. He admitted the attorney was a political enemy of Jones but he deprecated Rep. Jones' failure to disavow the support of the Smiths, Coughlins, and their likes. Sen. Capehart went after Pearson on the "innuendoes and half truths" of the newspaper columnists and radio commentators and urged Pearson to take up the cudgels in a movement toward elimination of such devices. Rep. Jones said he had never belonged to any of the organizations enumerated by Mr. Pearson, had never solicited their support, and, as a matter of fact, had appointed Catholics and Jews alike to the naval and military academies. His political eminence with Mr. Durbin, he went back to the early '30's when Mr. Jones was prosecuting attorney in Lima. He said his father, a grocer, had never belonged to the KKK, but he was the Congressman's "Catholic sympathizer" by his political enemies.

As to charges by Mr. Pearson that he had been urged to file for radio station in Lima with Ed Cooper, communications expert of the Senate Interstate and Foreign Commerce Committee, Mr. Jones said that he had withdrawn from the application in the applicant company following his nomination for the upcoming Wakefield vacancy. He pointed out that the anti-Semitism charge held no water since Mr. Cooper was of the Jewish faith and he held him in highest esteem as a friend of long standing.

He charged that Mr. Pearson was "blaming me and using this committee as a sounding board to peddle his wares."

Magunson Contention

When Sen. Magnuson (D-Wash.), a member of the full committee but not of the subcommittee, called attention to the following his nomination as the F.C.C. as early as last December and that originally he had been considered for an unexpired term. He said he did not know at first hand what motivated President Truman in withdrawing the Wakefield nomination. He said he understood that Minority Leader Rayburn, of Texas, had sponsored him, probably along with other Democrats as well as Republicans. Among the members of Congress who appeared in Rep. Jones' behalf, several of whom said they did so without solicitation, were: Sen. Dworshak; Reps. Taber (R-N.Y.); Michener (R-Mich.); Jenkins (R-Ohio); Wigglesworth (R-Mass); Noble J. Johnson (R-Minn.)

(Continued on page 75)

Distribution of 'Nationally' Sponsored Network Time By Types

- Winter-Spring
  - December 1946—April 1947

<table>
<thead>
<tr>
<th>Evening</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dramatic</td>
<td>39.5%</td>
</tr>
<tr>
<td>Variety</td>
<td>22.8</td>
</tr>
<tr>
<td>News &amp; Commentators</td>
<td>11.2</td>
</tr>
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<td>9.1</td>
</tr>
<tr>
<td>Quiz</td>
<td>6.3</td>
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<tr>
<td>Miscellaneous</td>
<td>5.6</td>
</tr>
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<td>Concert Music</td>
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These figures are from the Comprehensive Coordinating, Section III, Chartbook—Winter-Spring 1946-1947, and Summer 1946.

June 30, 1947 • Page 69
PHILCO'S LARGE SCREEN TV
New Model 2500 Unveiled Last Monday
At Waldorf-Astoria Exhibit

LARGE-SCREEN television receiver showing a 15 by 20 inch picture described as brighter than that of any other proven model on the market was introduced June 23 by the Philco Corporation at a showing in New York’s Waldorf-Astoria Hotel.

Known as Model 2500, the set is priced at $795 plus a $5 warranty and installation charge. This model and other radios, radio-phonographs, telephones and phonographs comprising Philco’s new line for 1948 were previewed by more than 1,000 Philco executives and other members of the New York metropolitan area, including sections of New Jersey and Connecticut.

According to James Carmine, Philco’s vice president in charge of merchandising, Model 2500 embodies a radically new projection system developed in the Philco laboratories. Utilizing a “micro-lens screen,” the image is first received on the surface of a four-inch cathode ray tube which faces downward. It is then thrown on a spherical reflecting lens which reflect it through a correcting lens onto a mirror. The mirror in turn reflects the image upon the “micro-lens screen.” The resultant picture is bright enough to be seen without reducing the illumination in a normally-lighted room.

Last week’s demonstration marked the debut of Philco television in the New York area, although one Philco video receiver already had gone on sale in Philadelphia, home of the Philco industries. Mr. Carmine voiced his belief that “... television can go beyond the automobile business in dollar sales volume.” He also disclosed a plan whereby Philco will train its own dealers in television receiver installation. He said the firm will continue to maintain authorized radio “service stations.”

Radio sets unveiled by Philco last Monday night included the Model 1200 portable which plays 10-inch and 12-inch records, and two custom-made radio receivers, a 17-tube radio-phonograph in a Hepplewhite design priced at $975 and a similar set in Sheraton selling for $695. Other new Philco models displayed range in price from $29.95 to $329.50.

Forrest F. Redfern
FORREST F. REDFERN, 52, FCC engineer in charge, Eastern Division, was found dead Thursday in his Philadelphia apartment. Two assistants found him in bed when they went to the apartment after he had failed to report for work. He was pronounced dead at Hahnemann Hospital. Mr. Redfern was a widower. He had no children.

FMA Finds Demand
For Low-Priced Sets
Tells RMA Expensive Models
Now in Ample Supply

AMPLE stocks of AM-FM console sets with phonograph attachments are available in most areas but strong demand exists in the under-$100 class, and even stronger in the $50 range, FM Assn. told RMA Friday at a meeting of the RMA-FMA Liaison Committee.

Based on a survey by FMA, 94% of its members reported good demand for lower-priced receivers, the meeting was told. The replies showed that dealers find that the average prospect for a new radio is unwilling to pay the high prices now asked for AM-FM consoles with phonographs.

Dealers whose shelves are stocked with AM sets in all price ranges are slow to tell customers about FM, the survey disclosed, and in many cases “talk down” FM. Cooperative spirit is developing in areas having FM service, with results profitable both to dealers and station operators, Bill Bailey, FMA executive director, told the committee.

Presiding at the meeting was Arthur Freed, Freed Radio Corp., FMA’s liaison chairman, with Roy Hofheinz, of KOPY Houston, delivering opening remarks. Also attending for FMA were Ernest L. Hahnemann Hospital.

Attending for RMA were Larry F. Hardt, Phil Corp.; Ben Abramson, Emerson Radio & Phonograph Corp.; R. C. Cosgrove, Crossley Division; H. C. Bonfig, Zenith Radio Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co.; Max F. Balcom, Sylvia Electric Products, RMA president; James D. Seest, RMA director of publications.

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HAWAII'S FIRST STATION
NBC IN THE PACIFIC
SINCE 1931

HONOLULU

Affiliated with the HONOLULU ADVERTISER • Represented by the KATZ AGENCY INC.

BROADCASTING • Telecasting
one, along with usual showings of stock ownership, would be. If more than 10% of the applicant corpo-
ration is owned by another corpo-
ration, a statement of the nature and extent of such control and a showing of the corporate setup of the
parent company would be necessary.

The forms request information on applicants' busi-
ness and finan-
cial interests over the past five
years, including businesses in
which each holds or has held as
much as 25% interest or any offi-
cial relationship.

In the financial section, esti-
mates of construction costs would be required under the new forms as
now, but it would be necessary
to give only the "basis" of the
estimates, not the "detailed facts"
on which they were based. Instead of estimating monthly costs and revenues, applicants would make the estimates for the first year of operation.

Stockholders and others helping to
finance the construction are as-
ked to show the extent of such
aid, among other things, and to
submit at least a statement that their income for the past two years ex-
ceeded a certain specified amount.
The latter requirement is in lieu
of present requests for exact in-
come data covering the preceding
four years.

Bank references would no lon-
ger be required of the various
stockholders, etc. The applicant it-
self, however, would have to file a
balance sheet as of the end of a
month not more than 90 days pre-
ceding the application (instead of
30 days preceding, as now), and
would be required to give details
on its bank deposits, if any. Quest-
ions regarding bank balances at
stated intervals in the past would
be eliminated.

The various forms and the sec-
tions which are part of each one are as follows:

Form 301 (for new AM, FM, or TV
broadcast station, or for changes in an
existing station)—Section I (cover sheet, instructions, etc.); Section II
(legal qualifications); Section III
(financial qualifications); Section IV
(program service); Section V-A (AM
engineering data); Section V-B (FM
engineering); Section V-C (television
engineering); Section V-G (antenna
and site information).

Form 302 (for new broadcast station
license)—Section I (cover sheet, ques-
tions relating to network affiliation, ban-
ner balance at end of first year and com-
pliance with conditions of con-
struction permit); Section II (same
application engineering data for AM;
complete Sections II, III, and IV—same,
for television). Section II-G (cover sheet, gen-
eral questions on legal and financial qualifications); Section II (renew-
al application engineering data); Section IV
(program service).

Form 313 (for authorization in aux-
iliary radio broadcast services)—A two-
page application to be used only by
licensees of existing AM, FM, TV, or
international broadcast stations seek-
ing auxiliary stations. Each section asks
whether renewal of licenses or modifi-
cations of permits for auxiliary service
and telecasting will be in addition to
the primary service. Section II (same
application engineering data for AM;
complete Sections II, III, and IV—same,
for television). Section II-G (cover sheet, gen-
eral questions on legal and financial qualifications); Section II (renew-
al application engineering data); Section IV
(program service).

Form 315 (for transfer of control)—
Very similar to the same as Form 304,
except that there is also a part for in-
formation on licensees. Transferee is in
position of original applicant and must com-
plete Sections II, III, and IV.

Form 321 (for construction permit
to replace expired permit); an 11-page
questionnaire asking whether sections in
original application are still cor-
rect, and inquiring why original per-
mit was allowed to expire. Why con-
struction was not completed as planned and how much it will cost to complete construction. In the past, applicants with renewed permits ex-
pired were required to start anew as original applicants.

