why you get
MORE
for less on WOR

We have said in previous ads . . .

1. WOR has not raised its daytime rates since November 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since November 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

Good —

But, let's dig a little deeper. Let's show you, more minutely, why you get more for less on WOR.

Let's talk about programs; how very economically they get into people's homes and minds when you use WOR.

★ A WOR show, weekdays, 1:30 P.M., is heard in 538,489 homes at a cost to the sponsor of 1/12th of 1 cent per home!

★ A WOR show, weekdays, 11:15 A.M., is heard in 589,774 homes at a cost to its sponsors of 1/3rd of 1 cent per home!

★ A WOR show, weekdays, 8:15 A.M., is heard in 1,630,853 homes at a cost to its sponsors of 1/27 of 1 cent per home!

Little wonder why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

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

WOR—that power-full station at 1440 Broadway, in New York City
Ben, Marion, Diane and Maxine Oas live at 3054 Addison Avenue in the northwest part of Chicago. Ben is plant supervisor for a metal company... likes to spend his evenings and week-ends with his family.

Mrs. Oas (Marion) is a former model and speaker. Now she is busy as housewife, mother and president of the nearby school's Parents' Club. Because of Ben's Scandinavian background, one of her regular chores is to keep the coffee pot filled. Mrs. Oas is a regular WLS listener. She likes our friendliness, our news and especially our adult education programs. "WLS," she says, "is as truly American as a hot dog or an ice cream soda."

Diane is 5, Maxine 3. Both girls go to nursery school. They start their day listening to our "Happy Hank" program every morning.

Ben is a handy man around the house. Many of his Saturday nights are shared between a home-repair task, his coffee, and his favorite, the WLS National Barn Dance.

For 23 years, WLS has focused its microphones on the thousands of good Midwestern families... city, town and farm... like that of Ben Oas of Chicago. The friendliness, the service and entertainment we give them have made them loyal listeners... and on loyal listeners depend advertising results.
Mr. FM Station Operator:

Tear up your RATE CARD!

Your audience is about to skyrocket...thanks to the FM PILOTUNER!

the new wonder-worker that adds superb Frequency Modulation to any regular AM set...yet retails for only 2995

(Slightly higher west of the Rockies)

Ever hear of Santa Claus in midsummer?

PILOT RADIO PLAYS SANTA to America's FM stations...by multiplying their listening audiences RIGHT NOW beyond their wildest dreams!

PILOT RADIO PLAYS SANTA to America's entire radio listening audience...offering the FINEST in Frequency Modulation reception, at a phenomenally low price!

HOW?...with the thrilling new FM PILOTUNER!

PILOTUNER is easily attached to any AM radio, old or new, and instantly converts it to a superb AM-FM set! Pilotuner can also be used with obsolete AM-FM sets, with phonographs—with public address systems. It gives not "just any" FM reception...but the FINEST FM RECEPTION yet achieved...with no drifting, no fading, hair-fine selectivity!

PILOTUNER uses parts of only the highest quality...a "must" for the BEST in Frequency Modulation!

- 3 gang copper condenser
- 5 tubes plus selenium rectifier
- Heavy duty AC transformer
- Tuned R-F stage
- Beautiful Walnut Wood Cabinet

PILOTUNER's incredibly low price is possible ONLY through closest cooperation among parts suppliers, dealers—and Pilot Radio itself.

PILOTUNER is Pilot Radio's "Gift" to America—destined to revolutionize listening habits...to make millions KNOW, WANT, and GET FM! The Pilotuner is a bonanza for EVERY FM STATION in the country!

Learn all about it! Get behind it! Do YOUR part in the huge, nation-wide drive to promote and publicize PILOTUNER. Write—phone—or call in person for full details. Samples available to FM broadcasters for dealer demonstration meetings. Act TODAY—for FM's brightest tomorrow!

PILOT RADIO CORPORATION, 37-06 36th St., Long Island City, N.Y.
MAKERS OF PILOTONE VINYLTE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION
Closed Circuit

WHILE Ray C. Wakefield, who terminated seven years on FCC June 30, hasn't announced his plans, present indications are he will join Washington and West Coast communications law firm of Wheat, May, Shan-ahan & St. Clair. wheat, head, is former FCC assistant general counsel and, like Mr. Wakefield, is from California. Mr. Wakefield, now resting in New England, might become West Coast resident partner.

RADIO CIRCLES in New York were agog last week over cloak and dagger peregrinations of Dr. J. B. Matthews, erstwhile red hunter of Dies Un-American Activities Committee. Veiled story was he was breaking ground for sweeping Congressional inquiry into FCC. Checks in Washington, however, brought disavowals from such Republican stalwarts as Speaker Martin, Chairman Clare Hoffman (R-Mich.) of powerful House Committee on Government Expenditures (which could conduct inquiry), and Chairman Evan Howell (R-III.) of House Interstate & Foreign Commerce subcommittee on radio.

STUART DAWSON, radio director of Foote, Cone & Belding, Chicago, leaves shortly to join Feature Productions, Chicago (Hitn Hunt, Ladies Be Seated, etc.), in which he has bought third interest. He thus joins his old partner, Charles (Chuck) Logan, who left FCB June 15 to become executive producer with Feature Productions, headed by Chuck Acree.

ELEVENTH-HOUR efforts to have President Truman participate in opening of second phase of International Telecommunications Conference in Atlantic City, designated as "Plenipotentiary Conference," failed because of Chief Executive's tight schedule during first week in July. Previous efforts to get Secretary of State Marshall to open sessions also collided with prior commitments.

ONE of the fruits of NAB Justin Miller's leadership in battling for freedom of radio is invitation from important publishing firm to author some titled "Freedom of Expression." Preoccupied with his regular duties, Judge Miller first said he couldn't undertake assignment, but importance of this fundamental and sorely needed work may change his mind.

NOBLE EXPERIMENT of WQWW, Washington daytimer managed by ex-FCC Blue Booker Ed Breecher, has gone by boards. Station proclaimed it would accept only one spot each 15-minute segment. When owners found total take couldn't yield enough to pay overhead, they switched. They're now taking conventional spots and commercials back-to-back.

PERFORMANCE of new musical works on radio delayed by logjam at Copyright Office, (Continued on page 86)

Upcoming

July 7: Petroillo Inquiry, Subcommittee of House Labor Committee, Caucus Room, Old House Office Bldg., 10 a.m.

July 7: Hearing on Jones FCC Nomination, Senate Interstate Commerce Committee Room, Capitol, 10 a.m.


Bulletins

WOL Washington starts giving race results and prices today (July 7) "as public service" on Art Brown's afternoon program, station announced Thursday. This is practice for which WWDC Washington filed complaint with Federal Trade Commission against WGAY Silver Spring, Md. [Broadcasting, June 23].

RADIO to get more than $1,000,000, or about 23% of total $4,000,000-$5,000,000 advertising budget to be earmarked for broadcasting when Congress approves War Dept. appropriation (early story page 15). Percentage about same as last year. N. W. Ayer & Son awarded contract for next fiscal year.

WBAL Baltimore's complaint against FCC and its Blue Book was dismissed Thursday in U.S. District Court for D. C. on grounds station should await final FCC decision before seeking court relief.

Memo opinion, signed by Associate Justice James M. Proctor who heard arguments in April 13th hearings, April 28th, dissolves temporary injunction, issued by Associate Justice T. Alan Goldsborough in same court in February. This had stayed further FCC proceedings in case pending completion of litigation. Formal order to be signed shortly.

Opinion based on procedural findings and expressly "refrained from any consideration of the merits of the controversy before the Commission or the propriety of the report in question [Blue Book]."

FCC now expected to set date for hearing on WBAL renewal and rival application of Drew Pearson & Robert S. Allen for Baltimore station's 50-kw, 1000-kc facilities. Hearing had been slated Feb. 25.

Business Briefly

WJZ LOCAL GAIN - Gross local billings of WJZ New York first half of 1947 up 9.7% over same period last year, local June revenue up 7% while total national and spot revenue increased 4% over June 1946. Total six-month revenue exceeds 1946.

LAMBERT TEST - Lambert Pharmaceutical Co., St. Louis, for Listerine shave cream, begins test spot campaign July 7 on two stations in Johnson City and Bristol, Tenn. If successful, schedule will be expanded. Agency, Lambert & Feasley, New York.

SOAP BOX DERBY TV - Television film rights for Chevrolet Soap Box Derby in New York, Atlanta, Detroit, Los Angeles, Bristol, Conn., with finals to be held in Akron, secured by ABC. U. S. Rubber Co., Akron, to sponsor.

WING PROPOSES INQUIRY BY FCC ON NETWORK RULES

FCC examination of its network rules, to determine if they are achieving intended purposes, proposed by WING Dayton in letter to all Commissioners.

J. P. Williams, WING general manager, proposed inquiry on basis of station's decision not to sign two-year renewal contract with ABC. Renewal pact, as submitted by network, contained six-month cancellation clause, he wrote FCC [Broadcasting, June 23].

Williams letter contains detailed account of relations between WING and ABC along with facsimiles of telegrams and letters, and minutes of affiliate meetings. Station contends network threatened termination of contract unless it would agree to clear time for certain programs rejected in favor of local programs and that six-month clause was punishment inflicted by ABC.

Court Rejects WBAL Blue Book Plea

WBAL and Hearst Radio, licensee, considered sure to appeal now to U. S. Court of Appeals for D. C. Effect of this on FCC plans to set hearing date on WBAL and Pearson-Allen applications not known. Messrs. Pearson & Allen and associates (Public Serv. Radio Corp.), expected to ask FCC to proceed with hearing.

While granting FCC's major motion—to dismiss WBAL complaint—Judge Proctor denied Commission plea for three-Judge court, denied in previous hearing.

Judge Proctor's memo opinion said relief sought by WBAL would "in my opinion" be "improper interference" with FCC procedures. He said courts cannot stand in constant watch and supervision over proceedings before governmental agencies to prevent some erroneous or wrongful action. He said proper appellate course is provided in Communications Act Secs. 402(b), relating to appeals to Court of Appeals for D. C. after final FCC actions. FCC and WBAL had agreed Sec. 402(b) not applicable.

Broadcasting • Telecasting
5000 WATTS
DAY & NIGHT

WILMINGTON DELAWARE

Sells

for it effectively
covers a prosperous spending market comprising Delaware,
southern New Jersey, parts of Maryland and Pennsylvania.
Your advertising dollars are wisely spent in this
sales-producing area. Learn how economically this
progressive station develops sales for you.

A STEINMAN STATION AFFILIATE

RADIO ADVERTISING COMPANY
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES
Fulton Lewis, jr.

available now* on WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's biggest cooperative on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N.Y.

TRIBUNE TOWER, CHICAGO 11, ILL.
In Tom Swafford's hand a stop-watch looks good! He has clocked so many shows that his left thumb has assumed a permanently prehensile position. Still on the sunny side of 30, Tom broke into radio in Weslaco, Texas, at the age of 17. After dipping into Blackstone during a pre-law course at UCLA Tom wound up in Hollywood where he worked on such productions as "Cavalcade of America." KGW lured him away from the "moo'm picture" capital in 1944. Not one to beat the tom-tom in his own behalf, Tom, the man behind the plate glass panel on so many successful live-talent KGW shows, richly deserves this recognition. Tom, too, is helping KGW produce exceptional sales results for its advertisers.

**TOM SWAFFORD • KGW Production Manager**

**KGW**
**PORTLAND, OREGON**

**AFFILIATED WITH**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

July 7, 1947 • Page 7
Spot Radio — the use of individual radio stations — is the oldest form of radio advertising. For this reason, advertisers have had greater experience with this highly-productive, harder-hitting medium than with any other kind of radio.

However, the experience most important to audiences and advertisers alike is the long and successful experience of these stations in handling spot broadcasting intelligently, efficiently, and with great success.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

Pardon me, what station are you listening to?

Land sakes, honey...WFLA, of course!

WATG's new studio-transmitter building.

CULMINATION of nearly two years of intense promotion took place when WATG-FM took to the air in Ashland, Ohio.

Robert M. Beer and Edgar Koehl, owners of WATG and publishers of the Ashland Times-Gazette made certain that residents of the area knew what FM was all about before it ever came to town by daily ads and stories in the Times-Gazette, in addition to folders and other forms of advertising. Newspaper advertising space alone amounted to almost $3,000.

Before the station ever took the air, it had sponsored a football guessing contest, a softball team, a lawn bowling team and a boxing show. It even went so far as to have a Goodyear airship fly over the area displaying an electric sign reading "smooth FM."

That the campaign was successful is attested by the fact that WATG had 42 sponsors—all on one-year contracts, before it even went on the air on May 18. In addition, surveys by the station show great increases in sale of FM sets. The station has increased the number of sponsors to 56, executives said last week.

WATG operates on 100.7 m.c. with 8500 w and broadcasts 81 hours a week at present. The station has a staff of 11, including two engineers, program director, commercial manager, news editor, control operator, three announce-control operators and two secretaries.

Sellers of Sales

A side from his capabilities at buying radio time, Charles (Chuck) Wilds, N. W. Ayer & Son's newest time buyer, has such diversified outside skills as umpiring tennis matches and mastering the French language.

Mr. Wilds was born in New York City on Oct. 4, 1918. When he was about six years old his family moved to Riv-erdale, where he has maintained residence ever since. He attended Riverdale Country School but in 1930 went to Switzerland for a year to study French. Upon his return he attended the Hotchkiss School in Connecticut for the next four years and then went to Williams College, where he majored in English. In 1940 he received his Bachelor of Arts degree, then finished his formal education with a half year's work at Harvard Business School.

In 1941, he moved into the advertising world, joining Ruthrauff & Ryan as a mail room clerk. Soon he was transferred to the agency's radio department, where he became an assistant time buyer and then a time buyer.

During the war Mr. Wilds joined the Navy and saw much of the world. Because of his knowledge of French, he was attached to the 8th Fleet in the Mediterranean. He was on active duty in Oran, Bastia in Corsica, Southern France during the invasion, Marseille, and French Morocco. In 1945 he was discharged and returned to his position at R & R.


The Wilds—his wife is the former Elizabeth Newman—have been married for six years. They have two children, Peter, 5, and Adrienne, 4½ months.

Mr. Wilds is a member of the Tennis Umpires' Association and spends many of his week-ends umpiring and playing tennis. He is a stamp collector and a member of the Riverdale Yacht Club, as well as Psi Upsilon Fraternity.

Remember the story about...

GULLIVER...

THE LILLIPUTIANS...

and what happened?

They were tiny people. But they overpowered what seemed to them to be a giant, when he fell asleep.

There's a radio station moral in this classic story.

W-W-D-C, by aggressive programming and promotion, has done a job worthy of a giant in this huge Washington market.