The new forms were worked out
by FCC with the assistance of Budget Bureau officials and a spe-
cial industry committee. Budget
Bureau officials must make an
exhaustive list of all FCC
Government questionnaires, and a
the industry group made recom-
ended changes during the process
of reorganization, some of which
were adopted or modified and some of
which were rejected by FCC.

The industry group's aid was given
with the understanding that it did not constitute endorsement of FCC policies, but particularly
with respect to programming.

FCC leaders in the task included
Chairman Charles R. Denny and
Comr. Rosel H. Hyde and Ray C.
Wakefield; Charles Weeks, chief
of the Organization & Engineering
Section, and representatives of the
various divisions. David E. Cohn
of the Budget Bureau's Division of
Statistical Standards directed that
agency's participation. Chairman
Coy of WINX and WINX-FM Wash-
ington headed the 14-man radio
industry committee of the Advi-
sory Council on Federal Reports.

The industry group includes the
following in addition to Chairman
Coy:

Charles Barham Jr., WCHV
Charlottesville, Va.; Kenneth H.
Berkeley, WMAL Washing-
tion; H. J. Brennen, WJAS Pittsburgh;
Carl J. Burkland, WTOP Wash-
ington; John Elner, WCMB Balti-
more; Merle S. Jones, former vice
president of Cowles Broadcasting
Co. and general manager of WOL
Washington; C. T. Lucy, WRVA
Richmond; Gustav B. Magrath,
Washington attorney, counsel for
NBC; James H. Neu, CBS Wash-
ington attorney; Herbert L. Pet-
tey, WHN New York; Carleton D.
Smith, WRC Washington; Richard
C. Steele, WTAG Worcester; C. E.
Arney Jr., NAB secretary-treas-
urer; Mr. Arney is committee sec-
retary.

L. W. Andrews, (1) radio consul-
tant, and Mr. Erin of tower con-
struction site.
American Broadcasting Company

CONSISTENTLY YOURS

Through the years, WAIR has kept its finger on the pulse of this vigorous market. Our program policy is based on public demand. That's why WAIR holds a maximum of the listeners every hour of every broadcast day. Here's a seller!

WAIR
Winston-Salem, North Carolina Representative: The Walker Company

Horace N. Stovin

and Company

Radio Station Representatives

Montreal • Winnipeg

Toronto

WBTM
DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region *

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.

American Broadcasting Company GEORGE P. HOLLINGER CO. National Representatives

3 OUT OF 11

Families in the Great Pomona Valley (200,000 POP). LISTEN TO KOPS REGULARLY.

• Survey figures available.

KOCs FM
ONTARIO • CALIFORNIA

Page 72 • June 30, 1947

Broadcasting • Telecasting

Court

(Continued from page 12)

the Criminal Division.

AFM attorneys pointed out that the Supreme Court abstained from ruling on picketing and strikes. They took the position that the court in effect said it wasn't so sure the Lea Act forbids striking (15th Amendment applies) or picketing (First Amendment applies), and wouldn't rule unless the case came up on specific violation.

They remanded that Petriello still can plead that the Lea Act can't constitute a cause of action by restraining strikes or picketing. They said Petriello hadn't pleaded guilty in District Court but merely had motion for dismissal on the ground that the complaint didn't state a valid cause.

They added that the court merely held the feather-bedding ban was not so vague as to make it unconstitutional, and suggested the court was not sure that the law on its face forbids feather-bedding.

The high court's decision, written by Justice Black, was con- curred in by Chief Justice Vinson and Justices Jackson, Frankfurter and Burton. Justice Frankfurter wrote the dissenting opinion. Justice Reed wrote a dis- senting opinion concurred in by Justices Murphy and Rutledge. Justice Douglas took no part in the case.

Constitutional Issues

In the majority opinion the court noted that the appeal was brought directly by the Government on the District Court's decision. The lower court held that the information charging violation of Sec. 506 of the Communications Act as amended by the Lea Act was based on an unconstitutional

Feature

(Continued from page 10)

in the history of congressional news broadcasting. From noon Friday until late Monday afternoon, 86 feeds were sent out from the Capital building. Nine of these were from the House, with NBC, CBS and CBC each putting on three shows. Rep. Hartley (R.-N.J.) ap- peared on each of these three network shows, while Rep. Madden (D-Ind.) spoke over Mutual, and Senator Wayne Morse (R-Wash.) came over from the Senate to appear on CBS.

Moving into the Senate, all four networks and WWDC Washington "went to town." Before the thing was over, ABC did 7 shows, CBS 14, NBC 19, MBS 12 and WWDC 25. In addition, Senator Taft's reply to President Truman was broadcast from the radio gallery. Other Sena- tors appearing before miles in the gallery included Senators Taylor (D-Ida.), Pepper (D-Fla.), Cain (R-Wash.), Wherry (R-Neb.), John- ston (D-S.C.), Morse (R-Ore.), Ball (R-Minn.), Knowland (R-Calif.), Sparkman (D-Ala.) and Ferguson (R-Mich.).

The Court held that the law is illegal as that upon which the validity of the Sherman (anti- trust) Law rests. It would be a usurpation of the legislative au- thority for the court to hold that there was no basis in reason for the judgment of Congress that the public interest called for legisla- tion to deal with what is collo- quially called "feather-bedding" in connection with broadcasting . . .

In his dissenting opinion Jus- tice Reed contended that the statute is too indefinite in de- scribing prohibited acts to support an indictment for violation of its provisions.

In another decision affecting Petriello and the AFM the court invalidated a contract provision placed by the unions with ballrooms. Under this clause the union places liability for pay- ment of social security taxes on ballroom operators instead of band leaders. The musicians, including some of the leader, are all classed as em- ployes by the union.

This decision is construed as hav- ing an effect on some broadcasting contracts in which regulations pass on talent fees to sponsors.

Lea Act Chronology

1946

April 16 — Lea Bill became law.

May 11 — Petriello ordered WAAF Chicago to hire three more librarians; refused to negotiate.

May 28 — Ordered strike at WAAF; said he had violated Lea Act and was ready to face the music.

May 30 — Albert Woll, then U.S. District Attorney, met with WAAF counsel, who filed a written complaint. WAAF had operated over two years without written AFM contract; it offered to hire one more librarian.

June 16 — Threatened radio music war at AFM convention if Lea Act were upheld, with members to be forbidden to play on networks at expi- ration of contracts. Threat- ened to ban all music for record- ings.

June 20 — Information filed by District Attorney; Petriello or- dered to appear to show cause why he should not be fined $1,000, and imprisoned; Judge Wash. ordered to file AFM to file brief, Sept. 9 for Government to file. Bond fixed at $1,000.

Sept. 30 — Government filed reply brief. Nev. — Hearing held before Judge La Buy. Petriello coun- sel admitted he had notified WAAF to employ three addi- tional musicians, and ordered picketing.

1947

June 10-12 — Petriello told AFM convention union might stop all recordings.

June 23 — U. S. Supreme Court held Lea Act constitu- tional.
Author Concedes Certain Sections Written To Draw Fire

By PETER DENZER

DETERMINATION to maintain the major part of his legislation intact was expressed by Senator Wallace H. White Jr. (R-Me.) in an interview with Broadcasting last Wednesday.

But Senator White did admit that in some cases he had written sections of S. 1333 in order "to draw fire." He declared that the Committee, not being expert, was forced "to fumble for the answers" to some problems, in the expectation that hearings would develop a new approach.

He was not optimistic for a bill this session. He pointed out "that if we are to adjourn by the time required in the reorganization set," there would be very few legislative days in which to prepare this substantial legislation. Under the reorganization act Congress will adjourn on the 31st of July, unless there is an emergency need for a later session.

In what may have been an admission to a considerable number of witnesses still to be heard, Senator White declared: "We don't realize how few legislative days we have left. Maybe we're not going to be able to get S. 1333 written. If we do, there is little value left."

He left the way open for continuing Committee session during the summer even if Congress does adjourn, but pointed out that the rest of the Committee will have the final say on any such procedure.

Will Refine Bill

In all probability, however, most of the time remaining in Senator White's term—about 18 months—will be spent polishing and polishing the Communications Bill. When asked about his impending retirement he replied, smiling: "Oh well, you know, there is more than a year and a half left."

He would not indicate which portions of the bill may be re-written. He insisted that the major portions need no re-drafting, but his estimate of the time needed to report out a bill contradicted some estimate that his assertion that the legislation is substantially complete now.

If, as he indicated, the rest of the committee takes an active part in polishing the bill there may be substantial changes.

Senator Warren G. Magnuson (D-Wash.), formerly a member of the House Select Committee to Investigate the FCC, foresaw a number of points which may provide the Committee with a great deal of work. He disagreed with the analogy between the press and radio, first made by NAB President Justin Miller and subsequently the theme of almost every industry witness before the committee.

"After all," he told Broadcasting "radio is a quasi public utility, deriving its services from the government through the license issued by the FCC." He indicated, therefore, that radio cannot expect to be treated as "an electronic printing press" from its emissions go out through a medium which belongs to the people and not to any one agency or group.

He agreed with some broadcasters that the financial reports required of licensees by the present bill are too complex and declared "there should be and will be simplification of financial reports."

Dislikes News Portion

He also thought that the political section will be changed and said he did not like the news identification requirements. These, he added, "would impose restrictions on Senators also, since they very often give background or other indications which they intend for publication but not attribution." If the present restrictions were to become law, he said, it would be very difficult for the reporter to perform his duty.

He predicted a long and careful procedure by the Committee in organization and study of the voluminous material which has been presented by witnesses. He revealed that Senator White wants personally to digest all of the material and then pass it on to the Committee.

He added that the broadcasters themselves have made many "valuable suggestions which must be very seriously considered."

Senator Ernest W. McFarland (D-Ariz.) declared he thought the analogy between freedom of the press and freedom of radio was "silly." He said the circumstances under which the two services, press and radio, labor are so different that such a comparison is misleading.

Other members of the Committee, including Senators E. H. Moore (R-Okla.), and Homer E. Carpehart (R-Ind.) declared they had not yet had sufficient time to study testimony and therefore wished to make no comment which might prejudice their judgment.

Committee's Appraisal of White Bill

Indiana Association Holds Sessions Last Week

A WARNING to broadcasters not to get "mentally fat" was issued last week by Robert T. Wagner, president of WMRN Marion, O., who advised those already in that state to "get on a rigorous diet of self-imposed work—until they get back to a healthy competitive state—and where they are doing completely and successfully their basic job of service."

Mr. Wagner who, along with Paul I. Wagner of WCSI-FM Columbus, Ind., addressed 35 members of the Assn. of Indiana Broadcasters meeting last Tuesday in Indianapolis, described his idea of the "Broadcasters Community Challenge." He urged stations, as units and individuals, to participate actively in all forms of community activity, assuring them that it "would pay off in many ways."

Registration at the IBA meeting: G. O. Albright and Miss A. F. Schroy WKBV; Joe Jordan WKMO; Paul E. Wagner WCSI; R. R. Baker WTBG; George C. Biggar, Ed Mason, Sid Collins WPCB; Paul E. Duffield, Carl Vandagriff WOWO; Ronald Cogley, John Garrett Jr. WUSB; Mark Boydend WBTB; Robert R. Drain WGBF; C. Bruce McConnel; Robert R. McConnell WISH; E. O. Osborne WCTW-FM; Scott Chambers WCTW; Bill Gates WEXG WEXG-FM; Edward G. Thomas WPTM; Warren G. Davis, Gene Neves WREB; William H. Spencer WHT; Don Burton, W. F. Craig WILC; Martin L. Leitch, Ferral Rippeto WOWB; Henry K. Smythe WOWO; John Carl Jeffrey, Kokomo; Richard M. Bill Indiana U.; Clarence M. Morgan Indiana State Teachers College; Patrici Baker Indiana State Teachers College student; Fred A. Brewer Indiana U.; Wilfred H. DeWitt Butler U.; Maury Long BROADCASTING.

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates. Send for free booklet B. Approved for G.I. Training.
BOSTON'S EXCLUSIVE ABC OUTLET NOW 5000 WATTS

Serving the entire Metropolitan area of 3 million people

A COWLES STATION
Represented nationally by the Katz Agency

1150 on your dial

WRZ WRCL
1000 WATTS, 880 KC
3000 WATTS, 930 KC

CLINTON, W. C.
WASHINGTON, N. C.

Outstanding local and national programming
The top program of ABC over the two stations in Eastern North Carolina tuned to WRZ and WRCL. The primary listener time day, listening to WRZ and WRCL. The staff of the Tar Heel Broadcasting System is on the air in Eastern North Carolina with comprehensive, effective programming. For steady results in your market. Use WRZ and WRCL.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
Washington, D. C.
New York • Chicago • Los Angeles

Page 74 • June 30, 1947

LOOKING over the story on announcement of their new station grant are Joseph Light (1), president of Cavalier Broadcasting Corp. and Irving Kipnes, secretary and general manager. Grant was made by the FCC. H. V. Van Norden, FCC.

The Constitution presents no such insuperable obstacle to legislation. We have found that the FCC provides an adequate warning as to the extent of the Constitution's safeguards, particularly in matters boundaries sufficiently distinct from the law. For example, it is necessary to the law in accordance with the will of the people and the specific case in which it is difficult to determine the line of which a particular fact situation falls in no sufficient reason to hold the language too ambiguous to define a criminal offense. Robinson v. United States, 324 U. S. 285, 289-290. It would strain the requirement for certainty in criminal law standards too near the breaking point. It was impossible to determine whether a person knew he was willfully attempting to authorize another to hire employees who were not subject to the Act. The Constitution does not require any more clearly than the language has been challenged sufficiently definite standards as to what constitutes the Act.

First, First, the District Court's opinion is based on the understanding that the Act was unconstitutional and void. Second, it is contended that the Act was not satisfies due process and because it singles out broadcasting companies for the reason that we decided the question of whether

The Act does not prohibit radio broadcasters from voluntarily hiring employees in any way that would be consistent, it should have provided for the punishment of employees who violate the language. Second, it is contended that the Act was inserted in the laws subjecting broadcasting companies to be punished, but we have been equally constrained by the Constitution to the radio industry. It is therefore, we will not be bound by the result of....
West Coast Favorled

For 1948 NAB Meet

San Francisco and Los Angeles

Bidding, District 15 Told

WEST COAST convention for
NAB in 1948 will be proposed to
the board by C. E. Arney Jr., secret-tary-treasurer. Members of
NAB District 15 (No. Cal., Nev., Hawai), meeting Thursday in
Berkeley, were told by Mr. Arney that he had been discuss-
ing the matter with E. M. Schuster, Los Angeles convention
bureaus.

Last West Coast convention oc-
curred in 1940, with San Francisco as
the site.

District 15 formally extended an
invitation for NAB to meet in San
Francisco next year. The conven-
tion will be held in the fall, prob-
ably September, under new NAB
procedure.

State Body Approved

William B. Smullin, KIBM Eu-
era, District 15 chairman, presided at the meeting. The district
adopted proposed articles of incorpo-
ration of a new California State
Broadcasters Assn., combining existing
northern and southern associations.
The articles had been adopted by
the southern group.

Temporary directors of the new
body are C. L. McCarthy, EQQ
San Francisco; Calvin J. Smith, KFRE Los Angeles, and Paul R.
Bartlett, KFRE Fresno. The State
will be divided into nine districts.

CHINO Sudbury, Ont., new bilingual
station on 1440 kc. officially went on
the air June 24 at 8 p.m., with
summer and special programs marking the opening.

Jones

(Continued from page 69)

Ind.), and Richard Simpson R-
Pa.,

In his rambling testimony, Mr. 
Pearson drew in the names of J.
Levine, radio advisor to the
President, Leslie Biffie, secre-
Etary of the Senate minority
and close personal friend of Mr.
Truman, House minority leader
Sam Rayburn, and Robert H.
Hinckley, former CAA chairman,
now an ABC vice president. He
lied about his actions (this with
surprised pressure from the White
House, because, he charged, the
Commission had decided adversely
station applications in which they
were interested. This again drew
from Senator Copehart a lecture
"on innuendoes and half-truths."

Mr. Pearson said he had two
"selfish and personal motives" for
opposing Mr. Jones, aside from
those relating to his physical
ideoiogies. One was as a comment-er (on ABC), and the other
as an applicant for the facilities of
WBAL Baltimore, owned by Hearst. He questioned whether
a man of Mr. Jones' back-
ground, would give him a "fair
hearing."

Rep. Jones, after denying the
"innuendos" of Mr. Pearson, said
he believed absolutely "in the
American principles of the con-
stitutional right of free speech
and a free press."

He said he believed that "each
and every colleague on both sides
of the aisle will say that, if con-
formed, I will look at the problems
objectively."

* Beld supplied.

San Diego is the "buying"
spot for over

465,720 people

reached from

the "inside" by KFMB. For

complete coverage spec-
ify KFMB-San Diego's
best "buy!"
Lea Decision
(Continued from page 18)

...tions were advised to duplicate if they desired, and to notify union representatives of such intent. Executives of AFM, IBEW, AFRA and other unions were not prepared to comment officially last week on import of the decision and overriding of the veto. All were studying both with care, and in many cases volunteered the belief that necessary adjustments would not be too serious from the union standpoint.

IBEW, for example, believes its closed shop contracts can be converted to union shops, which it claims are more numerous among its locals. IBEW noted that work of superintendents is more closely allied to employees in its field than is the case in many other lines.

Among the talent and professional unions the matter of organizing different types of employees under one contract will be conducted on a new level. Employers now cannot be forced to deal collectively with diversified groups unless a majority votes for inclusion in a larger unit.

(For detailed analysis of effect of Taft-Hartley Act on broadcasting see separate analysis on page 78.)

Petrillo and the AFM are special targets of the court decision and veto overriding. Some of the music czar's most potent weapons are rendered illegal. These include feather-bedding and standby practices; secondary boycotts, under which pressure is exerted on networks to force concessions by affiliates; recording fees exacted to build up an unsupervised welfare fund; and closed shop tactics.

The new freelance clause affects negotiations of writers and directors (see below), and the professional classification provision affects AFRA, IBEW, ACA and others.

All along the line broadcast and union executives are going carefully into provision of Taft-Hartley Act. Many provisions of the Taft-Hartley Act must await court interpretation. They will be challenged by unions. The Lea Act decision did not cover the other weapons Petrillo uses to enforce feather-bedding and other practices—strikes and picketing. These practices probably will be ruled on when cases come to the high court on specific violations. This may develop after the Chicago District Court tries Petrillo on the complaint filed last year by the Government (see separate story).

Doherty Comment
Richard P. Doherty, NAB director of Employe-Employer Relations, speaking Wednesday before the North Carolina State Broadcasters Assn., Atlantic Beach, Morehead City, N. C., said that "contrary to the declarations of certain persons, the Taft-Hartley Bill is not punitive legislation nor does it undermine or derail union movement in the United States. This new law does penalize those few labor leaders who have, in their previous practices, violated the sound principles of genuine collective bargaining and who have abused the real spirit of industrial democracy."

"Far as the radio industry is concerned," Mr. Doherty said, "the chief effects of the Taft-Hartley Bill will be to render ineffective and illegal the closed shop, such as commonly demanded by IBEW. However, the union-shop will unquestionably be the alternative choice of IBEW as it hitherto has been of AFRA, ACA and other unions in the broadcast field.