If you want sales results down here... let this little fellow, W-W-D-C, do it for you. It works!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D.C. Independent

Page 10 • July 7, 1947

Broadcasting • Telecasting
During a rehearsal break, she discusses plans for screen star Gene Tierney's guest interview on show.
Margaret Arlen, of Columbia’s New York Key Station, WCBS, is the comely woman’s commentator Billboard calls “No. 1 among the metropolitan girls who talk for a living on the air”.

She’s easy on the eyes (as you can see). And hundreds of thousands of her listeners will testify she’s equally easy on their ears.

THE MARGARET ARLEN SHOW gives listeners details...sidelights...inside information on the life and luminaries of New York. The accent’s on variety, both in guests and subject-matter. With the greatest of ease, Margaret and co-broadcaster Harry Marble whisk fans from food and fashion, to science and sociology!

Keeping listeners in-the-know keeps Margaret and the program staff of six constantly on-the-go—covering social and civic events...attending theatre and movie openings...interviewing guests...researching. But their efforts are well rewarded. For a long time now, THE MARGARET ARLEN SHOW has held top Hooper rating among New York’s woman-commentator programs!

Recently WCBS expanded THE MARGARET ARLEN SHOW to accommodate additional participating sponsors. There are a few available spots left—between 8:30 and 9:00 A.M. weekday mornings. If you’d like to know more about this advertising opportunity call WCBS or any Radio Sales office.
BASIC BEAUTY HINTS, demonstrated by Eddie Senz on writer Alice Gershon, enable the program to give listeners valuable make-up advice.

YARNS OF YESTERDAY... Listeners write appreciatively of the many quaint and curious facts gleaned from Harry Marble's daily feature, his own informative "Almanac".

PERSONAL ENDORSEMENT of sponsors' products is based on actual test-use by program's principals. Launderette chain is among current Arlen participating sponsors.

PUBLIC SERVICE NEEDS and projects, such as the Bulova Long Island Watch School for handicapped veterans, play an integral part in over-all planning for Arlen program.

(LEFT) MARGARET GOES TO WONDERLAND to meet Tweedledum and Tweedle-dee; makes mental notes of tricks of the trade employed behind the footlights at the current Broadway stage version of "Alice in Wonderland".
FOOTWORK!

This frenzied soul is our Hal Hoag of the Hollywood Office, responding to the adage that you gotta make calls to get results. Matter of fact, all of us here at F & P respond to that adage. It’s the Number One rule in our book. Hence if you’ve got an assignment that takes footwork, and fast—give us a hint of it. And watch our dust!

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932
Senate Expedites Jones Consideration

Hearing Is Today; GOP Leaders Pushing

By RUFUS CRATER

Both advocates and opponents were racing against time last week in the fight over President Truman's nomination of Rep. Robert F. Jones (R-Ohio) to membership on the FCC.

A hearing today (Monday) was scheduled by the Senate Interstate Commerce subcommittee handling the nomination to question three men who purportedly made affidavits linking Rep. Jones with the Black Legion.

This session, slated to be limited to one day and to testimony of the three affiants, was authorized by the full committee Thursday in a 45-minute executive session which was followed by a subcommittee hearing in which the editor of a Lima, Ohio, newspaper defended Rep. Jones against the charges.

Robert C. Barton, managing editor of the Lima News, told the subcommittee that both Virgil Herbert Effinger, one of the affiants, and Mrs. Effinger had told him recently that Mr. Jones had never been a member of the Black Legion.

Other Affiants

Other affiants are Glenn E. Webb, a member of the executive board of the Lima local of the CIO United Electrical Workers, and Frank Barber. Authorities said the three would be summoned and warned that if they perjured themselves they would be liable for prosecution for contempt of a congressional committee.

Sen. Homer Capehart (R-Ind.), designated chairman of the subcommittee in the absence of Sen. Owen Brewster (R-Me.), set the date for hearing the three affiants. Sen. Brewster, it was learned, will return in time for the meeting.

Sen. Robert A. Taft (R-Ohio), chairman of the G.O.P. Policy Committee, and his Ohio colleague, Sen. John W. Bricker, attended the committee meeting Thursday and urged confirmation of the 40-year-old Congressman. It was learned that the committee members had no objection to confirmation but felt that the men who made the affidavits should be questioned in view of the charges they leveled.

Supporters of the FCC nominee confidently predicted early approval by the committee and subsequent Senate confirmation despite apparent delaying tactics of some Democratic left-wingers who fell in with Commentator-Columnist Drew Pearson's one-man campaign to block the nomination.

Several Senators including Warren G. Magnuson (D-Wash.) told Broadcasting they expected relatively swift confirmation.

Pearson Precipitated Hearing

Mr. Pearson, attempting to link Rep. Jones with the Black Legion, precipitated the first hearing June 27 [Broadcasting, June 30] and subsequently cited the Effinger and Webb affidavits in support of his charges. Rep. Jones vigorously denied the accusations. The Barber affidavit, along with the others, was inserted in the record by Sen. Glen H. Taylor (D-1a.) on the Senate floor Wednesday.

The strategy of the opposition appeared to be to hold up confirmation until Congress adjourns on or about July 26. A floor fight may be waged by some Democratic left-wingers—including Sen. Taylor and possibly Claude Pepper of Florida.

But with leadership of both parties actively backing him, Rep. Jones was expected to weather the storm.

Would Succeed Wakefield

Mr. Jones would succeed Ray C. Wakefield, California Democrat, whose FCC renomination was dramatically but inexplicably withdrawn by President Truman on June 18 [Broadcasting, June 28].

Upon Senate confirmation, he probably would take office about Aug. 1.

Mr. Pearson, commentator on ABC and a stockholder in Public Service Radio Corp. which is seeking the facilities of clear channel WBAL, Baltimore, may find himself embroiled in litigation because of his charges against the Commission-designate. Rep. Jones, in an ablaze statement to members of the Committee, served notice that he intended "in due course to take proper legal action."

The Senate committee decision to question the three affiants came at the close of a week in which:

1. Mr. Pearson spent a sizeable part of his Sunday night news commentary criticizing his charges linking the Ohio Congressman with the Black Legion, and offered two affidavits as support.

2. The commentator again repeated his charges, this time in a letter to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate Commerce Committee, and asked the committee to call in witnesses to investigate the allegations; he continued the campaign in his Washington column Thursday.

3. Rep. Jones on Tuesday sent to the subcommittee and other Senators a six-page sworn statement denying the charges in detail and countering that both affidavits offered by Mr. Pearson "are fabricated out of the whole cloth and rest upon a tissue of lies."

4. Sen. Taylor on the Senate floor Wednesday afternoon put copies of the two affidavits and a third, similar one into the record and served notice that he and "many other Senators" would want time on the floor to examine the case if any attempt were made to rush the nomination.

5. Sen. White replied to Sen. (Continued on page 70)

AFM Probers to Call Broadcasters

Union Head Is Expected To Testify Before Group Today

BROADCASTERS face subpoenas from the House Labor subcommittee investigating James Caesar Petrillo, AFM president, it was learned Thursday as the three-man probing body prepared to put the union czar on the stand this morning (July 7).

The subcommittee plan highlighted a week of relative inactivity in the employee relations field as broadcasters and unions devoted themselves to intense study of the import of the Taft-Hartley Act and the Supreme Court decision upholding the Lea Act.

The broadcasting policy of watchful-waiting and study followed the general trend in the whole industrial picture as sweeping effects of the two-alyion battle became apparent. All parties agreed that the changes are of unprecedented importance and all conceded that numerous court tests will be necessary to clear up combined effects of the Lea Act ruling and the Taft-Hartley law.

The House subcommittee plan to subpoena broadcast executives as witnesses in the Petrillo hearing developed when the probers found them loath to provide information against the music ruler. Despite the strong language of the Supreme Court in upholding the Lea Act, the subcommittee has found broadcasters afraid to volunteer testimony against Petrillo.

Many Will Be Subpoenaed

Rep. Richard M. Nixon (R-Calif.), subcommittee member, told Broadcasting many industry executives will have to be subpoenaed.

Their attitude is that they don't want to rock the boat," Rep. Nixon said. "They would rather pay off than face the displeasure of Mr. Petrillo and the threat of a close-up which he wields."

In discussing plans to subject Petrillo to careful questioning, Rep. Nixon declared that the subcommittee, which is headed by Rep. Carroll D. Kearns (R-Pa.), may find the basis for new labor legislation in the AFM hearings starting today. New safeguards may have to be written against feather-bidding and union welfare funds, he said, if it is shown that the Taft-Hartley law does not furnish sufficient protection against these abuses. Third subcommittee member is Rep. Graham Barden (D-S.C.).

Mr. Petrillo will be the first witness in the subcommittee's hearings. The first phase of the investigation is scheduled to last only two days. The subcommittee then will review evidence and decide on its future course.

Rep. Nixon said the probers are aware that a certain amount of pro-Petrillo feeling has been aroused due to popular reluctance to "rock (Continued on page 72)"
NATIONAL NETWORK HOOPERS

<table>
<thead>
<tr>
<th>No. of Stations</th>
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<th>Program</th>
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<td>Eversharp, Inc.</td>
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<td>15</td>
<td>136</td>
<td>Procter &amp; Gamble Co.</td>
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*Includes first and second broadcasts.

WM. GRANT, PRESIDENT OF N.Y. AGENCY, DIES

WILLIAM A. GRANT, 74, president and treasurer of Grant & Wadsworth Advertising Agency, New York, died on June 29 in the Stamford, Conn., hospital after an illness of several months. He was a resident of Stamford.

The early part of Mr. Grant's career was spent in Chicago, where for 14 years he was vice president of the Franklin Co., and for five years president of the Rathburn Grant Co. During the first World War he was in charge of publicity for the Bureau of Public Information and during the Harding Presidential campaign of 1920 he directed publicity for the Republican National Committee. He formed Grant & Wadsworth Inc. in 1923.

Surviving are his wife, the former Maud Carpenter, and two sons, Edward J. and Charles C. Grant.

Sheldon Joins WOR

JAMES SHELDON, former radio director of MacFarland, Aveyard & Co., New York, has joined WOR New York, in the newly created post of executive producer. He succeeds Tom Moore, who has resigned as program coordinator to return to the advertising agency field. Prior to his association with MacFarland, Aveyard, Mr. Sheldon was a producer and director at ABC and has also served at NBC. Mr. Moore has not yet announced his future plans.

New Lever Show


Charles Barry Made ABC Vice President

CHARLES C. BARRY has been elected vice president in charge of programs and television of ABC, according to an announcement last week by Robert E. Kintner, the network's executive vice president. Mr. Barry succeeds Adrain Samish, who has resigned effective August 1 to become president of Show Productions Inc., radio and television subsidiary of Dancer-Fitzgerald-Sample, New York.

The new ABC vice president entered radio as an announcer for NBC in Washington, D.C. Mr. Barry was later assigned by the network as special presidential announcer to the late Franklin D. Roosevelt. He became a program executive of the Blue Network when it was formed into ABC, remaining in that capacity until his current promotion. Mr. Samish, as president of Show Productions, will be in charge of all radio and television activities of Dancer-Fitzgerald-Sample. The position is newly-created, according to the agency.

P & G Renew

PROCTOR & GAMBLE Co., Cincinnati, has renewed two five-weekly programs on ABC for 52 weeks. Tom Breneman's Breakfast in Hollywood program, heard Mon.-Fri., 11-11:15 a.m., was renewed on July 1 for Ivory Flakes. Women's Traveler, which replaced The Kenny Baker Show on ABC on June 30 and is heard Mon.-Fri., 12 noon-12:30 p.m., for Crisco and Ivory Snow, also was renewed on July 1. Compton Advertising, New York, handles both programs.

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N. W. AYER IS AWARDED CONTRACT BY WAR DEPT.

CONTRACT for the 1948 fiscal year Army recruiting campaign has been awarded to N. W. Ayer & Son. Proposed expenditure involves between $4,400,000 and $4,500,000 subject to Congressional approval of appropriations.

N. W. Ayer is now entering into negotiations with the War Dept.'s Military Personnel Procurement Branch, under Maj. Gen. St. Clair Street. Contract contains no renewal provisions, so that the 1949 contract will offer new competitive opportunities.

Board of officers awarded the contract. The only civilian member was Frank C. Page, IT&T vice president. Ayer was selected from 13 agencies invited to make presentations. Agencies included: J. Walter Thompson Co., Young & Rubicam, N. W. Ayer & Son, BBDO, McCann-Erickson, Foote, Cone & Belding, Rutherford & Ryan, Dancer-Fitzgerald-Sample, Biow Co., Grant Adv., Benton & Bowles, Compton Adv., D'Arcy Adv.

SALE OF WKBW BUFFALO REACHES COMPLETION

SALE of WKBW Buffalo to Broadcasting Foundation Inc., a subsidiary of the Churchill Tabernacle (Broadcasting, May 19) was concluded last week after lengthy litigation, an announcement by James Lawrence Fly disclosed. Mr. Fly, former chairman of the FCC, is counsel for Broadcasting Foundation. The purchase had been arranged several weeks ago and awaited only the signature of the Buffalo Broadcasting Corp., owner of WKBW.

According to Mr. Fly the selling price was $375,000, plus the payment of incidental costs resulting from the sale and the abandonment of impending litigation. Churchill Tabernacle built WKBW in 1926 and was its original owner. In 1931 the station was sold to the Ithaca Broadcasting Corp., but the Tabernacle retained the rights to 17 1/2 hours of broadcast time each Sunday.

The terms of this sale led to an extended series of hearings by the FCC.

Yankee Boosts Spots

CONTINUED RISE in spot business and renewals was reported last week by WNAC Boston and the Yankee Network. 172 announcements and station breaks for new accounts and 194 renewals were scheduled to start last week.

Kellogg Now on 205

KELLOGG Co., Battle Creek, Mich., on June 30 added 95 ABC stations to Galen Drake on ABC, Mondays through Fridays, 11:30-11:45 a.m., bringing to 205 the total number of ABC stations carrying the show. Agency is Kenyon & Eckhardt, New York.

"Well, whatdya know, Superdus does fill a three room log cabin just like WOOK said."
**Review of Mayflower Policy Asked**

**WHCU Requests Ruling On Airing Views Of Local Issue**

THE QUESTION of the famed Mayflower Decision’s ban on “editorializing” by radio stations was put squarely before the FCC last week for review.

Cornell U., licensee of WHCU, Ithaca, N. Y., petitioned for a declaratory ruling on whether the station may broadcast its own views and along with those of others on a subject of local interest.

It was the first clear-cut opportunity for a review of the seven-year-old decision, adopted by FCC in 1940, which set the policy that “the broadcaster cannot be an advocate.”

Some members of the present Commission, including Chairman Charles R. Denny and Comr. Clifford J. Durr, have indicated publicly that a reappraisal of the 1940 policy declaration might be desirable. Chairman Denny told the House Appropriations Subcommittee a few weeks ago that the Commission was prepared to give hearings for that purpose this fall [Broadcasting, June 18].