"Furthermore, the vicious use of the secondary boycott has been made an illegal labor practice. All broadcasters are aware of the fact that this was one of the major demands of AFRA in its network negotiations last fall.

"However, other unions, including AFM, have in one form or another utilized, or attempted to utilize, the secondary boycott as a means of achieving their goal. In most such instances, the pressure has been put upon networks in order to achieve specific results among the affiliated stations. Such unions must now abandon these practices and turn to direct negotiations with individual stations.

"Although the jurisdictional strike has not, in the past, been a major factor in the radio industry, it has continued to be a constant potential threat to industrial harmony. The challenge today for both labor and management officials is to pursue a course of real statesmanship so that undue industrial strife will be avoided and so that the American economic system may be guided along a road of genuine employer-employee cooperation."

New York View

The court confirmation of the Lea Act and the new labor law were viewed with particular interest in New York, center of the radio industry's complex labor structure.

Industry officials were reluctant to gauge full potential of the legislation until they had studied it in greater detail. They were agreed, however, that present labor practices would be subject to closest scrutiny.

It was believed doubtful that present union contracts would be seriously affected by the legislation. The full effects of the bills would be felt when it came time for contract renegotiation, it was thought.

First major negotiation likely to occur under the new legislation is that between the AFM and recording companies whose present agreement expires next Dec. 31.

At least one provision of the present AFM recording contract will probably be revised in any future agreement. This is the recording companies' contribution to the AFM welfare fund, a royalty arrangement which could not be renewed under the Taft-Hartley Act, it was thought.

The Taft-Hartley Act specifies that such funds must be jointly administered by employer and unions, and the Lea Act forbids a union to coerce or compel a company to "pay or agree to pay any exaction" for the privilege of making records or transcriptions.

Industry representatives in New York also are studying with interest the possibilities implied by the recent warning by James C. Petrillo, AFM president, that AFM musicians might be directed to quit working for record companies and that the AFM might go into the record-making business.

The main question in such an
eventuality was whether a work stoppage of that kind would constitute a violation of the Taft-Hartley Act, whose announced purpose is to prevent industrial strife which interferes with the normal flow of commerce and is inimical to the public interest.

Union leaders in New York were similarly hesitant to predict the effects of the legislation. All were awaiting further study by their legal council.

‘Lawyer’s Honeymoon’

One attorney for a major radio union described the Taft-Hartley Act as a “lawyer’s honeymoon” which would introduce legal intricacies into labor relations. He said that as yet it was impossible to assess the full implications of the Act.

Few unions were expected to take precipitate action. One, however, the New York local of the Radio Directors Guild, proceeded with a strike vote as planned (see story page 39).

Of all radio unions in New York only the directors and the Radio Writers Guild were expected to be immediately concerned. The RDG has requested the networks to open negotiations on behalf of freelance directors, and the RWG is in the midst of negotiations on behalf of freelance writers, now apparently independent contractors.

A negotiaational session between network representatives and the RWG was scheduled Friday, and Guild attorneys were working late to ascertain how the new laws would affect progress of the negotiations.

The CIO United Office & Professional Workers of America, which has recently been actively organizing white-collar workers in New York radio, issued a militant announcement that it intended to intensify its “activities on the political front” and did not propose to “allow the Taft-Hartley Bill to stand for one moment our efforts to protect and improve the conditions of white collar workers.”

An example of the kind of union practice which, it was thought, would be outlawed by the restrictive legislation recently involved the International Alliance of The-
Lea Decision
(Continued from page 77)
called a strike against it, picketing the studios.
Ralph Atlaas, station manager of WIND Chicago, looked at the decision in another light. He told Broadcasting the “most significant aspect” of the decision, in his opinion, is the effect it will have on the judicial aspects of the Taft-Hartley bill. He added that stations at large will have more “assurance” now since the constitutionality of the act has been established.

A spokesman for a Chicago independent station minimized immediate impact of the ruling, pointing out that, while the law was upheld, it remained to be established in District Court whether Petrillo had actually violated the Lea Act. He said further there was “much room for interpretation,” concluding, “We don’t know just how it will affect us until the District Court acts, and that may be months yet. All we know is that the law is valid.”

Spokesmen for CBS and ABC declined to comment.

West Coast
On the West Coast network executives awaited policy statements from their New York headquarters. Independent station managers were outspoken, but advertising agencies felt precise effects would not be known until a background of experience has accumulated.

Lea Allen Weis, MBS board chairman and Don Lee network vice president and general manager, said: “Validation of the Lea Act is going to minimize the employment of musicians within the broadcasting industry. In fact, I sincerely hope it does not. Simply stated, we welcome the opportunity to utilize them to the greatest program benefit of our network and, in turn, the listener.”

William B. Ryan, general manager of WPIC Los Angeles, said: “We are very pleased with the decision. It will prove extremely helpful to radio and will expedite development of FM and television.”

Robert O. Reynolds, president and general manager of KMPC Hollywood, said: “Since our program plans call for more live programming consistent with our new 60 kw, we are likely to increase rather than decrease the use of music. The ruling will provide relief where excesses were forced in the past, and give us the opportunity to work out equitable solutions of their hourly musical needs.”

‘Industry Opportunity’

William J. Beaton, president of Southern California Broadcasters Assn. and general manager of KKWW Pasadena, said, “This action affords the industry an opportunity to know where it stands. It will bring us closer to an understanding of costs.”

Calvin J. Smith, general manager of KFAC Los Angeles, said, “Since we employ no musicians, we are unaffected. Some stations will undoubtedly be able to diversify their program schedules through the introduction of small musical combinations.”

Witt Gunzenhoffer, general manager of KROW Oakland and secretary-treasurer of the Northern California Broadcasters Assn., said, “The Supreme Court has afforded the broadcasting industry hope of release from future feather-bedding.”

Philip G. Laaky, vice president and general manager of KSFO San Francisco, said, “The radio industry and the musicians have a great deal in common, and the current developments of the business promise unlimited possibilities. The Lea Act paved the way for broadcasters and members of the AFM to serve each other on an expanded basis, making it possible to develop and share the future together.”

UNFAIR LABOR PRACTICES
by James Caesar Petrillo and his AFM will be the focal point. If an investigative hearing being opened July 7 by a subcommittee of the House Labor Committee headed by Rep. Carroll D. Kearns (R-Pa.), it was learned last week.

Rep. Kearns said his three-man group was “assimilating” material gathered through weeks of intensive nation-wide investigation and would work on background material right up to the opening day of the hearing.

Mr. Kearns said that the number of witnesses and their identity depends completely upon the kind of testimony offered by Mr. Petrillo. The union chief might be the only witness, he added, or there might be as many as fifty.

He declared that interest in the investigation was nation-wide, and that out of some 2,000 individual radio stations queried on their relationships with the union, 700 had responded. In addition, the committee has about 200 detailed complaints against the AFM.

Meeting Next Week

The Committee will meet July 7 and 8 and then recess until the next week so they will have time to digest the testimony of the first two days. Rep. Kearns indicated that the Committee is well aware of the “caginess” of its subject and intends to proceed with care.

The hearings promise to be among the most colorful and well-attended “spectacles” of the 80th Congress. Mr. Kearns said he had invited not only the full House Labor Committee to sit in but also the entire Senate Labor group. All guest legislators will be permitted to join the cross-examination.

The emphasis on unfair labor practices is preliminary to a prospective probe of “union racketeering,” with the Petrillo union providing the first “case” of a number of other unions in the movie, entertainment and allied industries scheduled for the study of the Labor Committee.

Thus, at least during the opening days of the hearing, the committee will examine the case of the industry versus the union. It is not yet known whether any individual stations or representatives of the networks will be called up to testify against the AFM. Mr. Kearns indicated, however, that he did not think that the networks were anxious to testify. It may be another matter with the smaller stations, he added, pointing out that many independents had already contributed heavily to the information on which the Committee is basing its examination.

If the Committee’s work proceeds satisfactorily, it will delve into the relationships between the union and its membership. Mr. Kearns declared that actually only a very small percentage of union membership—he estimated less than nine per cent—are full-time musicians and that the union leadership gains much of its power through the failure of an absentee membership to register its will.

He declared that there was no way of knowing until the hearings are well under way, where they will lead—whether it will merely be an exposure of some union practices, or whether it might eventually produce court action of some kind.

He said he thought the greatest single possible influence on AFM would be the recently passed labor bill—now law—but even there it was impossible to tell now how unions will operate under the new statute.

Mr. Kearns said he is planning to go to California for an additional three weeks of investigations and hearings on racketeering in unions connected with the movie and entertainment industry.

Curtis Renewal
THE CURTIS Circulation Co., Philadelphia, effective Aug. 4 for 52 weeks, renews The Listening Post on ABC, Mondays, Wednesdays and Fridays, 10:45-11 a.m. Agency is BBDO, New York.
Radio Benefits From Taft-Hartley Act

Secondary Boycott Ban Outlaws Strong AFM, AFRA Weapon

HOW does the Taft-Hartley Act affect relations of broadcasting employers and employees? Examination of its provisions, section by section, brings out a number of important provisions of interest to all parties. This analysis is not to be construed as an interpretation of the law. Rather it is designed to point out some of the features deserving further study.

Many of these provisions will be interpreted in varying ways pending final decision by the courts. Among pertinent effects of the law on radio, as informally interpreted by labor relations specialists, are the following:

No new closed shop contracts signed after June 23 are enforceable except that those signed prior to Aug. 22 may be valid for less than a year. Most AFRA contracts are of the union shop type. (A closed shop requires union membership before starting work; a union shop requires membership after starting work, perhaps as much as 60 days.)

Must Meet Standards

Union shops are not outlawed but unions must meet certain standards and employers must be willing. Unions cannot force adoption of the closed or union shop. The unions must be chosen by a majority of the employees as bargaining agent. Unions must file financial reports and loyalty (non-Communist) affidavits for their officers (most unions now file financial reports). Voting of employees on union representation must be under NLRB conditions and supervision, with results certified. Employers may sign union shop contracts if they desire.

If an employer has a union shop, workers cannot be penalized by an employer for loss of union membership except in case of nonpayment of union dues. Even so, a union cannot force an employer to fire a worker if the employer believes the union has made it difficult for the individual to join its ranks. Violation of this clause by either union or employer is an unfair labor practice.

A feather-bedding clause in the Taft-Hartley bill is considered more general than the Les Act language, which specifically applies to broadcasting. The Taft-Hartley language calls it an unfair practice “to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value in the nature of an exaction for services which are not performed or not to be performed.” This section makes many standby practices illegal and even raises questions about propriety of paying an employee for a rest period, or for sign-on time.

Sympathy strikes are outlawed, with damage suits authorized under the law. Recognition strikes of some types are outlawed. This includes types of secondary strikes and boycotts.

Secondary Boycott

The secondary boycott ban, Sec. 8 (B) (4), considered the most important part of the law to broadcasters, makes illegal one of the strongest weapons of AFM and AFRA, especially in the case of networks. Two remedies are provided—employers—injective relief from NLRB or damage suit against the offending union. However, there is no remedy for an employer if a union member refuses to cross the picket line of a legitimate striker.

Employers now may talk with refusing employees about unions and union membership, so long as they do not coerce or threaten employees. An employer, for example, could not go so far as to tell employees he would be fired if he joined a union.

Section 304 of the Act raises a question of doubt over right of a union or corporation to buy radio time for speeches or for a national political candidate. The law itself is not specific on the subject but Senate debate on the section [CONGRESSIONAL RECORD, June 5, Page 6596] indicates such is the intent of the section. Outstanding example of such use of radio was the purchase of time on all networks in 1940 by John J. Lewis to make a speech for Wendell Willkie.

Broadcast management still must bargain with workers if they have majority representation of their working unit.

Section 9B of the new labor law requires NLRB to isolate professional employees into separate units unless a majority votes to stay in a larger unit. This involves a union contract covering announcers and technicians at a station, for example. Definition of “professional” is that written by the Wage & Hour Division.

House Committee Quizzing Shows NAPA-AFM Relations

CROSS-EXAMINATION of Maurice J. Speiser, counsel for the National Association of Performing Artists, by a House Judiciary Subcommittee last Monday revealed a definite relationship between NAPA and James Caesar Petrillo’s AFM.

Mr. Speiser appeared before the group as sponsor of two bills to grant royalties to performing artists and exact similar payments from juke-box operators for the privilege of playing recordings in profit-making establishments.

Questioning led to the disclosure that AFM had contributed money to NAPA first in 1937, when the NAPA bills were originally introduced. Another contribution, amounting to about $7,500, was made in 1940.

Mr. Speiser denied, however, that AFM is directly interested in, or backing his legislation. Rep. Francis E. Walter (D-Pa.) led off, asking whether passage of the proposed bills would make it possible for AFM to dictate the terms of licensing between members of NAPA and AFM.

Mr. Speiser replied that Mr. Petrillo is doing substantially the same thing now, “in a highly illegal manner, and has given great unrest to the other labor unions throughout the country in related industries by assessing a royalty on AFM members.” It was revealed that Mr. Lewis (R-OH) asked whether there is any connection between “you and Petrillo.” Mr. Speiser replied with a flat no.

He conceded, however, that all musicians who are members of NAPA are also members of AFM. Under questioning, he went on to admit that AFM New York local 902 contributed money to NAPA in 1937 and that he had himself at times asked AFM for other contributions.

A second AFM contribution was made in 1940. Mr. Speiser estimated that this contribution amounted to about $5,000. Upon committee insistence, however he admitted that “it might have been as much as $7,500.”

Committee’s Purpose

BROADCASTING learned that the questions involving AFM originated with a subcommittee of the House Labor Committee. Rep. Carroll D. Kearn’s (R-Pa.) and Richard Nixon (R-Calif.), two members of a three-man group scheduled to take a full day’s investigation of racketeering in the Petrillo union, sat in on two of the NAPA bill hearings [BROADCASTING, June 23]. They were seeking to determine whether there was any conspiracy between the two groups, the association and the union, to back legislation which would particularly benefit the musicians.

Monday’s hearings wound up more than three weeks of testimony on the two bills. Opposition came from the American Society of Composers, Authors and Publishers, the Songwriters Protective Association, Broadcast Music Inc. and juke-box operators from all over the country. The volume of opposition and the tone of testimony indicated that the Judiciary Committee will either shelve the proposals or issue an unfavorable report. This was the first time since the bills were originally introduced in 1937 that they have been accorded a hearing.
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Engineer-announcer wanted by 250 watt CBS station located in the Southwestern part of Florida. Experience in routine announcing, commercial reading, and on-air program management. Reply Box 251, BROADCASTING.

WANTED

Chief engineer, important eastern 500 watt station. Must have had managerial experience, especially in programming and programming. Reply Box 678, BROADCASTING.

Chief engineer, important station in the Metropolitan area of New York. Reply Box 776, BROADCASTING.

Situations Wanted

WANTED:

Youthful, energetic man who is interested in radio broadcasting. Has had managerial experience in similar operations. Has had experience in a large metropolitan area. Is interested in furthering his career in broadcasting. Reply Box 11, BROADCASTING.

Wanted: Engineer.

Salary, $50.00 per week plus performance. Reply Box 658, BROADCASTING.

WANTED:

Radio director, experienced, independent. Send references and photo upon request. Write Box 746, BROADCASTING.

WANTED:

Wanted: A good all-round announcer for 5 kW midwest CBS station. Salary competitive with all experience. Reply Box 776, BROADCASTING.

WANTED:

Wanted: First class telephone man with announcing ability. Send photo and details upon request. Reply Box 775, BROADCASTING.

WANTED:

Several positions available in engineering, sales, and management. Send qualifications and references. Replies will be acknowledged. Reply Box 254, BROADCASTING.

WANTED:

Young woman desires work with new FM station out west. Acting, writing, announcing, radio production, etc. Reply Box 773, BROADCASTING.

WANTED:

Program director-announcer. Experienced all phases. 21, married. Presently employed, desires position in large metropolitan area. Reply Box 774, BROADCASTING.

WANTED:

Salesman wanted for FM station in one of the top market areas. Must have experience and personality consistent with high grade station policy. Please send photograph, if available. Reply Box 762, BROADCASTING.

THREE KW FM TRANSCEIVERS

Program director-announcer.

WANTED:

Have basic background in radio, interested in full time employment. Reply Box 760, BROADCASTING.

WANTED:

Wanted: First class telephone man with announcing ability. Send photo and details upon request. Reply Box 776, BROADCASTING.
An announcer, experienced, desires opportunities. Disc, sports, special. Size of opportunity not important, important. Broadcasting.

Staff announcer. Personal voice that will sell your commercials. Grad. leading NY technical schools. Set up and operated several stations for 5th Air Force. Will travel. Box 789, BROADCASTING.

Announcer, vet, graduate leading NY announcers’ union. Single, hard working. Seeks progressive affiliation. Will travel. Box 780, BROADCASTING.

Engineer, lst class phone license. Experienced. Box 898, BROADCASTING. Announcer. Yours for the asking. Will expect to find good talents. Box 793, BROADCASTING.

You can make room for young, energetic, creative time salesman; keenly competitive, skilled in sales, programing, sales promotion and merchandising. You in your mind. Have five years major network and local radio background in New York. Excellent references, dependable, very personable. Have strong desire to get into anywhere for good opportunity. Box 792, BROADCASTING.

Commercial manager. Young, aggressive. Proven sales record. No armchair executive, but one that gets real experience in promotion and research. Box 787, BROADCASTING.

Engineer—1st phone. Graduate RCA Institute. Army servicing and recording experience. Excellent references after August 15. Box 795, BROADCASTING.

Engineer—1st class phone. Graduate of radio school. Merchant Marine radio operator four years, ashore, married. Box 796, BROADCASTING.

Station manager. Want to put to use 18 years background and experience as sales personnel, administration, production and operating manager of small station. Excellent organizer. Vet, married, will travel. Box 798, BROADCASTING.


I love radio. Experienced announcer-writer wants more of it—anywhere. An- nounced Western Electric Plays. Written, wrote script; continuity for Airwaves Teleprompter. Disc, single 25, Box 802, BROADCASTING.

Program director. 14 years experience. Fre- frey Del Mar, VA. vicinity, Box 811, BROADCASTING.


Announcer, staff. Reliable. Trained in all phases of radio broadcasting. Has worked with radio school. Box 801, BROAD- CASTING.

Chief engineer: 5 years manufacturing experience. $50. Box 802, BROAD- CASTING.

Five piece western band desirous of changes locations, has been featured for past fourteen months on xylophone on all stations almost impossible. Competition daily only stronger. Many of the same area. Property well equipped with money. Interested could make more if properly worked. Can change frequencies and increase power thereby enhancing the value of the property. Excellent living conditions and璧 will make them earn some money. Price $98,000.00.

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Long-established—only station in the city—serving rich agricultural community—an opportunity to get into a station almost impossible. Competition daily only stronger. Many of the same area. Property well equipped with money. Interested could make more if properly worked. Can change frequencies and increase power thereby enhancing the value of the property. Excellent living conditions and璧 will make them earn some money. Price $98,000.00.

FOR SALE
Voice of America Slashed, Networks to Do Programming

STATE DEPT. administrators started paring their staffs and sending out termination notices last week as the Senate Appropriations Committee reported out the agency's budget nearly 10% cut for the Office of International Information and Cultural Affairs.