Whether the Cornell petition would speed the action was speculated. Some FCC officials doubted that hearings could start before Sept. 1, and thought the date probably would be later.

Chairman Denny told the House Subcommittee that “this summer we have these three international [Atlanta City] conferences coming up which are going to take a great deal of our time. Then we have the clear channel hearing which is still running, and it does not seem that there is any possibility of getting to the editorializing problem until fall.”

NAB and its President Justin Miller have been consistently outspoken against the Mayflower editorializing ban which they contend infringes on free speech.

WHCU’s petition, filed Wednesday by the Washington law firm of Cohn & Marks, said Cornell U. takes the position that “it can more adequately fulfill its responsibility and that it can more properly serve the community” by presenting its own views along with all others on a pending public issue. It expressed “uncertainty” about its right to do this, in view of the Mayflower Decision’s assertions that:

> Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations on frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of its partisan ends.

WGAR’S POWER OUTPUT IS BOOSTED TO 50 KW

WGAR Cleveland increased its power from 5 kw to 50 kw July 4.

Boost added a half million listeners to the station’s coverage area, as shown by WHCU estimates.

Switch, made during special dedication program 1:15-1:30 p.m., included messages by Cleveland Mayor, B. W. Tatum, President of the National Radio Week Committee, and chairman of the National Radio Week Committee, FM Assn., will direct cooperation of FM stations and will provide speeches, promotional material, suggest program ideas and stage special events on FM networks. Two pages in the Radio Week workbook, to be sent 30,000 dealers as well as other interested trade associations, will be devoted to FM activities.

**FM Day**

Wednesday, Oct. 29, will be “FM Day” during National Radio Week Oct. 26-Nov. 1. The day was selected by W. B. McMillan, advertising director of Westinghouse stations and chairman of the National Radio Week Committee. FM Assn., will direct cooperation of FM stations and will provide speeches, promotional material, suggest program ideas and stage special events on FM networks. Two pages in the Radio Week workbook, to be sent 30,000 dealers as well as other interested trade associations, will be devoted to FM activities.

**NAB Votes Network By-law 629-28**

Result of Referendum Provides Associate Member Status

THE FOUR national networks for the first time hold simultaneous membership in NAB, but these memberships are associate rather than active as a result of a change in the association’s by-laws, effective July 1.

Referendum of NAB’s 1,100-odd active members in June brought an overwhelming vote of 629 to 28 in favor of a suggested change to the by-laws changing networks from active to associate status. The referendum was the first under new procedure adopted by NAB at its Chicago convention last autumn.

Voting was conducted and audited by Ernst & Ernst, New York accounting firm. Results were transmitted to NAB last Monday. Plans for the referendum were drawn up at the NAB’s board meeting May 21-22.

A second referendum is planned in the near future, covering proposals to change the board’s line-up to include FM (two), television and facsimile directors-at-large if the class has 25 members. NAB’s legal department is completing work on details of the second referendum.

**Meaning of By-law**

The network membership by-law means that network representatives henceforth can sit on the board only as observers by invitation, unless a network executive is elected to the board as district director or director-at-large while standing as a candidate representing a network-owned station.

For example, networks on the board have been Frank Stanton, CBS; Frank M. Russell, NBC, and Edgar Kobak, MBS. ABC was not a member prior to July 1. Mr. Kobak sat by choice as an observer.

Unless Mr. Russell is elected as representative of one of NBC’s owned stations, he will leave the board following 17 years’ service. The new membership by-law provision requires that in the case of group-owned stations, the lesser station or stations are ineligible for membership unless the larger station or stations (based on duels) is in membership. Associates now include individuals, firms, or corporations engaged in any business or profession connected with broadcasting but not eligible to active membership due to board approval. Associates cannot vote except as members of committees.

According to C. E. Arney Jr., NAB secretary-treasurer, the change in network membership status could cost of about $30,000 the first year for the association and $45,000 the second, but new memberships are expected to make up the difference. NBC and CBS had been paying about $30,000 annually as actives, MBS less than $10,000. As associates, all four networks will pay $5,000 a year.

Included in the second referendum will be the proposed amendment to the by-laws:

Directors-at-Large. There shall be 10 directors-at-large, two from each major radio station group. Additional directors-at-large from small stations, and one each from the National Educational Broadcasting, the Radio Institute, and in Class A, television stations, and facsimile stations that the composition of the board’s membership-at-large from these classifications shall be such that there are at least 25 active members in such classifications respectively.

The DOOR WAS OPENED for a review of the "Mayflower Decision" last week, when WHCU Ithaca asked FCC for a declaratory ruling on the station's right to editorialize. The petition afforded a peg on which FCC may hang the hearings which officials already had promised to hold on the subject this fall.

involved charges that the station in years past had taken sides in political campaigns and public controversies, and the matter was the subject of the fact that this policy had been abandoned and granted renewal, but in so doing it enunciated its own policy against editorializing.

**NAB Attacks Policy**

The petition was announcing such a policy but at the same time granting renewal, which precluded an appeal, has been attacked repeatedly by NAB.

Cornell U.’s petition was filed in connection with a pending question relating to proportional representation on the Board of Supervisors of Tomkins County, in which Ithaca is located.

The university-licensee favors more equitable representation and said it “desires of affording a full and complete opportunity for all interested parties to present their views over its facilities on the pending question.” It also believes that operation in the public interest under these circumstances would also enunciate the presentation of petitioner’s views on the question.

The petition recognized that its request “raises a question of policy affecting all licensees” and said Cornell U. is “ready and willing to present testimony on this problem if the Commission desires order a hearing thereon.”

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**MAY Tube Production**

MAY production of broadcast receiver tubes totaled 1,675,237 units, according to Radio Manufacturing Assn., compared to 1,618,672 in April. The May output consisted of 7,969,315 tubes for new sets, 2,857,920 for replacement, 5,251,922 for export, 34,080 for Government use.

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Philco Blazes Pioneering Radio Trails

Seeking Leadership In Television And FM

By J. FRANK BEATTY

THERE are few frills at Philco.

Plush would be out of place at the multi-acre collection of fast-producing buildings at Tioga and C, near North Philadelphia. Even the executives ride in a freight elevator, squeezed into a corner by trucks and mail carts.

Parallel rows of production lines hum and clatter continuously, but for sheer artistry in humming and clattering there's nothing finer than the emanations from a conference of Philco executives.

A few factory offices have been flossed up a bit, but the only note of luxury is a lunch room for the upper bracket and visitors. Food and fittings are elegant, but the motif is practical, like everything else around the place. Here executives and their guests gather, ostensibly to eat. They eat, and well. And here's the practical note. They also talk—across the table and across the room, and mill about from group to group. That lunchroom adds an hour's time and a half-dozen conferences to the Philco executive's day.

Philco has no radio department, as such. No set of carefully documented files can yield a history of company advertising. Nobody knows the Hooper on Bing Crosby, Burr Ives or Don McNeill; nor are the figures available on the premises.

Philco has moved into building construction. It has been a matter of modest cars in the mid-20's to large plants in the mid-30's. Which means all its buildings are elegant, but with a deft touch. Even the executives have been flossed up.

In short, every little fixture, every technique, every operation at Philco has a meaning all its own, or is removed from the premises. If it doesn't make or sell more, or better, Philcos it doesn't belong. Yet despite the fierce activity that pervades the place everything is planned, carefully though hastily planned.

The way Bing Crosby airily tosses off his "Pardon me gentlemen, would you object to a word or two from the Philco man," is deliberately designed, like every feature of the program, to pull the listener into a cozy state of contentment. In that state his resistance to the commercial is at a minimum, or more likely his attitude changes.

Philco got into radio in the first place after producing storage batteries since 1892 and trickled utilized devices for radio sets beginning in 1923. BCA came out in the late 20's with a tube that utilized alternating current from a light plug. Philco acted quickly, and hopped into advertising and other.Crooner Crosby's face as well as voice are kept before the public by Philco Corp. in campaigns tied in with broadcast series.

Lift Ban on New Building Construction

Move Expected to Speed Start of Many New Radio Projects

FEDERAL BAN on new construction was abolished under terms of the new Housing and Rent Act of 1947, effective last week.

Radio stations, like all other segments of industry except amusement, entertainment or recreational enterprises, now are free to plan and go ahead with construction projects without getting a permit from Office of the Housing Expenditure.

The 15-month construction ban (VHP-1), formerly enforced by Civilian Production Administration, was lifted Tuesday by Housing Expediter Frank H. Creedon under terms of the new law.

This action opens the way for an enormous backlog of broadcast and television construction and improvement projects. Local boards have turned down many projects under terms of VHP-1, but some have been approved on appeal to the Facilities Review Committee in Washington when it has been shown that the veterans housing program would be negligibly affected.

Since broadcast improvement projects were limited to $1,000—unless, of course, a permit was secured—many important industry expansion plans have been deferred. When the original ban went into effect March 25, 1946, a backlog of some $200,000,000 in projects had accumulated, of which $50,000,000 covered actual buildings. Since that time many important buildings have been authorized by local boards.

Though the national headquarters of CPA, and later OHE, issued frequent policy guides covering the types of structures to be permitted by local boards, varying conditions in the communities affected local decisions on building applications.

A new order on limitation of construction has been issued by Mr. Creedon. It affects only amusement, recreational or entertainment projects. Applications under these categories will be processed in Washington.

In drawing up the order, OHE definitely ruled that broadcasting and television do not come under the "amusement, recreational or entertainment" classification. OHE took the position that broadcasting and television are necessary public functions of an educational type.

The word "entertainment" is used in the sense of theaters, dance halls and taverns and actually covers the recreation and amusement projects. OHE took cognizance of the entertainment aspects of broadcasting but drew the distinction between broadcasting and the amusement industries.

The OHE ban does not apply to "radio and television towers and other transmitting and receiving equipment" to be installed in amusement projects.

OHE estimated that the 15-month building ban had delayed more than $2,000,000,000 in construction projects. This figure covers the entire field of business and industry.

In the standard broadcasting field, many new station projects will be delayed because of refusal of local boards to issue permits. FM and television projects have been able to proceed in many cases despite the building ban because grantees have been able to use present plants. Lifting of the ban will permit broadcasters using temporary facilities to go ahead with plans for facilities of a permanent type.

MERCHANDISING 'DER BINGE'

TRY IT YOURSELF, FOLKS. YOU'LL LIKE IT AS MUCH AS I DO!

CROONER CROSBY'S face as well as voice are kept before the public by Philco Corp. in campaigns tied in with broadcast series.

BROADCASTING • Telecasting

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All fires start small!

Legend says a cow kicked over a lantern and Chicago almost burned down.

It has been said a passenger tossed a cigarette over the side . . . and the Morro Castle burned.

They say a careless camper can leave a fire . . . and half of Oregon’s forests can be destroyed.

Fire fighters are taught . . . don’t try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it’s W-I-T-H that brings on the people who’ll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

W-I-T-H
AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed

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ITU Hears Plan for Union With UN

600 Delegates From 71 Nations at Meeting
In Atlantic City

A CLOSE UNION between the United Nations and the International Telecommunications Union was proposed Wednesday by Garri-
son W. Norton, Assistant Secretary of State for Transportation and Com-
munications, in an address before more than 600 delegates from 71 nations at the opening general ses-
sion of the International Telecommuni-
cations Conference in Atlantic City.

Charles R. Denny, FCC chairman, and Francis Colton Wolf, chief of the State Dept. Telecommuni-
cations Division, were elected chairman and vice chairman of the con-
ference. They are also chairman and vice chairman of the American
delegation to the three world tele-
communications conferences, of which this is the second, and hold the same positions at the International Radio Conference, which began its meetings May 16.

The heads of the 71 national delega-
tions to the ITU have power to sign the basic treaty which the conference will draft, laying down the general principles of interna-
tional regulation in the communica-
tions field. The treaty will be sub-
ject to ratification by the govern-
ments.

Last year a short preliminary conference was held in Moscow in preparation for the present meet-
ing. In the entire 44-year history of these conferences, none has ever

Howard Wilson Co. Will Dissolve On August 1

HOWARD W. WILSON CO., station repre-
sentatives with offices in Chicago, New York, Hollywood and San Francisco, will dissolve effective Aug. 1, it was announced this week in Chicago office.

Organization, which represented approximately 26 stations in the continental U.S. and seven Canadian stations, has been func-
tioning on a partnership basis of George Wilson and Mrs. Howard Wilson, his mother, since the death of Howard Wilson about two years ago. Mr. Wilson has already in-
formed clients, attributing dissolution of company to the ill health of his mother and his desire to liquidate the company rather than sell it to any other station repre-
sentative.

Takes N. Y. Job

CLARKE R. BROWN, former re-
search director of H. Wells Castor & Sons Advertising, Chicago, and radio director and account execu-
tive of Lake-Spiro-Shuman, Memphis, has been appointed marketing and research director of Harry B. Cohen Advertising, New York. Mr. Brown at one time also was radio director of Olan Ad-
vertising, St. Louis.

Open Coast Branch

MADISON Advertising Co., New York, has opened a West Coast branch at 600 Hobart Blvd., Los Angeles. William M. Ahe, has been transferred from the New York office to be vice president of the West Coast operation and Seymour L. Gibson, who was president of Madison in New York, has been appointed branch manager of the Los Angeles office.

concluded without reaching an agree-
ment.

The International Telecommuni-
cations Conference will revise the exist-
ing treaty promulgated at the Madrid Conference in 1932 and con-
sider new business raised by the International Radio Conference. In addition to the technical problems of worldwide allocations and frequen-
cies and their regulation, matters to come before the ITC will include such administrative problems as a set of procedural regulations to be used at international confer-
ces, the basis for admitting coun-
tries to membership in the Interna-
tional Telecommunications Union, and the voting system to be adopted.

Proposed Plan Drafted

Pointing out that the conference “cannot fail to consider the ques-
tion of relationship of the ITU to the UN,” which was not in exist-

cence at the time of the Madrid Con-
ference, Secretary Norton reported that the UN Economic and Social Council, at a meeting in New York a year ago had asked for a world

telecommunications conference to review the organization of ITU and bring it into relationship with UN. A proposal prepared by the UN secre-

ary to achieve this end will be submitted to the conference, he said.

Plans call for the creation of a permanent secretariat to replace the present bureaus. Adminis-
tive and plenipotentiary confer-

ences will be held every four years, with administrative confer-
cees of limited agenda to be called on a shorter schedule to consider special problems requiring immediate at-
tention. Boards and committees of experts would be established.

Inability to make decisions be-
tween conferences has been one of the greatest handicaps of the pres-
ent union, Secretary Norton said.

Replying to Secretary Norton on behalf of the other delegates, Gui-
seppi Gne me, head of the Italian delegation, said they would study the Rio De Janeiro and Moscow proposals and those presented by the Interim Committee and ITU’s reorganisation and its align-
ment with UN.

Lemke Asks 50 mc for FM;
FCC Called to Explain Move

TRANSFER OF FM from the 100 mc back to 50 mc band was urged last week by Rep. William Lemke (R. N. D.) to direct his bill to accomplish the move to the radio subcommittee of the House Interstate & Foreign Commerce Committee at a hearing set for July 8. The hearing was postponed indefinitely late Thursday. The bill was introduced Jan. 20. (H. J. Res. 78) [Broadcasting, Feb. 3].

Mr. Lemke maintains that the FCC has overtransferred the original assignment against an “overwhelming weight of evidence.” He will make this charge directly to the FCC, which is expected to be repre-
tated before the group.

It was not known last week when the postponed hearing would be held. The Commission’s authori-
ties on the subject were absent—both Chairman Charles R. Denny and Comr. E. K. Jett were at the Plenary session of the Interna-
tional Telecommunications Confer-
ence. Mr. Lemke was expected to be too involved to be able to attend the hearing. The Committee negotiations were con-
ducted with Comr. Paul A. Walker.

Mr. Lemke told Broadcasting that he also intends to call Pro-

fessor Earl Armstrong, FM in-
ventor, before the group to support his bill. Professor Armstrong origi-
nally opposed the FCC’s change, and has maintained since that the move gravely interfered with the rapid development of FM.

Mr. Lemke holds that the present assignment of FM to the 100 mc band is an opportunity for residents of the opportunity to en-
joy the benefits of Frequency Mod-
ulation broadcasting.” Backing his bill is E. F. McDonald, president of Zenith Radio Corp.

His bill would direct the FCC to reassign FM to the 50 mc band with power assignments “available up to at least the maximum power heretofore assigned to FM at any time.”

Mr. Lemke has been a bitter critic of radio, and is expected to take the opportunity of his ap-
pearance before the Radio Sub-
committee to voice his views on what he calls “slush programs.” He has warned that unless radio takes steps to reform itself, Congress will legislate reform.

He has been equally critical of the FCC, charging that it is a “political body,” and suggesting that the Commissioners should not be appointed by the President. He has charged also, that FCC’s action in moving FM, “knowingly or un-
knowingly” gave a radio monopoly to the networks. This, he concludes, is one reason for the “poor quality” of radio programs today.

The agreement was reached on medium wave broadcasting.

CBK Uses 540

In the North American continent, the 540-550 kc frequency is now being used by CBK Watrous, Sas-
kechewan, 50-kw Canadian station.

Present arrangement between the U. S. and Canada provides for the use of 540 kc this frequency when a “substitute broadcast channel acceptable to the Canadian government is made available for this station.” Finding such a channel may prove a difficult job and, if that were accomplished, a regional agreement would have to be reached on the basis of use by local, regional or clear. Matter is expected to be topic for discussion at the North American regional engineer-
ing meeting, to be held Nov. 1 in Havana.

Committee has not yet reached an agreement on the upper end of the standard broadcasting band, which France and U. S. R. feel should end at 1600 kc, while the other nations believe should extend to 1605 kc, making the 1600-kc band available exclusively for broadcast purposes. The alternative proposals are that the 1560-

1605-ki kc band be shared by broad-
casting and fixed services on a basis of equality, subject to the condi-
tion of non-interference, or that the 45-ki kc band be assigned to broadcasting primarily but with fixed services to be admitted by regional agreement, subject to the condition that they be assigned without interference to broadcasting.

Final committee finding will be presented to the full conference, presumably at its next plenary session. Following approval by this conference, they will be submitted to the plenipotentiary conference, which has treaty powers, for final ratification.
AUTOMOTIVE INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

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

G. A. RICHARDS
Pres.

HARRY WISMER
Ass't. to the Pres.

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

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Building Permits

PERMITS for two transmitter buildings have been granted by Office of the Housing Expediter, on appeal to the OHE Facilities Review Committee. WWNY Watertown, N.Y., was granted a permit for a $5,042 project. WHBY DePere, Wis., was granted permit for a $14,000 transmitter house.

Reports Sales Up

U.S. TELEVISION MFG. Corp. sales for the second quarter of 1947 will be substantially better than those for the first quarter, UST President Hamilton Hoge told the company's annual stockholders meeting June 24. Earnings for the first three months were $128,404 after allowance for taxes, equal to 40 cents a share, and Mr. Hoge estimated that earnings for the second quarter would be very satisfactory.

ABC CREW handling broadcast of National Open Golf Championship matches in St. Louis was headed by Harry Wismer (extreme l), network's sports director. L to r: Mr. Wismer; Ed Wilhelm, of Mazon Inc., agency for Gillette Co., sponsors of broadcast; Byron Nelson, noted golfer; Maurice Murray, ABC production man from Chicago; Walter MacDonald, Chicago engineer for ABC.

More Farm Service Is Plea of Ohioans

State Farm Bureau Federation Submits Resolution to FCC

A PLEA for more equitable distribution of radio service between rural and urban sections was submitted to FCC last week in a four-point resolution of the Ohio Farm Bureau Federation.

The Bureau, which is associated with several Ohio FM applications through affiliated groups, said its request was based on a feeling that "farmers of the state and nation are being under-served by the radio broadcasting industry in the design of their programs primarily for the big metropolitan mar- kets."

Bureau President Perry L. Green, announcing submission of the resolution, expressed a hope that further consideration will be given to the problem of improved farm coverage when the clear channel hearings reopen, now slated in late September.

The resolution proposed:

1. That an individual with experience and background in agriculture and rural radio be appointed to the FCC to fill the next vacancy.
2. That in accordance with the Communications Act, Sec. 307 (b), the clear-channel waves should be more equally distributed for rural and agricultural coverage throughout the U.S., instead of being concentrated in and primarily devoted to the big metropolitan marke-
3. That 540, 530, and 520 kc be released by the Government as soon as practical, and made available to such applicants as will provide the best rural radio service within a homogeneous area.
4. That if superpower of more than 50,000 w is granted to any radio station in the U.S., such station shall give a fair portion of its time in each time bracket (8 a.m. to 1 p.m.; 1 to 6 p.m.; 6 to 10 p.m.; 10 p.m. to 6 a.m.) to pro-
grams and services of a distinctly rural nature.

Editors Prefer

NUMBER ONE interest of editors in 10 western states is for news and pictures of home town audience participation contestants, according to a survey of the publicity department of ABC Western Division. 181 editors wanted this type of news and 154 of them also wanted pictures. Fashion mats and a weekly column of general radio news ranked third and fourth, re-

Cheaper FM Sets

LOW-PRICED FM sets are foreseen as a result of the FCC's proposal to modify the allocation plan for FM station as-
ignment, which in effect would double the frequency separation between adjacent stations in the same area, according to R. B. Dome, electrical consultant of General Electric's Receiver Divi-
sion. Mr. Dome said that field tests made under broadcasting conditions indicate that doubling FM frequency spacing from the present 400 kc to the proposed 800 kc would permit reduction of the number of tuned circuits from eight to about four.
“Birmingham is a Disk Jock’s Paradise.” So says Variety.

And with good reason. One of its reporters checked the popularity of 86 platter shows in nine major markets, discovered that Birmingham record programs rack up an average rating of 7.3. That’s 300% higher than the overall average in the eight other cities.

Variety wound up its story with the comment: “The survey makes no attempt to analyze why Birmingham, of all places, likes its platter spinners.”

Station WAPI is the answer.

For more than a quarter-century, WAPI has broadcast the kind of radio fare Alabama listeners like—the big name shows of CBS...more local live talent originations than any other competing station...and record programs that build healthy Hoopers. Like these:

<table>
<thead>
<tr>
<th>TITLE</th>
<th>TIME</th>
<th>AVERAGE 1/2-HOUR RATING DEC.-APR. HOOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROUND-UP TIME</td>
<td>8:15-9:30 A.M.* MON.</td>
<td>9.5</td>
</tr>
<tr>
<td>ALABAMA HAYLOFT JAMBOREE</td>
<td>3:30-4:30 P.M. MON.</td>
<td>7.0</td>
</tr>
<tr>
<td>MATINEE IN BIRMINGHAM</td>
<td>4:45-5:30 P.M. MON.</td>
<td>8.9</td>
</tr>
</tbody>
</table>

On Monday, September 8, the average rating for disk jockeys in Birmingham is scheduled to start climbing to a new high. That’s the night WAPI will bring listeners the first edition of the new Tommy Dorsey Show (11:00 p.m. to midnight).

To jockey your product to first place in Birmingham, call WAPI or Radio Sales...and get Tommy Dorsey or one of WAPI’s other platter personalities to work for you.

*Now broadcast 8:15-9:00 a.m., Mon., Wed., Fri.; 8:15-9:30 a.m., Tues., Thurs.

“*The Voice of Alabama*” REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS WAPI
Here's the SCORE...

**WFBL Leads with an Average Rating of 6.21 for all 40 Quarter Hour Daytime Periods...** IN SYRACUSE 8 A.M. to 6 P.M. — Monday through Friday!

- Station B — 5.65
- Station C — 3.82
- Station D — 2.66
- Station E — 1.85

**WFBL Leads in 24 of the 40 Quarter Hour Periods...**

- Station B in 12 periods
- Station C in 4 periods
- Station D in 1 period
- Station E in None

WFBL and Station D tied in first place in one period.

**ASK Free & Peters** to show you complete Hooper Measurements of Radio Listening Audiences for Winter-Spring. It shows WFBL FIRST in total rated periods, and share of audience day and night!

**WFBL**

CBS Affiliate 5000 Watts
## Hooper Measurements of Radio Listening

### SYRACUSE, N. Y.

#### Winter-Spring Report

**Syracuse, N. Y. December thru April**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-in-Use</th>
<th>Rating Station “B”</th>
<th>Rating Station “C”</th>
<th>Rating Station “D”</th>
<th>Rating Station “E”</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>13.5</td>
<td>4.8</td>
<td>4.1</td>
<td>2.6</td>
<td>1.3</td>
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<tr>
<td>8:15</td>
<td>12.5</td>
<td>5.4</td>
<td>3.5</td>
<td>1.9</td>
<td>1.1</td>
</tr>
<tr>
<td>8:30</td>
<td>15.4</td>
<td>5.5</td>
<td>5.2</td>
<td>2.8</td>
<td>1.1</td>
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<tr>
<td>8:45</td>
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<td>4.8</td>
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<td>0.8</td>
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<tr>
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<td>0.8</td>
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<tr>
<td>9:15</td>
<td>19.4</td>
<td>3.9</td>
<td>11.3</td>
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<tr>
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<td>3.4</td>
<td>10.0</td>
<td>2.2</td>
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</tr>
<tr>
<td>9:45</td>
<td>19.7</td>
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<td>9.9</td>
<td>2.5</td>
<td>1.8</td>
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<tr>
<td>10:00</td>
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<td>4.7</td>
<td>8.8</td>
<td>1.8</td>
<td>2.3</td>
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<tr>
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<td>2.2</td>
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<td>6.0</td>
<td>2.8</td>
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<tr>
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<td>6.4</td>
<td>4.5</td>
<td>1.3</td>
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<tr>
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<td>6.8</td>
<td>7.7</td>
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<td>1.5</td>
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<tr>
<td>11:30</td>
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<td>6.3</td>
<td>5.9</td>
<td>5.0</td>
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<tr>
<td>11:45</td>
<td>23.0</td>
<td>8.1</td>
<td>6.1</td>
<td>4.6</td>
<td>1.4</td>
</tr>
<tr>
<td>12:00</td>
<td>27.8</td>
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<td>8.4</td>
<td>4.4</td>
<td>1.5</td>
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<tr>
<td>12:15</td>
<td>27.3</td>
<td>11.1</td>
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<td>2.8</td>
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<tr>
<td>12:45</td>
<td>22.8</td>
<td>9.9</td>
<td>6.9</td>
<td>2.9</td>
<td>3.9</td>
</tr>
</tbody>
</table>

*Station E measurements based on interviewing conducted since February 3, 1947, and are submitted as indicative only.

§ These ratings cover each half hour, as indicated, based on a sample exceeding 600 homes called and, therefore, acceptable as conclusive.

§§ Based on a sample of less than 600 homes called and, therefore, submitted as indicative but not conclusive.
Mr. Courtney is a member of the Washington radio law firm of Courtney, Krier & Jorgensen. He was formerly Assistant General Counsel in charge of the FCC's Safety and Special Services Division. Prior to his resignation from the FCC in July, 1946, he was in charge of the FCC wartime investigation into the extent of telephone and telegraph facilities used for the collection and distribution of horse race gambling information.

Weller, 179 Md. 355, 18 A. 210: It was insisted that the transmission of sports news does not violate any law of the State merely because a recipient of it puts it to illegal use, and that consequently no evidence of illegal activities on the premises of customers, should have been produced against the appellant. Harry E. Bilson, secretary and treasurer of the appellant, asserted that while he had executed the contracts with the customers, he had never visited their places of business, and professed ignorance of the character of their operations. But it is well settled that a telegraph company has the right to refuse service which is connected with illegal operations. The company may refuse to render such service, not only where such action would subject it to prosecution as a participant in the illegalities, but also where it would have the effect of promoting illegality, even though the company might not be liable to punishment for rendering the service.

It will be seen from the foregoing summary that the wire lines disseminator of racing news for gambling purposes occupies an unique borderline legal position. He is not subject to criminal conviction simply because he has furnished a bookmaker information used to carry on an illegal business; but he is not like other citizens in the sense that the courts will not help him to carry on his business by forcing the telegraph or telephone common carrier to supply him with the facts required for the transmission of his racing news.

Suggests Other Questions Assuming that it can be proved that afternoon-long instantaneous broadcasts over a radio station of horse-racing results are used for gambling purposes, then the unique position at law which the racing news wire-line disseminator has earned himself immediately suggests two all-important questions:

(1) Even though the broadcasting of afternoon-long horse-racing news and results be not illegal, is it a method of competition which casts upon one's competitors the burden of the loss of business unless they will descend to a practice which they are under a powerful moral compulsion not to adopt.

(Continued on page 28)
You can't cover California's Bonanza Beeline without on-the-spot radio

To California's great central valleys, add the neighboring Reno corner of Nevada—and you sum up a sales manager's dream! This is the bonanza Beeline market, whose prosperous people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

But don't expect outside radio to sell here. Because, east and west, the Beeline is bordered by high mountains that hinder outside radio signals. Effective radio coverage comes only from on-the-spot radio.

The five BEELINE stations are right in the Beeline's big selling centers. Buy all five for complete coverage of this 2 Billion Dollar market . . . or buy them individually as you choose. For instance, on Fresno, note what figures based on BMB reports say about KMJ: a daytime-nighttime average rating of 93.5% for the home-county audience.