OIC asked for over $30,000,000 and Sen. Joseph Ball's (R-Minn.) subcommittee recommended only $13,000,000 with an amendment which would put all programming in the hands of private contractors. For the current "Voice of America" alone $6,387,250 was recommended, considerably less than asked for but enough to continue the operation on an interim basis. The subcommittee also provided that programming be turned over to private agencies was contained in a "personal services" limitation of $687,250, automatically forcing OIC to go outside the department for programming help.

The committee recommendations did not by any means signal the end of the long battle which Assistant Secretary of State William Benton has fought ever since Congress convened. In the House, the Mundt bill which provides basic authority for the OIC programs, both cultural and informational, was passed by a vote of 272-29. This was regarded as a good sign for the OIC, but a warning was contained in the fact that Reps. John Taber (R-N.Y.) and Karl Stefan (R-Nebraska) both voted against the bill. Mr. Taber and Mr. Stefan are respectively chairman of the full committee and the State Dept. Appropriations Subcommittee, which a short time ago voted to discontinue the OIC entirely.

Complicating the picture is an apparently growing move on Capitol Hill to force the resignation of Mr. Benton, who has been in charge of OIC operations for more than 20 months. The undignified way Secretary of State George Marshall has been asked to request Mr. Benton's resignation.

Sources in Mr. Benton's office deny that the OIC chief has been asked to resign or is planning to submit a resignation on his own behalf.

It is OIC itself is understood to be preparing a streamlined operational plan to go into effect just as soon as its budget finally comes down from the capital.

It was also learned that Mr. Benton in a letter to Senator Ball stated that the policy heads of the networks are opposed to private broadcasting as an "essential responsibility for "Voice of America" programming. There are some operating officials among the network people, however, who have said they think the job can be done effectively.

"Voice of America" proponents hope that the joint committee can effect a recommendation to permit a deficiency appropriation by next April.

Miller

(Continued from page 14)

Your statement at the hearing on the White Bill will unquestionably be referred to later as the first step in a change in the whole philosophy of radio and television regulation. That is not to say that it may not be a long time coming, as I presume you fully anticipate, but I just wanted to let you know that the appropriation bill is due to be considered by the Senate next week. You will be expected to testify in that hearing.

Mr. Arnoux, to Mr. Trammell—We are very fortunate, I feel, to have the judge as our leader in this fight for freedom of radio and in other matters of industry importance.

T. A. M. Craven, vice president of Cowles stations and member of NAB board of directors, St. Paul—In recognizing in Justin Miller a true leader, a man around whom we can rally in support. I consider (his) testimony before the Senate the first condemnation of our cause which has sufficient merit to command attention of all thinking people. This does not detract in any way from the benefit that those of us who have testified in previous years. While we knew what we wanted and were intensely sincere in our efforts, we unfortunately did not have the broad experience in constitutional law which is so necessary in a case of this nature.

White Bill Hearing

(Continued from page 15)

If Congress should be convened in special session this fall, hearings might be held before the committee on either or both bills, assuming he has completed his measure by that time. If ordinary legislative process is followed, this is complicated by Congress convening in regular session next January, chances are that the new bill would be dropped in the hopper.

Heavy Burden

The general attitude of broadcasters has been that the heaviest conceivable legislative burden is placed on radio in combating legislation. The measures in the color of the White Bill. Broadcasters would much prefer a measure affirmatively designed to spell out the limitations of FCC's functions, leaving it to those having opposing views to seek revisions.

That apparently is the approach of Rep. Howell and members of his subcommittee.

Other members of Rep. Howell's subcommittee are: Reps. Leonard W. Hall (R-N.Y.); Joseph P. O'Hara (R-Minn.); James D. Miller (R-Pa.) for Hugh D. Scott Jr. (R-Pa.); Alfred L. Bulwinkle (D-N.C.); Oren Harris (D-Ark.); Richard F. Harless (D-Ariz.). In addition, Rep. Benton, chairman of the full committee, and Rep. Clarence F. Lea (D-Calif.), as ranking minority member, are ex officio members of the subcommittee.

In the parade of witnesses following Messrs. Trammell and Ellis before the Senate Subcommittee last week, Prof. Edwin H. Armstrong, strong, inventor of FM, denounced "abuses" which he said had retarded growth of the new phase of the radio art and sought legislation to prevent concentration of power. Adm. S. C. Hooper (Ret.), former Chief of Naval Communications, proposed a plan to give listeners volume control of licensed stations and recommended separation of broadcast stations into "service categories" according to the programming they offer.

Other Witnesses

Others among the week's witnesses for the most part centered their attention on the White Bill's provisions relating to equitable times in all sides in public and political controversies, and to provisions relating to FCC organization.

Rev. Sam Morris, representing the National Temperance & Prohibition Assn., asked the committee to amend forbidding radio advertisement of liquor, and a similar change was requested by Elizabeth Smart of the Women's Christian Temperance Union.

The opposition of Bill Henry, CBS commentator and president of the Radio Correspondents' Assn., to the measure's requirement that all licensees be identified brought letters from Senator White the concession that in drafting this section "I was just groping in an attempt to get the truth to the American people."

Taff-Hartley

(Continued from page 79)

Hour Administration.

Broadcasters now can go to the NLRB for a decision on whether actors, singers, writers and perhaps announcers are professionals. If they are so construed, and unless a majority of a specification otherwise they should be dealt with as separate bargaining units.

As an example, AFRA might be interpreted as comprising two separate groups—announcers, and actors and singers. Furthermore it is not clear that professional people in most cases, it is believed. A station therefore may consider the idea of bargaining separately for actors and singers; technicians; writers; musicians. This effect of the law is construed as weakening the bargaining strength of some unions.

Section 206 of the law covers national emergency strikes (involving national health or safety). It authorizes the President to name an investigatory board on any such issue. Section 207 provides that this board may order a settlement by non-binding arbitration or otherwise order that they be dealt with as separate bargaining units.

Section 206 of the law covers national emergency strikes (involving national health or safety). It authorizes the President to name an investigatory board on any such issue. Section 207 provides that this board may order a settlement by non-binding arbitration or otherwise order that they be dealt with as separate bargaining units.

ALL-NIGHT COVERAGE IN DES MOINES FLOOD

WHO Des Moines went on full-time emergency all-night coverage of the worst flood in 44 years struck the city. Staff men fed 16 live shows and five recordings at flood scenes within a 15-hour period. The station stayed on the air all night to handle flood news and warnings.

Staff members went to outside points for recordings. Gene Godt, newsman, was named official radio liaison on the disaster committee. Among those active in the coverage were Jack Kerrigan, program director, and Jack Shelley, news manager, aided by Jim Charlton and Gene Meher. Engineers operating recording equipment were Gene Irlbeck, Gordon Parks and Bill Parker. On duty in the control room were Reed Snyder, chief, Harold Risler and Lou Frederick, with Tom Wildman and Cliff Mellor at the transmitter. Bobby Griffing, announcer, worked all night after regular shift as did Helen Owens, PBX operator.

WTMJ Milwaukee in July increases its daily broadcast schedule an extra hour and its Sunday schedule one-half hour. Programming will be from 6:30 a.m. to 10:30 a.m. and Sundays from 7 a.m. to 7:30 a.m. presenting a weekly increase of 6½ hours.
Objections of Niles Trammell, NBS president, to the White Bill drew from Senator White last Monday the observation that “we may undertake a substantial expansion of this bill since there are more things that are not touched than are.”

Mr. Trammell’s testimony virtually climaxed the presentations of the industry. It hinged, as did most of the testimony, on the thesis that radio should be treated on a par with the press. Senator White objected to this analogy and apparently had the support of the entire committee.

Mr. Trammell predicted that many “radio broadcasters of today will become the electronic publishers of tomorrow.” Practically every form of artistic expression will become available to the people direct from studio to home through these modern methods of mass communication.” He declared that “recognition of the same freedom for radio will place a powerful ally at the side of the press.” As part of this freedom he declared that

SENATORIAL BATTERY at last week’s White Bill sessions were (100’s): Sen. Homer E. Capehart (R-Ind.), Edward H. Moore (R-Okla.), Wallace H. White Jr. (R-Mo.) and Edwin C. Johnson (D-Colo.)

Senator White interrupted the Committee with its witness at hand. “Let’s get over this love feast,” he admonished angrily.

Senator Johnson defended the White Bill’s provisions for identification of the news and fair administration of time for political speakers declaring “someone has to exercise authority over fairness. There must be someplace in the background an arbiter who will see that there is fairness on all counts.”

The discussion over “fairness” grew out of a discussion of whether NBC had acted properly in permitting the National Association of Manufacturers in going ahead with a previously scheduled program at a time when Sen. Robert A. Taft (R-Ohio) was being carried on two other networks answering President Truman’s statement on the Labor Bill.

Mr. Trammell answered by returning to his original premise, pointing out “that some papers put a certain story on page one, some on page ten and some back in the classified ads section. I think you’ve got to leave this up to the fundamental integrity of the broadcasters.”

Mr. Trammell, the FCC “should be denied any authority involving control of the program services that the American people are to receive.” He pointed out that such control will eventually, through the rapidly expanding technology of the broadcasting act embrace sight-and-sound as well as facsimile printing, and would therefore be a wedge toward a controlled segment of the otherwise free press.

He also challenged the argument that there must be regulatory power over business practices because of a scarcity of radio wavelengths. This, he declared, does not exist.

“Today there are more radio sta-

52 NEW MUSICAL 1/4 HOURS with KAY LORRAINE

White Says Radio “Put on a limb”

Senator White declared that this premise put the broadcasters “right out on a limb.” He added that while there is nothing to prevent a newspaper from publishing for regulation, the broadcaster has no absolute right to his license. And the role of the government in granting licenses, he continued, leads it to an inevitable interest in programming.