McCLATCHY BROADCASTING COMPANY

<table>
<thead>
<tr>
<th>KFBK</th>
<th>KOH</th>
<th>KERN</th>
<th>KWG</th>
<th>KMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>SACRAMENTO, CALIFORNIA</td>
<td>Reno (NBC)</td>
<td>Bakersfield (CBS)</td>
<td>Stockton (ABC)</td>
<td>Fresno (NBC)</td>
</tr>
<tr>
<td>10,000 watts</td>
<td>1000 watts</td>
<td>1000 watts</td>
<td>250 watts</td>
<td>5000 watts</td>
</tr>
<tr>
<td>1530 kc.</td>
<td>690 kc.</td>
<td>1410 kc.</td>
<td>1230 kc.</td>
<td>680 kc.</td>
</tr>
</tbody>
</table>

PAUL H. RAYMER CO., National Representative

KOH - RENO
KFBK - SACRAMENTO
KWG - STOCKTON
KMJ - FRESNO
KERN - BAKERSFIELD
Race Results
(Continued from page 26)
even though it was not criminal" as the United States Supreme Court has characterized a manufac-
turer's distribution of candy, under a sales plan whereby prizes were given with some of the pieces, in
holding the sales plan to be an unfair method of competition.) (Federal Trade Commission v. R. F. Keppel & Bro., 291 U.S. 304). This is the precise question raised by the
WWDC complaint with the FTC, not here discussed.

(2) Even though the broad-
casting of afternoon-long
horse-racing news and re-
results be not illegal, will
such programs continue to

NETTING
new
AUDIENCES
WSBT is bringing thousands of
new listeners into its loyal audi-
ence. These newcomers are wel-
comed by friendly promotion in
their own communities. WSBT
was a good buy at 1000 watts. Now,
at 5000 watts, it's unbeatable.

WSBT SOUTH BEND
NOW 5000 WATTS!

FACTORS WARRANT CONSIDERATION IN ESTIMATING THE QUANTUM OF PROOF THAT MAY BE REQUIRED.

How Radio Is Used

1) Prompt results of races run are indispensable to large scale bookmaking. For that purpose, a nation-
wide telegraph network is employed to disseminate the results of all major tracks throughout the
country, with "drops" in many cities. But in some
cities no telegraph wire-line drop is available for
bookmaker use. Instantaneous radio results in
these cities fills the gap that might otherwise exist
in the bookmaker's busi-
ness needs.

2) Instantaneous reporting
stimulates betting on the
part of the public. The

better who has won his ini-
tial bet generally expands
his play in the light of his
winning. The better who
has lost his initial bet
often tries to recoup his
losses by further and larg-
er betting. In either event,
the bookmaker's play is in-
creased if the better knows
promptly whether he has
won or lost. And a rapid-
fire radio results program

(3) The FCC is fully aware
of the important roles in-
stantaneous communica-
tions play in the bookmak-
er's business through the
testimony adduced on, the
nation-wide telegraph rac-
ing information network
above referred to, at the
hearings on the Postal-
Western and Ion merger;
and through the FCC's
own wartime investigation
for the Board of War Com-
 munications, pursuant to
FCC Order No. 117, into
the telegraph and tele-
phone facilities used for
the collection and distribu-
tion of gambling informa-
tion.

(4) Racing programs of the
type complained of them-
selves appear to recognize
the need for instantaneous
reporting service, usually
breaking into recordings to
give the latest result and
the price paid by the
winner, second and third
place horses, a practice
normally reserved for lo-
cal or national news sto-
ties of extraordinary im-
portance and timeliness.

(5) The length of these racing
programs, usually of sev-
eral hours duration, offers
another indication of the
special needs of the audi-
ence to which these pro-
grams are presumably di-
rected. (Of course, a sin-
gle broadcast of a feature
race like the Kentucky
Derby, for example, with
its result, would be sub-
ject to none of these criti-
cisms.)

Serious Question

The combined impact of the fore-
gone considerations may serve
materially to reduce the quantum
of specific proof necessary to con-
vince the FCC that such pro-
grams are used for gambling
purposes. Add to that important con-
ideration the disfavor in which
the FCC has expressly viewed
such programs when considering
the FM applications of AM li-
censers carrying such programs,
together with the program imbal-
ance these afternoon-long racing
programs inevitably cause, and it
is hard to see why the accept-
ance and manner of handling these
racing programs raise very serious
questions for the station licensee's
decision.

The importance of this second
question to all those now carrying, or
who may in the future contemplate
carrying, such programs merits
the closest kind of examination of
the question whether such programs are used for gambling purposes. The question, it should be
emphasized, is not whether such
programs may be used for gam-ling purposes, but whether they
in fact are so used. For if the all-im-
portant link to the illegal activity of
bookmaking is not clearly estab-
lished, then it must be assumed
that the broadcasts come under the
category of news. While no station
license should therefore be jeopardy-
dized without specific proof that the
information broadcast is used for
gambling purposes, the following
factors warrant consideration in
estimating the quantum of proof
that may be required.

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programs inevitably cause, and it
is hard to see why the accept-
ance and manner of handling these
racing programs raise very serious
questions for the station licensee's
decision.
2 of the 1,900,001* Philadelphians who get up early

Stuart Wayne, Esq., gets up at break of day, so that he can get to KYW at 7 AM for his ever-popular 2-hour "Musical Clock." Broadcasting news, weather reports, correct time, and public service announcements every 5 minutes, he fills the intervals with pleasant music, good-natured comment. Mail response is heavy, as is sales response for participating sponsors.

Peter Roberts, Esq., arises even earlier... for thousands of listeners are ready and waiting to hear him on the KYW "Morning Salute," 6 to 7 Monday through Saturday. Farmers, suburbanites, city dwellers say that Roberts' voice helps start the day off right... and participating sponsors share the sentiment. Station breaks and spots available.

How come 1,900,001? Well, we figure that 95% of the people get up before 9. In Philadelphia alone, this makes 1,900,000. In addition, KYW's Sales Manager has been up early and late, preparing interesting data on "Morning Salute" and "Musical Clock." This information will be forwarded to you at the drop of a post card, or see NBC Spot Sales.

KYW
PHILADELPHIA • 50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC • WBZ • WBZA • KDKA • WOWO • KEX • KYW • National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Robert McCormick
Personal Washington Representative

Robert McCormick, in a special March Hooper Co-Incidental survey, received a 4.9 rating for thirteen cities—solid proof that his concise reports and experienced interpretations of the news continue to build big audiences. And stations in other areas report listening averages double this rating.

Robert McCormick—Washington newsmen for 16 years, columnist, and war correspondent—knows the Capital from the White House down, and knows the news from headlines down through the people who make them.

Available for local sponsorship on many of the NBC stations which carry his stimulating program, he can be, in full effect, the Washington representative for your local client's advertising.

Each Monday through Friday afternoon, at 1:30 EDT, Robert McCormick's news analysis program originates in Washington—highlighting the morning's news events... anticipating the afternoon's developments.

Robert McCormick is an NBC Co-operative Program
America's No. 1 Network
the National Broadcasting Company

A service of Radio Corporation of America

Page 30 • July 7, 1947
The younger generation receives full attention from WOAI. Whether the youngsters are tots or in their 'teens, they enjoy programs specially selected to attract them. And these programs are prepared with careful attention to their effects on the minds of the young. It is entertainment—but entertainment coupled with stimulating instruction. Enthusiastic response has shown that the tots and 'teen-agers look forward eagerly to their programs over WOAI.

WOAI is the only 50,000 watt, clear channel broadcasting station serving the whole of central and south Texas.
BMB provides further

By any standard, day or night, NBC is America’s No. 1 Network

...and the higher the standard, the greater is NBC’s superiority

For the first time, a research organization supported by the entire industry has measured—on a uniform basis—the number and location of all radio families comprising the weekly listening audience of each U. S. radio station and network.

In those counties where 75% or more of the radio families listen to any of the four major networks “one or more times a week,” NBC leads by a wide margin—ranging from a 33% advantage over Network “A” at night to a 322% advantage over Network “C” in the day.

The charts opposite present a comparative picture of listening based on this high standard of 75% and over—a much more significant basis for comparison than any lower level. However, even on the minimum basis of 10%, NBC has a dominant advantage over all other networks.*

How much more? Audience figures released by BMB are based on listening “one or more times a week.” How much more do people actually listen to NBC? Facts on that subject and many others are included in NBC’s detailed booklet on the BMB survey to be issued shortly.

proof...

AUDIENCE IN COUNTIES WHERE 75% AND OVER OF THE RADIO FAMILIES LISTEN "ONE OR MORE TIMES A WEEK."

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>NIGHTTIME AUDIENCE</th>
<th>% OF TOTAL U.S. RADIO FAMILIES*</th>
<th>DAYTIME AUDIENCE</th>
<th>% OF TOTAL U.S. RADIO FAMILIES*</th>
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</thead>
<tbody>
<tr>
<td>NBC</td>
<td>30,116,240</td>
<td>89%</td>
<td>22,856,940</td>
<td>67%</td>
</tr>
<tr>
<td>Network A</td>
<td>22,689,710</td>
<td>67%</td>
<td>14,558,050</td>
<td>43%</td>
</tr>
<tr>
<td>Network B</td>
<td>12,716,480</td>
<td>33%</td>
<td>9,003,670</td>
<td>26%</td>
</tr>
<tr>
<td>Network C</td>
<td>8,499,130</td>
<td>25%</td>
<td>5,421,670</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Total radio families January 1946—33,998,000 as estimated by BMB. A more recent survey indicates that as of January 1947 there were 35,900,000 radio families or 93% of all U.S. families.

... the National Broadcasting Company
WGTW WLVA WSLS Get Power Increase, Lower Frequency in FCC Decision

ACTING in the complicated, long-pending Virginia-Carolina cases involving 590 and 610 kc, FCC handed down a proposed decision last Tuesday looking toward regional assignments for three existing stations and establishment of a new fulltime local at Roanoke.

The proposed grants: WGTW Wilson, N. C.—Change from 590 kc with 320 w to 590 kc with 7 kw, fulltime. Subject to filing and approval of application for modified daytime directional antenna plan.

WLVA Lynchburg, Va.—Change from 1230 kc with 200 w to 590 kc with 1 kw. Conditioned on giving daytime protection to WGTW, and to filing of application covering separate directional antenna plans for day and night.

WSLS Roanoke, Va.—Change from 1230 kc with 200 w to 610 kc with 1 kw. Subject to filing an application covering separate directional systems for day and night.

Virginia Broadcasting Corp.—New Roanoke station on facilities to be given up by WSLS. Subject to filing of application for these facilities, and to their being vacated by WSLS. Virginia Broadcasting had applied for 610 kc with 1 kw, but FCC concluded WSLS was entitled to preference on the strength of its past record.

Two other applications in the proceeding were given proposed denials. They were WGBR Goldsboro, N. C.'s request to move from 1400 kc with 250 w to 590 kc with 5 kw, and WFTC Kinston, N. C.'s application for the same regional facilities in lieu of its present 250-w operation on 1230 kc. Among the three Carolina applicants, FCC preferred WGTW on grounds that its proposal would serve a larger population, daytime and nighttime, than would either WGBR or WFTC.

Four of the six applicants—the three Carolina stations and WSLS—originally applied for 590 kc with WLVA and Virginia Broadcasting seeking 610 kc. On this basis, FCC noted, only one grant could have been made on each frequency.

During hearings, however, WSLS and WLVA submitted alternate proposals relating to possible operation on either frequency, and other applicants suggested modifications of their original proposals in order to give greater protection to the other applicants.

These modifications and alternate proposals, FCC pointed out, made possible the granting of three of the regional requests, instead of only two. Effecuation of the modifications is a part of the conditions specified with the proposed grants. The applications for them must be filed and approved within 60 days.

Carleton D. Smith, general manager of NBC's WRC Washington, is 15% stockholder of Virginia Broadcasting Co., proposed grantee for the Roanoke local assignment. He is a former resident of Roanoke.

Other stockholders:

Randolph G. Whittle, Roanoke attorney and Juvenile Domestic Court Judge, president and 22½%; D. J. Boxley, Roanoke businessman, vice president and 12½%; W. C. Barnes, president and 45½%; owner of WMBA Martinsville, Va., secretary and 25%; J. T. Cunningham Jr., vice president and treasurer.

Coast Ventura Co. Wins FCC's Favor

GETS Proposed Grant for 250-w Station

In a three-to-one decision announced Monday FCC proposed to grant application of Coast Ventura Co. for new station at Ventura, Calif., on 1450 kc with 230 w power and unlimited hours. The Commission would deny competing application of Ventura Broadcasters Inc. Comr. Ray C. Wakefield voted for a grant to Ventura Broadcasters and denial of the Coast Ventura application because of greater ownership-operation integration.

The majority, consisting of Comrs. Clifford J. Durr, Rosel H. Hyde and Paul A. Walker, favored Coast Ventura because of greater local residence and "the assurance which such residence provides of familiarity with local conditions and problems." The report stated four of the six stockholders—representing 60% ownership—are long-time residents of the area and while they will not devote full-time to the station, they will participate actively as directors and, in addition, have specific operation functions.

Ownership of the proposed grantee:

Edward Henderson, life-long resident of Ventura County, attorney, president, 20% owner; Carrol H. Hauser, licencce of KHUM Eureka, Calif., who will move to Ventura as general manager and technical director, taking part time for KHUM, secretary, 30%; James W. and Mrs. Dodge ranching and farming (Mrs. Dodge is theatre operator at Oxnard, four miles away, where she and husband live), directors 20% (jointly owned); Charles E. Stuart, Ventura dentist and a local resident of long standing, also holder of amateur and commercial operator's licenses since 1914, 20% owner; Robert M. Werner, in radio programming and production since 1936, who will move from Los Angeles to Ventura to be station's program director and studio manager, 10% owner; Mr. Stuart for six years has been engaged by Chinese government to receive overseas shortwave broadcasts and relay them to domestic offices of Chinese News Service. He is expected to take active interest in policies and operation of station. Mr. Dodge would serve as advisor on agricultural problems.

Ventura Broadcasters Inc. is headed in ownership by Bert Williamson, vice president (50%), who has been assistant manager and chief engineer of KTKC Visalia, Calif. Mr. Williamson would move to Ventura as general manager. His assistant chief engineer at KTKC, Hyman Tretter, is secretary-treasurer and 15% owner. Mr. Tretter would be new station's chief engineer. Remaining interest is divided among six individuals.

KTBK Transfer

CONSENT was granted by FCC last week to assignment of license of KTBK Austin, Tex., from Claudia T. Johnson, sole owner, to Texas Broadcasting Corp. of which Mrs. Johnson is president and owner of 308 of 400 shares class A stock and all 100 shares class B stock.
1 buys 5 in Georgia

The Georgia 5 Star Group is a BIG BUY

★ PRIMARY COVERAGE IN THE FIRST FIVE GEORGIA MARKETS
★ PROGRAM LEADERSHIP
★ ONE ORDER
★ ONE INVOICE

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.
With Offices in Atlanta, Chicago, New York, Los Angeles, and San Francisco.
Just weigh the facts... that's all we ask.