“There can be no judgment as to the determination of public interest, convenience or necessity unless the agency can review the program,” said the senator.

He declared emphatically that “there ought to be considerations of the determination of the character of service to the public.” He admitted that the White Bill does not even measure deal with technical aspects of broadcasting, but where the act deals with the public good I don’t see how you can make a decision without giving the FCC some power in it. Mr. Trammell returned to the argument observing that the public...
"censorship power" which would be given the FCC by the proposed law:

Saying the Commission power to refuse to renew a license would be "a form of censorship much more powerful than the blue-pencilling form of censorship," he declared. He suggested that the law be changed "to specify in terms so clear as to be beyond misconstruction," that the Commission "shall have no power to censor, alter, or in any manner exercise any control over the broadcast or the right of the licensee to determine the character and source of the material."

"I appreciate that there is a sharp issue here," replied Senator White, "but I don't want to argue it out now."

As for the bill itself, and specific recommendations, Mr. Trammell suggested that the Commission be composed of nine members with a Broadcast Division and a Common Carrier Division with the Chairman to serve on each division.

He objected to the proposed uniform accounting system as the application of a "common carrier concept to an industry which the Congress has said is not a common carrier."

Political Section

Criticized by Trammell

The political section drew his criticism that since the press is not subjected to such restraints there appears no reasonable excuse why the broadcasting industry should be.

The White Bill requirements on news broadcasting he termed "restrains that would be unthinkable for the press," and pointed out that a "电台" is "as like a daily newspaper. He also showed that newscasters have been from the very beginning in the habit of labeling what is commentary and what is news. Such a practice, however, he concluded, should not be "imposed by statute."

The option time features of the White Bill, he said, would in effect deprive the public of many of its popular programs for "the hypothetical advantage of substituting strictly local entertainment in certain communities."

The 25% limitation on membership, he declared, was without "logical basis," and founded upon a fiction that any one station controlled a definable listening audience.

"Potential coverage of 25% of the population is a long way from the abuse of monopolistic control," he continued. "The licensee of a station does not control the radio service of the people living within the area served by the station. On the contrary, each station competes with many other stations in its area for the attention of the listeners. The total audience is divided among many stations, so that no one station controls the service to the population in its vicinity."

In conclusion he protested against the radio industry's "double jeopardy" to broadcasters contained in provisions of the present Act relating to the application of the Anti-Trust laws. He pointed out that the history had revolutionized and only businessman who can be put out of business for a violation of this act. He declared that the industry does not seek immunity from the Anti-trust laws, it merely wishes to be on an equal basis with other industries.

Failure of the White-Wheeler Radio Bill of 1943

Several points were made similar to the present White Bill, according to testimony before the Interstate Commerce Committee last Monday by Don Elias, "American radio's" representative.

Mr. Elias pointed out that the earlier legislation "failed of enactment, because it failed to find a place in Congress, with the regulatory authority, or with the industry ..." and added that many provisions of the present bill were borrowed from its predecessor.

Mr. Elias, vice president of the Asheville Citizen-Times, only newspaper in Asheville, also protested the bill's provisions against newspaper ownership of radio stations. Said Mr. Elias: "Radio, to me, is an electronic printing press. It is as simple as the printing press." As for FCC program control, Mr. Elias referred to the "master of the situation," "American radio's" representative Mr. Elias continued, "He is Mr. Average Citizen. He lives within easy range of many stations. He is the master of the situation. With a slight twist of the knob he can turn thumbs down on any and every station."

TUESDAY

Opening Tuesday's session, a spokesman for Aeronautical Radio Inc. urged that the bill's plan to organize FCC into separate divisions be changed to create a third, co-equal division specializing in Safety & Special Services, which includes aeronautical radio.

Senator White replied that there couldn't be a "separate division for every kind of service." He repeated the statement he made to FCC Chairman Charles R. Denny the week before — that, in addition to the separate broadcast and common carrier divisions, the full Commission might sit as a "third division" handling Safety & Special Services.

Aeronautical Radio's statement was opposed, Don I. Bixler of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis in the absence of Gordon H. O’Riley, vice president and general manager of the Bonanza Airway.

Rear Admiral S. C. Hooper (Ret.), former Chief of Naval Communications, now a consultant, said he would prefer the adoption of the division plan by FCC and that he thought more progress would have been made under such a system.

Proposes Two or Three Divisions of FCC

He proposed "two or three" divisions: One "fully responsible" for broadcast matters, with other Commissions "fully responsible" for non-broadcast activities. There should also be a "separate division of the whole presided over by the FCC Chairman as provided in Section D of the bill, but this division of the whole will not have jurisdiction over the broadcasting or special services, but will have jurisdiction over common carrier frequencies, adoption and promulgation of rules and regulations of general application, etc., as laid down in the bill."

Admiral Hooper, asserting that the public should be given a greater voice in broadcast licensing, recommended that the public be polled on the "relative standing of each station as compared with the others in the same zone," and that this data be used by FCC in passing on renewal applications.

Admiral Hooper suggested that the polls also cover applicants who "feel that they can do a better job for the public by replacing an existing station on some frequency." He also favored a separation of broadcast stations into two service categories — one for unlimited service as a public service and one class for limited service for public entertainment only. Applicants for the second class of operation would not be granted an entertainment license in the city where they applied. He said they expected to offer "— for example, aviation, detective stories, grand opera, etc., or various combinations" — and the license would name the form of entertainment for which it was issued. He asserted:

These (entertainment) stations would not come under the "public service speech" argument. They would correspond to the "hotels" on papers for the entertainment of the public and would not be subject to the "public interest" standards imposed on their ability to obtain the public's approval of their form of entertainment."

Admiral Hooper contended that programs were "much better" when cities had "only two or three stations."

He also proposed that further competition in broadcast and Western Union be provided "by requiring the licensing of the newly projected microwave television and facsimile relay services to be given to independent carriers, one or more in each geographic area. This might also apply to highway radio," he said.

He expressed hope that the Commission would adopt the "general limitation of the Communications Act is brought up to date."

Rolf Kaltenborn, son of Commentator Kaltenborn, appeared on behalf of the Committee to Insure Non-Partisan Radio to urge that the bill's equitable-time provisions be enacted. He presented a letter from a radio station titled "Rev. Alexander Trammell to Democracy," which asserted that "now is the time to safeguard radio from political manipulation" and warned that the whole fate of hearing radio become predominantly the mouthpiece for the party in office may yet prove fatal to our democracy.

Mr. Kaltenborn's arguments evoked Senator Johnson's congratulations for "the most constructive, the most logical and the most necessary statement we've heard yet in these hearings." The Senator said other statements for the most part had involved too much "self-interest."

Rev. Sam Morris of San Antonio, representing the National Temperance & Prohibition Council, recommended that the bill be amended to forbid licensing of "any spiritoic, vinous, malodorous, or fermented liquors, or any combination thereof for beverage purposes subject to tax under ..., the U.S. Internal Revenue Code."

He renewed his long-standing attack on the radio industry for what he called discrimination against dry interests, singing out the major markets. He contended that a "conspiracy" exists between radio and the alcoholic beverage industries "to keep dry forces off the air."

Mr. Morris called attention to FCC's opinion in his own effort to prevent renewal of license of KRRL Dallas. The Commission there given permission for the station to apply in some places the question of alchoholic beverages may enter the category of controversial public issues.

He pointed out that the Council has a $350,000 suit pending in the Western Dist. of Kentucky, against CBS, five of its stockholders, and Schenley Distilling Corp. and Schenley Dist. Inc., sponsors of programs on CBS.

Senator White interrupted Mr. Morris several times, urging him to shorten his oral presentation by not duplicating testimony he had previously given on the still-born pending Capper Bill (S-265), which would ban broadcast advertising of alcoholic beverages.

Mr. Morris submitted a statement by the Council president, Henry M. Johnson, asking only that liquor advertising be prohibited but that the law also place "a limitation of the earnings of the National Fiduciary Trustees, viz., the stations and networks, to the same rate of earnings as public utilities."

Rev. Dale Crowley of Washington, D. C., representing National Religious Broadcasters Inc., con-
tended that broadcasters "have confounded God and corner" and asked that the bill be "revised to require every licensee "to provide time for religious broadcasts without discrimination as to time of day or night, or time of the week, on their broadcasting schedules."

His request led Senator White to comment that he'd always questioned whether the FCC had authority to require stations to reserve Sunday mornings for religious programs.

Mr. Crowley said three major networks refuse to sell time for religious programs and that the fourth, Mutual, sells it only on Sunday mornings. Hundreds of stations, he said, "have fallen in line with this unfair policy and practice."

Elizabeth Smart, representing the national Women's Christian Temperance Union, rejected industry arguments that program consideration by FCC infringes on free speech. She argued that stations "do not have a right to be reviewed, and proposed that the bill's provisions on record-keeping be amended to specify that program reports should be open to public inspection. So opposed was Congress to whatever program and business control is necessary to assure that public access to the microphone, and that equitable air time is provided for all sides in a controversy.

WEDNESDAY

Edwin H. Armstrong, inventor of FM, told the Senate Interstate Foreign Commerce Committee Wednesday, that "some of the networks" were largely responsible for what he said was the slow and difficult progress made by FM in the past 11 years.

He declared that FM had earlier suffered because that it was the entire interest of audio, and that ordinarily an invention such as this would have been extensively and extensively developed without delay. "I have been in radio," he declared, "and have seen everything happen, except this."

FM, he continued, opened up the radio frontier beyond the 30 mc band, leaving it "as wide open as the country west of the Alleghenies." But, he asserted, the networks "stood aside with the result that the FCC was left to control these highest above 30 mc leaving only five channels to FM."

The effect, he concluded, was to kill off interest in FM since it was obvious that the "five-banded, no nationwide network could be developed for this service. The long time effect hurt him directly, he claimed, costing him an investment of hundreds of thousands of dollars."

"It took four years to get out of the straitjacket," declared the inventor, "and it took a new Chairman of the FCC."—James Lawrence Fly—to do it. Mr. Fly, he recounted, in May 1940 expanded the FM band to 40 channels, thereby assuring its future.

Then at the end of the war it appeared that FM had much to look forward to. Manufacturers, he said, "were looking in it, when a man suggested a Radio Planning Board be established to plan for post-war radio."

Another setback, however, occurred in October 1944, according to Prof. Armstrong, when an "employee of the FCC appeared with a proposal that FM move above 10 mc."

At this point Senator White interrupted his testimony with a request that he comment on manufacturers being licensed to broadcast in the proposed higher band. Armstrong replied that in his opinion "it warps a man's judgment when he sits on both sides of the fence." But he added, "as an inventor I hesitate to step out...."

Senator Edwin Johnson (D-Colo.) then broke in to submit some questions posed by the absent Senator Charles Tobey (R-N.H.), at the conclusion of writing-window. Senator Tobey wanted Prof. Armstrong to expand on his use of the word "kibitzer," used in his written submission to describe the relationship of broadcasters to networks. Mr. Armstrong had stated in part "Great progress began immediately and continued until interrupted by the outbreak of World War II. The major networks contributed nothing to this development, but simply stood by, occupying a position which is most aptly described by the descriptive word 'kibitzer.'"

He had meant, he explained, that when FM tried to force its own development, one of the networks, without experience in the FM field, had been opposed to the FCC that "our standards were all wrong, and tried to narrow our channels."

Another network made the statement, he continued, that because "we had no experience," they refused to comment on the opinion of the network that there is conflict between FM and television and therefore preference should be given to television. But Armstrong declared that today his position is very good, and pointed to the recent assignment of 100 channels to FM, adding that more channels will be required in the near future.

Although he blamed the networks for having failed to develop the FM, full blame included what he called "the abuse of the 'regularity by power' by the FCC. Because of this abuse he claimed "99% of the people do not have the advantages that should have flowed to them from this advance in the air."

He warned that unless some means is found to prevent a recurrence of these abuses "then you will have what you have had over the future development of radio to a few large groups with well organized lobbies, because no individual is likely to follow the course that I have followed."

Hubbell Is Second Witness of Day

Wednesday's second witness was Richard W. Hubbell of the firm of the same name, one of the nation's largest FM, and motion picture consultant. His particular concern with the White Bill was related to the "new capital earmarked for the development" of the broadcasting industry.

"Boiled down," he declared, "the problem concerns the fundamental relationship between government and broadcaster or telecaster. He asserted that the present short-term three-year license tended to inject a heavy factor of uncertainty into investments made in radio. He said that is holding back development.

He suggested therefore that the licensing period be expanded from five to seventeen with the Commission do the renewal power to challenge in court the right of a broadcaster to continue his license if he abuses it.

"The problem of the broadcaster, he maintained, is how he can maintain an equity in his investment if the government has a recurring renewal power which almost in every case he extends to the FCC for a period of three years. The power to renew," he told the committee, "is the power to destroy."

Bill was said to be unnecessary that a 15-year license would stimulate new investment in an industry, namely television, which depends for its future success on investments.

Bill was supported by the Radio Correspondents' Assn. and CBS commentator, appeared next to speak both in his official capacity and as a newscaster.

He agreed, "principle," with the NAB position that "broadcasting should be as free of regulation as the press," and opposed "any regulation beyond that already in existence."

Then, giving the committee "the reaction of the individual broadcaster of news," to the law, he declared that the problem of identification of news has always been a prime concern of both broadcasters and the recipient of the news.

Final witness before the committee was an individual Thursday. Stanley Faulkner, special counsel for the Voice of Freedom Committee. He explained that the Commission which operates the White Bill, was organized last February to protest the removal from the air of "liberal" commentators among whom he listed William Shirer and John F. apps.

He opposed the bill on grounds that it generally "emasculates the authority of the FCC over program content, diminishes the Commissions' powers to grant and deny licenses to broadcast, to refuse renewal of broadcast licenses, to impose penalties for deficiencies in operation, or to properly regulate transfer of licenses and sale of stocks of licenses."

FRIDAY

Sen. Glen Taylor (D-Iida.), first Friday witness, limited his testimony to "heartly" endorsement of the proposal exempting broadcasters from responsibility for libel spoken in political campaigns.

Fulton Lewis jr., commentator, said intent of the section on identification of news sources is good but that it would be "paralyzing" for newspapers. His solution would be to require all broadcasters to file sworn statements, subject to public inspection, setting forth amounts and sources of their income and the income of their lists, organizing them to belong to, etc.

Ed Craney, Northwest broadcaster, felt the "other side" in political or public controversies should be given access to "the same identical stations" as the original speaker, hooked up for simultaneous broadcast without the competitive bias of "a special interest group and the listeners attention." He added: "In my opinion the effect is the same whether free speech is 'abridged' by Government or 'limited' by monopoly."

Proposed network regulations, he said, "may not be the only anwer" but "it is better to try something than to... to sit still and do nothing. The problem of multiple ownership by number of stations is no guarantee against monopoly, he declared.

Mr. Craney "strongly" favored the political proposals, calling them "an improvement." which sets up exact language in place of "the whim or judgment of seven men in Washington." With respect to the definition of the "casting vote" for political time, he referred to earlier witness' claims that the section "invades free speech" by limiting access to the radio. He said he was "getting a little fed up with this mantle of free speech that is thrown around everything when ever it is proposed that some action be taken in the public interest."

Miss Susan B. Anthony submitted a legal analysis of the bill and said the Progressive Citizens of America, which she represented, felt the measure "will not improve" the present Act, "but, rather, will do serious harm to the ability of the FCC to administer the law of the land so as to benefit the public, and, further, will cur tail or destroy the development of speech and expression of opinion by individuals and groups."

Joseph Pirinets, representing Social Labor Party of America, and Bernard C. Johnpoll, "IYOS Liberty, N. Y. also testified.

June 30, 1947 • Page 85
DEWITT NAMED PRESIDENT
OF WSM NASHVILLE

JOHN H. (Jack) DEWITT, engineering
director, Clear Channel Broadcasting Service,
who achieved international fame for "shooting the
moon" with radar, appointed president of
WSM Nashville. Under new set-up, Edwin
Curtiss, Jr., replaces board chairman;
board chairman, and Harry Stone remains
vice-president and
general manager [CLOSED CINCINNATI, MAY 5].

Mr. DeWitt became WSM chief engineer in
1932, holding post until 1942. During that
time he supervised building of 60 kw WSM
transmitter. He went to Bell Telephone Co. in
1942 for special war work, later entering into
radar experiments for Army's Eastern Signal
Corps laboratory. He was commissioned major
in July 1944, lieutenant colonel in 1944. He
currently is completing work on GOBS clear-
channel study.

GEN. DYKE RESERVE POST

KEN R. DYKE, NBC vice president and
director of broadcast standards and practices,
appointed brigadier general, Officers Reserve
Corps, Army of U. S., by President Truman.
Gen. Dyke was Chief of Civil Information &
Education under Gen. MacArthur, in charge of
radio, press, motion pictures, education and
religion of Japanese occupation with rank of
brigadier general at war's end.

WIND SEeks TV

WIND Chicago, headed by Ralph L. Atlax,
applying for new television station (Chicago's
fifth), FCC authorities said Friday. Application
requests Channel 2, puts installation costs at
about $211,000. Monthly operating costs estimated at
$13,000; monthly revenues, $7,000.

ARTHUR LEBEL, State telecommu-
ications division, sent back from Atlantic City
conference after heart attack incurred as re-
sult of overwork. He has been in coma. Mr.
Lebel served as aeronautical radio expert.

Closed Circuit

(Continued from page 4)

FM directors-at-large (subject to referendum)
another sign of interest. NAB front office dis-
posed to hang along with present staff in
selecting new head of FM Dept.

HEADACHES never cease in Convention plan-
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Convention after heart attack incurred as re-
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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.
He's the TOPS...He's on MUTUAL

He's Martin Block...Radio's No. 1 Disc Jockey...and a national air personality.

Mutual is proud to present him in its new, full-hour, network record program—because we believe the MARTIN BLOCK SHOW will be a great new program service, not only to listeners from Augusta, Me. to Yakima, Wash., but also to all Mutual-affiliated stations.

With his 13 years' experience in building musical programs which attract and hold listeners, Block knows intimately what they want. His ratings in New York (with its 20-odd stations) have consistently topped the ratings of his competition—network and non-network.

Moreover, Block is known from coast to coast through three great network shows—"Hit Parade," the Kay Kyser show and, currently, the Chesterfield "Supper Club."

As the most popular disc jockey and a U.S.-size star, Block is undoubtedly the best man to fill the unending demand for daytime music—and he will do it at a time when no other network offers music.

We are convinced the MARTIN BLOCK SHOW will match Block's New York success. Already, the Show is helping many of our stations gain and hold large new audiences—and strengthen their program structure and competitive position.

In addition to all this, Block is a master salesman whose commercials are friendly, informal, convincing and resultful. He brings to radio selling the personal touch which listeners like and listen to and act upon. It's a "break" for the listener—and it works for the advertiser.

P.S. To Four National Advertisers: Block is the greatest buy any network has offered in years. Ask for the whole story.

*In cooperation with Warner Bros.—KFWB

Mutual Broadcasting System