See for yourself, and be convinced—convinced that WMC is first in Memphis' Billion-Dollar market—first in programs, first in audience, first in results.

Give us a chance, and we'll prove it.

WMC
"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

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

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

WMC-FM... the first FM broadcasting station in Memphis and the Mid-South

11 Cleveland FM Applicants Are Given Proposed Grants

GRANTS for all 11 FM applicants in the Cleveland-Akron-Elyria area were proposed by FCC last week.

The proposed decision would put eight Class B stations in Cleveland, two in Akron, and a Class A station in Elyria. Construction costs estimated by 10 of the 11 applicants aggregated $1,028,000, including $1,028,000 for AM installation or improvement costs in two cases.

All of the applications were for Class B stations. FCC noted, however, that a Class B grant at Elyria would deprive Cleveland of one of its eight allocated channels and require denial of one of the Cleveland applications. On the other hand, the Commission said, a Class A station would serve Elyria satisfactorily. The Elyria applicant had indicated willingness to accept a Class A grant on that condition.

FCC concluded that the requests of three of the Cleveland applicants—WIKT WATM WGAR—for power above 20 kw and antenna height above 500 feet should be denied. Its grounds were that interference to other stations would be likely, that the extra power would not serve rural areas not served otherwise, and that normal maximum power will serve Cleveland and its trade area satisfactorily.

The applicants and assignments proposed for them:

**CLEVELAND**
United Broadcasting Co. (WKJ)—150.7 mc (Channel 164); 20 kw effective radiated power and antenna height 1,000 feet above average terrain.
NBY (WJAM)—105.7 mc (No. 288); 20 kw, 500 feet or equivalent coverage.
JWY Inc. (WJY)—104.1 mc (No. 281); 1.5 kw; 750 feet or equivalent coverage.
WJY-CIO Broadcasting Corp. of Ohio—101.3 mc (No. 217); 20 kw; 500 feet or equivalent coverage.
WGAR Broadcasting Co. (WGAR)—96.5 mc (No. 228); 20 kw; 500 feet.
Scripps-Howard Radio (permittee of WERE-TV)—101.3 mc (No. 211); 20 kw; 500 feet.
Telair Co.—106.5 mc (No. 293); 20 kw; 500 feet.
Cleveland Broadcasting Co. Inc. (permittee of WERE)—88.5 mc (No. 253); 15 kw; 555 feet.

**AKRON**
Allen J. Simmons (WADC)—96.5 mc (No. 223); 15 kw; 518 feet.
Summit Radio Corp. (WAKR)—97.5 mc (No. 248); 2 kw; 500 feet or equivalent coverage.

**ELYRIA**
Elyria-Lorain Broadcasting Co.—92.1 mc (No. 2); no Class A license; to file application for modification of permit specifying operation as Class B station.

The total anticipated construction cost did not include an estimate by Scripps-Howard Radio. It did include a $327,605 estimate by WGAR covering both FM and increasing AM power from 5 to 50 kw, and a $111,750 estimate by Cleveland Broadcasting Co. representing construction of both WERE and the FM adjunct.

The proposed grant to WBC is the network's sixth FM authorization. Besides operating WMC-FM New York and WRC-FM Washington, NBC has grants for WNAC and WERC in Chicago, and is licensee of six AM stations. United Broadcasting is licensee of an experimental FM station at Cleveland and also owns WHK in Columbus and WHKJ Akron, and has an FM permit for Columbus.

WGAR, through President G. A. Richard- ards, has an ownership affiliation with WRJ Detroit and KMPC Los Angeles, both of which have FM permits.

Scripps-Howard Radio, a subsidiary of the Scripps newspaper chain which includes the Cleveland Press, is licensee of WCPX Cincinnati and WNOX Knoxville, Tennessee, both have FM grants; is principal owner of WMC Memphis, also an FM permittee; has an FM grant for Indianapolis, and was unsuccessful applicant in a competitive proceeding for a new Cleveland AM station earlier this year.

WJW is wholly owned by William M. O'Neill, minority stockholder (less than 2%) of General Tire & Rubber Co., which controls Yankee Network. It has no other broadcast station interest.

Cleveland Broadcasting Co., permittee of WERE in Cleveland, is owned by Henry D. Tremmel (12.1%), president of North American Fibre Products Co., Cleveland, and is owned primarily by local business and professional men. These include Alvoney Johnston and Alexander F. Whitney (1.3% each), leaders of the brotherhoods of locomotive engineers and railroad trainmen, respectively.

Telair Co., holder of a Class B FM grant for Detroit, is owned by 11 business and professional men, headed by W. A. Frazer, patent counsel of Firestone Tire & Rubber Co.

The proposed grant to UAW-CIO Broadcasting is the third for corporations organized by International Union, United Auto Workers. Earlier grants were for Detroit and Chicago. The union also has applied for AM in Detroit.

WAKR's principal owners are Assistant General Manager Viola G. Berk (47.3%), and Beacon Journal Publishing Co. (49%), which publishes the Akron Beacon-Journal. The station is controlled by Knight Newspapers Inc. The station has direct or indirect interests in WIND Chicago (44%), and WQAM and WQAM-FM Miami (100%) and also owns Knight Radio Corp., which has a Detroit FM grant.

WADC is owned by Allen T. Simmon's, who has been licensee of the station for more than 21 years.

The station is owned by 31 stockholders. Roy W. Annell, vice president and general manager of Elyria Telephone Co., is president and owns 8%, and will be active executive head of the proposed station. Other stockholders include Loren M. Berry, Frank Ullah, Robert H. Hirsch, and Ronald B. Woodward (8% each), who have interests in Skyway Broadcasting Co., FM conditional grantee and AM applicant at Columbus; Skyland Broadcasting Co., AM and FM applicant at Dayton, Mr. Woodward also owns 44.8% of WIZE Springfield, Ill., and formerly owned and managed WINK Ft. Myers, Fla.

Fedderson Opens Annual Northwestern Institute MEMBERS of the broadcasting industry must cast aside "cynical attitudes" toward radio and assume a moral responsibility in behalf of constant improvement of the medium, Don Fedderson, co-director of the NBC-Northwestern Institute, told students at the opening lecture last week of the sixth annual session.

Speaking on the subject, "Trends in Radio Broadcasting," Mr. Fedderson, who is also acting chairman of the university's School of Speech Radio Dept., declared that one of the misleading fallacies associated with commercial radio is that it is vulgar and bad because it appeals to the great mass of people. He added that the greediness and badness of radio rests solely with the people who operate it. Mr. Fedderson cautioned against the belief that present public taste in broadcasting was "The Ultimate in Taste," saying that good radio is not always synonymous with listeners demands.
IT'S Moving Day FOR KMAC-KISS

A Great New RADIO CENTER in the Heart of Downtown SAN ANTONIO

MUTUAL and TSN KMAC-KISS

222-224 WEST COMMERCE STREET
SAN ANTONIO, TEXAS
Howard W. Davis, Owner

Now Represented Nationally by JOHN E. PEARSON COMPANY

It's newer, bigger, better quarters for KMAC-KISS, with:
- 27 Studios and Offices
- New Furniture and Fixtures
- Completely Air-Conditioned
- Everything New and Up-to-the-Minute

enabling us better to bring top-notch service to our community and to advertisers whose messages we relay to so many thousands of KMAC-KISS fans in this rich area.

READY TO SERVE YOU
WADC Censorship Charge Refuted

Plea of Akron Station For WGAR 50-kw Case Rehearing Denied

IN WHAT MAY BE a preview of its court defense of Blue Book program policies, FCC denied last week that it was guilty of "censorship" in its decision on the competing applications of WGAR Cleveland and WADC Akron for 50 kw on 1220 kc.

The Commission gave its answer in a memorandum opinion and order denying a petition of WADC for rehearing on the case, which the Akron station lost on the basis of its plans to carry nothing but network programs starting at 8 a.m. daily if granted [BROADCASTING, May 26].

The petition and its denial were further steps toward a WADC appeal to the Circuit Court of Appeals for the District of Columbia. Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC, reiterated last week that an appeal would be taken.

In its petition WADC charged that FCC's decision in the WGAR-WADC case not only constitutes "censorship of the proposed programs of [WADC], but in purporting and undertaking to lay down general rules of prior textual consideration of programs, it thereby undertakes to establish a code of censorship for the broadcasting industry."

The Commission replied that "this contention is completely lacking in substance." It argued:

It may be noted, for instance, that the Commission decision in no way states what particular programs or types of programs WADC would have to put on the air before it could be considered to serve the public interest, nor is there a single word in the Commission's decision which would be taken as indicating a Commission prohibition on the broadcast of any particular program or type of program. It is not censorship to determine that an applicant for a station license fails to demonstrate that he can meet the statutory obligation to serve the public interest when he purports to offer a service for the entire portion of the broadcast day beginning at 8 a.m. which would pay absolutely no attention to particular interests of the community to be served.

He would instead have programming of his station during this major portion of each day vested in an organization which, whatever the merits of its programs may be, makes no attempt to schedule these programs with any particular interests of the residents of the Cleveland-Akron-Canton area in mind.

The claim that the Commission is limited in its licensing proceedings to considerations of a technological nature has been specifically repudiated by the Supreme Court. (National Broadcasting Co. vs. United States 319 U. S. 190, 216-217.) The Commission's predecessor, acting under a similar statute and without the courts when it failed to renew the licenses of several stations, whose program policies and operation have been found to be contrary to the public interest, (KKFK Broadcasting Co. vs. Federal Radio Commission, 55 F. 997; Trinity Methodist Church vs. Federal Radio Commission, 61 F. 2d 508.)

In both of these cases a similar argument that the Commission's action constituted "censorship" prohibited by the Radio Act was specifically rejected. The change that the Commission is indulging in illegal censorship in denying to license a station which intends to make absolutely no effort to tailor the programs to be offered over its facilities from 8 a.m. through the remainder of the broadcast day to the particular needs of the community to be served is, therefore, clearly without merit.

To many of the other charges leveled by WADC, the Commission replied that they "have already received extensive consideration in the course of these hearings and have been determined adversely to the petitioner" in the decision on the case.

When WADC contended that network programs have "points of origin in many communities, including Cleveland and the communities of the area surrounding Cleveland," FCC responded that this "has no bearing on the matter":

The point expressed in the Commission decision is not that all or a majority of the network programs originate outside of the station's service area, but that the programs of the national network, where their point of origin, are programs geared for a national audience and that such programming standing alone for the full broadcast day after 8 a.m. as would be the case if petitioner's application was to be granted, do not adequately serve the peculiar local needs of any community.

WGAR's application to go from 5 to 50 kw (Directionalized) on 1220 kc was granted. WADC had sought to have the same assignment in lieu of its present operation on 1350 kc with 5 kw. Comrs. Paul A. Walker, E. M. Webster and Ray C. Wadsworth did not participate in the denial of WADC's petition for re-hearing.

New Disc Company

ALAN LADD, film star, and Bernde Joslin have organized Mayfair Transcription Co., with offices at 942 S. La Brea Ave., Los Angeles. Mr. Joslin was formerly president of Jos-Lin Recording Co., Boston. Vern Carstensen has been made sales promotion manager of firm. First venture will be an as yet untitled half-hour adventure series starring Mr. Ladd. Cutting starts July 15.
No. 2 of a series...

**TMJ-TV**
Television station of THE MILWAUKEE JOURNAL (WTMJ and WTMJ-FM)

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

**Before the end of 1947, WTMJ-TV will bring television to Milwaukee—inaugurate a regular schedule of commercial programs.**

Long aware of the significance of television, The Milwaukee Journal station originally ordered RCA field equipment before the war. Field cameras and associated equipment were delivered to WTMJ in December 1946 and are presently being used to develop and demonstrate new television programming techniques.

RCA will shortly deliver everything needed to get WTMJ-TV on the air. Included will be such equipment as RCA's new 5-kw television transmitter, two image-orthicon, field-camera chains for remote pick-ups and simple studio shows, microwave relay equipment, a film-camera chain, a studio synchronizing generator, and a three-section Super Turnstile antenna. Also on order is an RCA 50-kw FM transmitter to expand the coverage of the Milwaukee Journal's key FM station, WTMJ-FM.

Future television plans call for complete studio and control equipment to present elaborate live programs, a 500-foot tower to increase television coverage, and the remodeling of studios and offices to permit full-scale television operations.

The Milwaukee Journal is one of the many leading newspapers and top broadcasters to select television by RCA. Everything you need to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-G-1.

Milwaukee's Radio City houses WTMJ, WTMJ-FM, and a television studio. The studio and a 300-foot tower forms the nucleus for WTMJ-TV.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Broadcasting • Telecasting

July 7, 1947 • Page 59
COMPARATIVE RATINGS BEST, INSTITUTE IS TOLD
COMPARATIVE-RATING method of radio audience measurement is the highest form of advertising measurement ever evolved and has given the advertiser a "dependable and accepted yardstick" upon which he can base his expenditures, C. E. Hooper of C. E. Hooper Inc., said July 1 at a session of the sixth annual NBC-Northwestern Summer Radio Institute.

Mr. Hooper, speaking on "Audience Measurement," was the third in a series of twelve speakers who will address the six-week session.

Predicting that statistics will play an increasingly important role in determining the impact of radio broadcasting as an advertising medium, Mr. Hooper said that the coming battle over various methods of audience measurement will result in the development of a "refined and exacting yardstick."

FIRST winners of the annual Scholarship Awards of $100 each as set up by the Indiana Broadcasters Assn. [Broadcasting, Oct. 21, 1946] received formal presentations June 24 at Indianapolis from George C. Biggar, general manager of WIBC and president of IBA. Left to right are: Mr. Biggar; C. F. Albright, general manager of WKBV; Fred A. Brewer, Indiana U., winner for script writing; Patricia Phillips, Indiana State Teachers College, winner for children's programs; Wilfred H. DeWitt, Butler U., selected in the announcing and newscasting category; Carl Vandagrift, WOVO. Messrs. Biggar, Albright and Vandagrift are members of the scholarship committee.

4 STATION TRANSFERS TENDERED FOR FILING

FOUR STATION transfers, two involving considerations totaling $72,500 and two seeking change only in firm status, have been tendered for filing at FCC.

Consent is sought to assignment of license of KVOC Casper, Wyo., from Natrona County Tribune to KVOC Broadcasting Co., new firm composed of some of the present owners. Price is $50,000.

WCJU Columbia, Miss., asks approval for assignment of license from present partnership, Forrest Broadcasting Co., to Lester Williams, for $22,500 consideration.

Assignment of the construction permit of WILX North Wilkesboro, N. C., from Carolene Broadcasting Co., to a partnership, to a corporation of the same name and same owners, also is requested. No money is involved.

Voluntary assignment of license of KKIN Visalia, Calif., is asked from D. O. Kinnie, sole owner, to KKN Inc., new firm of which Mr. Kinnie is chief owner and president. Madge K. Kinnie is vice president and Garet H. Houk is secretary-treasurer. KKN presently is conducting program tests. Transfer is to separate station from Mr. Kinnie's other business interests.

KVOC CASE

In the KVOC case, ownership of the Tribune and proposed licensee is: Earl E. Hanway, president and 36.75% owner of the Tribune, president and 40% owner KVOC Broadcasting; Mrs. Sunshine Hanway, vice president and 14% owner of the Tribune; Jack W. Perry, Tribune secretary-treasurer (8%), vice president and 20% owner of KVOC Broadcasting; Mrs. Isabel Fitzgerald, 33.25% owner of Tribune; Earl Perry Hanway, Tribune 2% owner, treasurer and 20% owner KVOC Broadcasting; John E. Bailey Jr., 20% KVOC Broadcasting; and Clark F. Perry, 2% both Tribune and KVOC Broadcasting. The Tribune in addition to the $50,000 receives 500 shares of KVOC Broadcasting. Under the terms, the assignee may not sell station without Tribune consent.

Reason for the WCJU sale is that the principal partner (60%), C. J. Wright, can not devote proper time to the operation because of poor health and his doctor's orders, according to the application. Remaining interest is equally divided between B. M. Wright and C. J. Wright Jr. Together they also own WPOR Hattiesburg, Miss. Mr. Williams is given as WCJU limited partner with interest limited to 10%. He is owner of the Tyler Times; 40% owner of the Columbia Publishing Co., publisher of the Columbia-Progressive, Columbia, Miss., and 48% owner of the Picayune Publishing Co., publisher of the Picayune (Miss.) Item.
Here are some of the GREAT STARS—

FRED ALLEN
JUDITH ANDERSON
DANA ANDREWS
FRED ASTAIRE
FAY BANTER
INGRID BERGMAN
JOHN BOOTH
RONALD COHAN
JAMES DUNN
MAURICE EVANS
LYNN FONTANNE
JOHN GIELGUD
ULLIAN GISH
REX HARRISON
WILLIAM HOLDEN
OSCAR HOMOLKA
WALTER HUSTON
GERTRUDE LAWRENCE
ALFRED LUNT
FREDRIC MARCH
JAMES MASON
RAYMOND MASSEY
DOROTHEA MCGUERE
BURGESS MEREDITH
BASIL RATHBONE
GENE TIERNEY
ROBERT WALKER
CLIFTON WEBB

They appeared in such GREAT PLAYS as these:

MACBETH
BLITHE SPIRIT
OUR TOWN
DOESWORTH
MEN IN WHITE
THE ANIMAL KINGDOM
WIVES IN RETIREMENT
KIND LADY
ANGEL STREET
THE GREAT ADVENTURE
THE OLD MAID
BURLESQUE
A BILL OF DIVORCEMENT
BROADWAY
THE AGE OF INNOCENCE
WHAT EVERY WOMAN KNOWS
THE PARDON TAKES A WIFE
THE MAN WHO COME TO DINNER
THE IMPORTANCE OF BEING EARNEST
THE MALE ANIMAL
YOU CAN'T TAKE IT WITH YOU

In its first season (1945-6) The Theatre Guild on the Air made radio history: it won more awards than any other program had ever won. During its second season, which ended last Sunday June 29th, the show has gained steadily in prestige, in popularity, in listenership: the increase in share of audience is more than 200% over the start of the first season. And climaxing The Theatre Guild on the Air's long list of awards this past year, the critics picked it their "favorite dramatic show" in Billboard's 16th annual poll. What a long way to travel in only two years!

In the fall, The Theatre Guild on the Air will again be broadcast on ABC Sunday evenings at an earlier hour (9:30-10:30 pm). We at the network will continue to do everything in our power to make the new season even more brilliant than the past two have been. It is with a tremendous amount of pride that we say to The Theatre Guild and to United States Steel: "Welcome from all your friends at ABC."
Plan Manufactures

Census Next Year

Senate Unit Okays $4,000,000 Allotment for Annual Survey

A CENSUS of manufacturers in 1948, the first since 1939, seemed virtually sure with approval a fortnight ago by the Senate Appropriations Committee of a $4,000,000 allotment.

The committee's action follows a previous House allotment for the same amount. Although it was $1,000,000 less than requested, additional funds are provided for under another budget heading.

The Census Bureau had requested a survey for a regular biennial census and one in 1946 for a census of manufactures likewise were rejected by Congress.

The bureau expects to send out its forms in December, and dependent upon how quickly they are filled out and returned, the bureau hopes to announce preliminary results beginning in July 1948.

The census will be similar to the pre-war ones and will cover all manufacturing activity. Of special interest to the radio industry are Forms MC41A and MC41D. The former covers operations, radio television equipment (except radio tubes), and phonographs, while the latter concerns electronic tubes.

COWELL MADE SAVINGS BOND DIV. RADIO HEAD

WITH appointment of Nathan Porter Colwell as radio director, the Treasury's Savings Bond headquarters moves today (July 7) from New York to Washington. Mr. Colwell's office will be in the Washing- 
thogonal Bldg., site of former radio headquarters.

Brent O. Guntz, who has served as radio director since March 1946, remains to see out his own talent firm in New York.

Mr. Colwell has been radio di- rector of Calman Adv. Agency, New York. Previously he had been with Grey Adv. Agency, Tompkin Adv. Inc., and Joseph Hershey Mc- Gilvra Inc., and before that had been a radio consultant for Lord & Thomas, N. W. Ayer & Son and J. Walter Thompson Co. He was the first radio director of Blackett- 
Sample-Hummert, and has been ac- tive in the agency field more than a decade. He is a graduate of Dart- 
mouth and U. of Toronto.

Mr. Colwell serves under Louis J. Carow, director of radio, press and advertising for the Savings Bond division.

Current bond campaign is fo- cused on payroll savings on a bond- 
month basis, in cooperation with banks. Radio activities include weekly quarter-hour dines on 1,257 stations, transcribed shorts and special programs.

DEEP WATER FISHING trip was a success for this trio (l to r— Glenn Marshall Jr., WMBC Jackson- 
sville, Fla., sales manager, Charles Coleman, of Avery-Knedel Inc.'s Atlanta office, and John T. Hopkins III, manager and chief en- gineer of WJAX Jacksonville), and the size of the catch is proof enough. Picture was snapped at St. Augustine as trio returned to shore.

SULLIVAN WILL SURVEY TV MARKET FOR 'NEWS'

B. O. SULLIVAN, of the New York News advertising depart- ment, has been appointed to survey the television market for that 
newspaper's new video station. Mr. Sullivan joined the News in 1937 and during the past 20 years has been in both the national and local advertising departments. In 1941 he was lent by the News to AP for a similar survey preliminary to sale of

Mr. Sullivan AP service to radio 
news networks.

During the next few months Mr. Sullivan will visit television stations to survey the size of the poten- tial market for commercial programs, will learn plans of the set manufacturers and will study advertising rate structures.

On May 14 FCC formally granted a television license to the New York News and assigned Channel No. 11 to the new video station. Operating with 16.3 kw, it will start with a weekly schedule of approximately 20 hours and work up to 28 hours in the first year.

Electronics Meeting

UNIVERSITIES, research or- ganizations, and industries will participate in the 1947 National Electronics Conference to be held Nov. 3-6 at Chicago's Edge- 
water Beach Hotel. Some of the subjects slated for discussion in- clude infra-red developments, ad- vancements in color television, anten- nas, guidance devices for the blind, instruments for industry, and guided missiles.
"PUT YOUR LITTLE FOOT RIGHT HERE"

The "Put Your Little Foot" is a step that is not in the routine of most dance studios, but it's as much a part of a dude ranch dancing party as slicking your hair or shining your boots. "Putting your little foot" is one of the interesting experiences that accounts for the thousands of dudes and natives who each year flock to Texas resort ranches to spend from a weekend to a month.

All of which is to remind you who lack first-hand proof that, in the heart of Texas, folks live differently, like their radio programs with a touch of "put your little foot"—with a touch of Texas!

And, if you have doubts about which radio station has effectively used a different programming formula to capture the heart of Texas—those 105 rich counties with 594,011 radio families—ask any native who is a Texas food or drug distributor. Or better yet, call one of those dudes at John Blair & Company for facts and figures that will show you how to cover the biggest hunk of Texas with one 50,000 watt non-directional signal on 680 kc.

JOHN BLAIR & COMPANY
Representatives
AMERICAN BROADCASTING CO.

THE HEART OF TEXAS BELONGS TO—

KABC
SAN ANTONIO

50,000 WATTS, DAY
10,000 WATTS, NIGHT
TEXAS STATE NETWORK

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

BROADCASTING • Telecasting

July 7, 1947 • Page 43
We never put a Yankee on Peachtree Street...

Our man in Atlanta is a born and bred Southerner. When he says “you all,” he means more than one person. He eats hickory-smoked ham, black-eyed peas and turnip greens; he talks the language of his people.

Your interests are best represented by Southerners in the South, by Californians in California and by New Yorkers in New York. Each in his market has an at-home familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This “local” representation is another special feature that helps to build the quality and character of our company. This has been our consistent policy for 15 successful years. We never put a Yankee on Peachtree Street.
Editorial
Why Radio Suffers

FOR YEARS we have thought radio would be better off without the tawdry sensationalism of some commentators. We have regarded it as a whole, as purely a management matter. To treat it otherwise would be to impinge upon radio's freedom as a medium of expression.

Drew Pearson often has skirted around the fringes of good taste and sound judgment. Generally, however, he has shown a good degree of reporting and analysis, if you throw in a generous portion of personal editorial opinion. He sells his brand of journalism by way of a shrill voice, fast-talking pace, inflection and emphasis. His Hooper makes him a network asset, business-wise.

A fortnight ago, Mr. Pearson went beyond his usual limits. He testified before a Senate subcommittee to oppose confirmation of Rep. Robert F. Jones for appointment to the FCC. He levelled serious charges against the Congressman. His was the lone opposing vote. The charges, if true, certainly would disqualify Rep. Jones from holding that or any other public office.

Congressman Jones, under oath, denied the charges categorically. Leading members of Congress supported vigorously President Truman's nomination of their colleague. Mr. Jones called Mr. Pearson a "liar"—an epithet not unfamiliar to the commentator.

Mr. Pearson confessed a "personal" and "selfish" motive in his Senate testimony. He said that he, along with Col. Robert S. Allen, his former partner, and others, were applicants for the facilities of Hearst-owned WBAL in the air.

The opportunities promised upon FCC Blue Book findings against WBAL—findings which have been challenged and are being litigated.

Mr. Pearson carried his vendetta to the air just two days after his testimony. He reiterated certain of the charges. He devoted about one-third of his time to the Jones matter. He made no air mention of his "personal" interest or his pending application. He exhorted members of the Senate to watch their step.

The question arises whether Mr. Pearson has used access to the ABC microphones in what has become a personal issue. Rep. Jones had the Senate subcommittee to oppose. He does not have the same opportunity over ABC under the same auspices.

It gets back to the question of radio management. Mr. Jones, we assume, has redress to the courts if he has been wronged. The Senate will determine validity of the charges.

Meanwhile sentiment builds up in Congress and among others in public life in support of the very kind of legislative restrictions which impinge upon freedom of the air that are fostered by Senator White in his pending bill.

Radio gets another black eye. Years are added to radio's quest for full freedom. We think it's bad journalism and bad radio.

Now that Mr. Pearson has raised the question, we think he should withdraw from participation in the application for the WBAL franchise.

For Senator White and the FCC to issue a permit to Mr. Pearson indicates that they are unfamiliar with the precedents in public and legislative affairs of an agency from which he is seeking something more than a franchise—he wants what some one else has built up as assigned to his group for the asking and upon the generous assumptions that the applicants haven't yielded to program censorship by the Government. Where's this freedom about which Mr. Pearson pontificates?

Our Respects To—

GLENHALL TAYLOR

LITERALLY growing up with radio, Glenhall Taylor made his first appearance on the air in May 1922 as a pianist on now-defunct KZY Berkeley, Calif. Not quite 19 at the time, he has spent the succeeding 25 years in a variety of station, network and advertising agencies.

As manager of N. W. Ayer & Son Hollywood office, he serves as coordinator of agency's Western radio activities as well as overseeing Rexall Drug Co.'s Jimmy Durant show and Bell Telephone Hour plus Army's Sound-Off.

Previously he had spent nine years with Young & Rubicam, Hollywood, and was vice president and supervisor of Pacific Coast radio activities at the time of his resignation. Starting in June 1935 as producer-director of CBS Silver Theatre, dramatic series, Mr. Taylor remained such until September 1941 when he took over the reins of the Burns & Allen Show.

In late 1942 he was named Young & Rubicam Hollywood office manager, overseeing such shows as Eddie Cantor, Phil Baker, Jack Benny, Duffy's Tavern, Ozzie & Harriet. Then in February 1946 he became a vice president of that agency and devoted all of his time to being associate director of radio and supervisor of West Coast radio activities.

Although all of his radio experience has been on the West Coast, Glenhall Taylor is a native of Buffalo, N. Y., where he was born, June 22, 1905. At eight, his family moved to Davenport, Iowa. One year later, the Taylor family moved again, and to Los Angeles where he completed grade school.

San Francisco was the family's next stop in 1915. There he was graduated from Lick-Wilmerding High School, specializing in commercial art. Piano had constantly been his musical interest and he determined upon further study after high school graduation in June '21, instead of attending college.

After about a year of musical education, he joined the staff of KZY and soon grew to be one of the better known radio performers in the San Francisco Bay area. From 1922 to 1926, he worked for every radio station in the region. And his performance as a pianist was not the extent of his talents. Continuity, announcing and production were also within his ken.

Mr. Taylor likes to recall one of his early experiences with "big" radio shows. It was premiere of Blue Monday Jamboree on KFRC San Francisco which became a ranking west-
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

THE INSIDE TRACK... WOV AUDITED AUDIENCES lay facts before you, show you where listeners live, where they shop, what they buy, how much they spend, what they like and dislike—real low-down on these listening groups to guide you in the selection of the program best suited to your needs.

To alert advertisers, WOV's Specific Market Information means keying your message to groups of known individuals rather than trying to key it to unknown mass audiences.

We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager - John E. Pearson Co., National Representative

★ WAKE UP NEW YORK with Peggy Lloyd
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.
More than combined populations of Cleveland and Cincinnati.
Respects

(Continued from page 46)

ern favorite but was one of first with large casts. With program's premiere, space became a problem since the entire personnel could not be gathered in one studio. But the show went on. Waiting performers stood in the hallway outside the door ready to enter and advance to the mike on cue.

When NBC Pacific Coast Division was looking for a musical director in June 1926, he was their man. Headquartered in San Francisco, he remained with the network for two years until shifting over to Pickwick Broadcasting Corp., operators of KTM (now KECA) Los Angeles and KTAB (now KSFO) San Francisco.

From 1928-1932, he was busy shuttling back and forth between the two key California cities, as announcer, actor, musical director, continuity writer, program director, production manager and station manager—all for Pickwick operations.

With western radio emphasis shifting from San Francisco to Los Angeles, he established his permanent home in latter city in May 1934. Shortly before arriving in Hollywood, he took a two year flier at music publishing on a full-time basis. But he says "Dream of Love & You" written in 1924 was and is his top musical effort to date.

Radio was too strong a lure for Glen Taylor and he was at it again, joining staff of KHJ Los Angeles, then a CBS station. He served variously as script writer, producer, continuity editor, production manager and program director.

When CBS purchased KNX Hollywood in 1936, he shifted over from KHJ as writer-producer. All of this was an ample background for him when he joined Young & Rubicam in June 1937 as producer-director of Silver Theatre.

The Taylors make their home in suburban Brentwood where the former Barbara Farlander is lady of the house. Glenhall Taylor Jr., 21, is their only child.

On the hobby side Mr. Taylor busies himself producing home movies. Records occupy considerable space as well as time in his leisure portion of life. Long range, he is projecting a musical play in collaboration with Paul Franka, prominent radio writer.

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**FM Hookup**

**TWO-STATE FM hook up has been formed by WIBW-FM Topeka and KOZY Kansas City, according to Ben Ludy, WIBW-FM general manager. First program was heard June 29, originating at KOZY. Regular exchange of programs of interest to both communities is planned.**

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**ON LOOKERS** at Western party given as climax of KABC's sales presentation for visiting representatives of John Blair and Co. were Charles W. Balthrop, station manager, and Wells H. Barnett Jr., manager of Blair's Sales Development Dept.

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**ANNOUNCEMENT** of the appointment of John Blair and Co. as national sales representative of KABC San Antonio, effective July 1, was the occasion for a two-day "Texas style" sales presentation by KABC for members of the Blair firm who visited the station June 19 and 29. Blair representatives and station executives spent first day on a Texas dude ranch discussing station and market, and also taking time off for horseback riding and swimming. On second day the group made a trip to Uvalde, Tex, to see the 680 Parade of Stars (KABC is on 680 kc, 50 kw day and 10 kw night), the KABC traveling company of Western talent. The sales presentation was conducted for KABC by Charles W. Balthrop, station manager, Bill Michaels, assistant manager, and L. Jerry Spengler, promotion manager.

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**Radio Pioneer Retires**

CHARLES J. PANNILL retired last week as president and director of Radiomarine Corp. of America after almost 20 years with RCA. Mr. Pannill, a pioneer in radio, joined the firm in 1926. He has been active in the radio and wireless field since 1902. In 1914 he left the Marconi Co. to join the U. S. Navy as an expert radio side. Mr. Pannill holds the No. 1 radio operator's license, issued in 1912, and the first certificate of skill in radio issued a year earlier.

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**New Fleming Agency**

ROBERT M. FLEMING resigned last week as vice president of The Fred A. Palmer Co., Cincinnati, and organized Radio Advertisers Agency, which he will head as president. Under the new set-up Mr. Fleming is to take over the advertising agency end of the business and Mr. Palmer the station management field.

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**On the Air in September!**

**Station WJLK-FM**

**ASBURY PARK • NEW JERSEY**

New Jersey's Outstanding Newspaper (*) enters the radio field this year with construction of an exclusively FM station.

The finest in FM Studios and Broadcast Equipment are being installed in The Press Building to bring to the profitable Monmouth-Ocean County area this superior type of radio service.

Initial rates for advertisers are especially attractive. Wire or write now for availability and other information.

**WJLK-FM**

"Radio Voice of the Asbury Park Press"

94.3 Megacycles

(*) The Asbury Park Press was judged "New Jersey's Outstanding Newspaper" by the New Jersey Press Association.
18 HOME TOWN MARKETS COMPRIZE THE NEW INTERMOUNTAIN NETWORK

UTAH
KAL, Salt Lake City
KLO, Ogden
KVOO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXDFM, Boise-Nampa
KVNV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

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

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

HOME TOWN MARKETS COMPRIZE THE NEW INTERMOUNTAIN NETWORK

Available Now!
Participating Announcements in These High-Hooper-Rating Shows

Winter 1946-47
HOOPER 11.0
Intermountain Empire News
2 p.m.
Mon. thru Sat.
Including exclusive regional and local news from Salt Lake Tribune and Telegram - The Intermountain West's finest newspaper.

Winter 1946-47
HOOPER 7.9
Cactus Jim
Western Disc Jockey
3:05-3:30 p.m.
Mon. thru Sat.

Winter 1946-47
HOOPER 8.5
for previous programs scheduled in this period
The Tommy Dorsey Show
3:30-4:30 p.m.
Mon. thru Fri.

Winter 1946-47
HOOPER 8.2
The Woman's Page
1:30-1:45 p.m.
Mon. thru Fri.
A program for and about Intermountain Women. Conducted by Phyllis Perry, who has established the highest Hooper rated women's program originated in the Intermountain West.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage Where the People Live

New York Chicago Los Angeles San Francisco Atlanta
Open Mike

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

KLX Says Adams
"Don't Make Sense"

EDITOR, BROADCASTING:

After reading William J. Adams' article, "Do Disc Jockeys Make Their Boot Home Winners?", in your June 23 issue, I called my disc jockey, Joe Gibney, an ex-bartender from pro-
vincial upstate Montana, and said, "Joe, leave these premises. You've got to go."

Shocked, and with tears in his eyes, Joe replies, "Boss, ain't I been doin' a good job? Ain't I been tak-
ing care of my janitorial duties? Ain't I been toenailing the beans at the transmitter regularly? Ain't I been gettin' 60 letters a day on my 'CLICKS CLUB'?

Sadly I pointed to Mr. Adams' article. "That's it, Joe," I replied. "You're a disc jockey and this pro-
vincial feller from upstate New

York says you're comparable to a small pox."

With great effort, Joe, who is strictly an ad lib man, labored through Mr. Adams' article. Ten minutes later, when he completed it, he looked up, relieved, and shouted, "Boss, this thing don't make sense!

I read it again to Joe and said, "Joe, you're right. This thing don't make sense. You can keep your job."

FRANK C. McINTYRE
General Manager
Radio Station KLIX
Twin Falls, Idaho

June 27

WRFD, WLAN Not Under Same Owner

EDITOR, BROADCASTING:

May we remind you again that the Peoples Broadcasting Corporation of Columbus, Ohio, is not affiliated in any way, nor is there any inter-
locking ownership, with a firm of the same name in Lancaster, Pa. From the June 16th issue of BROADCASTING—on page 36 list-
ing of conditional FM grants, we quote: "Columbus, Ohio — Peoples Broadcasting Co., licensee of WRFD Worthington and WLAN, Lancaster, Ohio."

Since the names are similar it is easy to confuse the two ownerships. We just thought you'd like to know, for future reference.

EDGAR PARSONS
Acting Manager WRFD
Peoples Brest, Corp.
Columbus 16, Ohio

June 23

Editor's Note: WLAN is in Lancaster, Pa., not Ohio.

Sowell Says Radio Should Editorialize

EDITOR, BROADCASTING:

CAN YOU BEAT IT.. some mem-
bers of the broadcasting fraternity actually are expressing fear that they may be granted the right to editorialize! Does this mean the time has come when we are willing to acknowledge openly a shortage of brain power in the industry? Does it mean the writers of the frequently - recurring "What's Wrong with Radio" stories finally have found a leg to stand on? Does it mean that broadcasters' cam-
paigns "in the public interest" must be always promulgated and di-
bated by, and credited to, welfare and/or governmental agencies?

Perhaps we are not too well aware of the true meaning of the word "editorial." Some dictionaries say it means "an expression of the opinion of the editor." None implies an obligation on the part of the editor to express his opinion on any given subject. No dictionary says, "In election contests the editor is compelled to take a definite stand for or against candidates."

As Justin Miller has plainly put it, the question is not one of whether or not stations would (Continued on page 54)

Dick Campbell, program director for KOME radio, has been appointed to succeed the late HAROLD E. GRIMES, general man-
ger, Mr. Campbell has been in radio since 1926 and has worked with KGOF Coffeyville, Kan., and other Kansas stations.

ARCH SHAWD, executive vice presi-
dent and general manager of WTOL Toledo, until last Dec.
ember, and since then sales manager of that station, has re-
ed to New York for a definite August 1. THOMAS BREH-
erHOLT, of the law firm of Bremo.
Brethren and Neppi, has taken over management and other duties formerly directed by Mr. Shawd. Mr. Shawd has made no announcement of his future plans.

RICHARD E. GOEBEL, general man-
ger of KOOL Phoenix and KITO San Bernardino, resigned effective June 30. No successor has been named.

KEN R. Dyke, vice president of NBC and director of broadcast standards and practices, will speak on "The People Look at Radio" at NBC Northeast-
ern U. Summer Radio Institute in Chicago, July 31.

TALBOT PATRICK, vice president of Eastern Carolina Broadcasting Co. (WORR, WUBB-FM Goldsboro, N. C.), and publisher of daily Goldsboro News,
Argus, has purchased Evening Herald of Rock Hill, S. C.

J. B. Conley and F. M. SLOAN, gen-
eral manager and assistant general manager, respectively, of Westinghouse Radio Stations headquarters, are back on the job after undergoing minor operations.

ROY THOMSON, owner of CKGB Tim-
mber, leaves Calgary and CIKL Kirk-
land Lake, and JACK COOKE, presi-
dent of CKX Toronto, have purchased Chatham Daily News and Guelph Mer-
cury newspapers. Mr. Thomson and

Mr. Cooke are also co-owners of Ca-
nadian edition of Liberty Magazine.

IRVING R. ROSENHAUS, president and general manager of WATT Newark, N. J., received the Princeton U. Bi-
centennial Medal in appreciation for help rendered in presenting to the public the "purposes and events of the year-"long celebration of Princeton's 200th anniversary. ROBERT R. MAC-
DOUGALL, WATT announcer, and IRA Y. HAY, Jr., special assistant director for WATT, received like awards.

VICTOR A. BENNETT, vice president of national sales for Bremen Broad-
casting Corp., Newark, N. J., owner-
operator of WATT, has been granted a license to operate station WAAW, which has been reelected to executive board of Sales Executives Club of northern New Jersey.

MRS. LEWIS ALLEN WEISS, wife of Don Lee Broadcasting System vice president and general manager, is at home convalescing from a major surgical

operation.

Dick Campbell, program director for KOME radio, has been appointed to succeed the late HAROLD E. GRIMES, general manager. Mr. Campbell has been in radio since 1926 and has worked with KGOF Coffeyville, Kan., and other Kansas stations.
Radio engineers agree that the best method of Modulating is Phase Shift. Investigate FM by Raytheon and you'll agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

**EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT** provides greater stability and efficiency.

**DIRECT CRYSTAL CONTROL** of mean carrier frequency provides inherent stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

**CIRCUITS COMPLETELY SHIELDED** to eliminate radiation, interaction and parasitic oscillation.

**INCREASED POWER** readily attained, by addition of another unit. All units matched in size, styling, colors.

**CONVENIENT CUBICLE SIZES** of units facilitate moving through doorways and installing.

**LOW FIRST COST** and low operating costs... achieved by greater operating efficiency, low power consumption and long life tubes and components.

**COMPLETE 1KW OR 3KW TRANSMITTER**

Transmitter of either power includes exciter unit in left compartment and amplifier in right.
SID COLLINS, former program director of WBFM-AM in Kokomo, has joined the announcing staff of WIBG Indianapolis. Formerly with WBMG-AM in Benin, IND., formerly with WSON-Birmingham, WILD-FM in Flint, and WORR in San Diego, has been added to station’s program staff.

MRS. KERRY E. SNOOK, former continuity editor at WAYS, Charlotte, N. C., has been appointed department editor at WBT, Atlanta. She replaces AUDREY SUMMERS, recently named WBT director of publicity. MRS. SNOOK previously was with KOY, Oly Play, and as a hostess for the news department of WNYC, New York.

Hazel Kenyon-Marks, director of community service at WTOP Washington, and her assistant, Helen Shenton, have received personal commendations from Veterans Administration for their "excellent cooperation in the development of the veterans’ program" in Washington. WTOP has also received the Veterans’ "certificate of appreciation." 

PHIL DAVIS, continuity chief at WCAE Pittsburgh, is the father of a girl, Jani Ann.

Mike Andrews, of the mail room at WCAE Pittsburgh, and student at Carnegie Tech, is doing some announcing for college station WCC.

Stan Dunham, formerly with WBZ, Boston, has been named announcing staff for KFYK, Albuquerque, N. M.

Jack Ellis, announcer formerly with stations in Texas, California and Pennsylvania, has joined and announced staff of WKB, Youngstown, Ohio. Chick Lind, WBN announcer, who shifted to production department, Howard Rempel, production engineer, has been named promotion manager, replacing George L. Young, resigned.

Ruth Weir Miller, educational director at FCAU-WDWA, has achieved Master of Science degree in Radio Education from U. of Pennsylvania.

Joe Dosh, vocalist, formerly on "The Fifth Avenue Band" in New York City, is appearing in Continental Airlines' "Jet Plane Theater" on WACO and WIMX-FM Washington, as record m.c.

Tom Hargis has resigned as program director of WFRX, West Palm Beach, Florida. He is now with top 40 station WJS, Des Moines, Iowa.

Irving Howard, announcer of KECA Hollywood, is the father of a child.

Harold Peary, of the voice department, has been appointed director of the new education division.

Ernie Kovacs, announcer at WJW, Cleveland, has been elected vice president of Hartford Advertising Club.

Bob Heiberg, formerly with WIBC, Indianapolis, has joined announcing staff of KROK Oakland, Calif. He succeeds Cullen Cheek, who resigned to enter agency field in San Francisco.

Marilyn Schultz has joined announcing staff of KFAB, Oakland, Calif.

Eddie Greene, who portrays "Eddie the waiter" on NBC’s "Duffy’s Tavern," is the father of a girl.

Bernard Dudley, long-time radio personality, is in New York for six weeks contacting agencies and stations and will tour New England states before returning to West Coast.

Tid Colby, former program director of KCBG, Reno, and more recently with General Adhs, is now program manager of KEYU Eureka, Calif., and has been appointed as announcing manager.

Clarke Thornton, announcer who served as executive officer of Third Army Signal Operations Battalion, Europe, has been named announcing staff at KELC, Denver.

Marjorie Campbell, television film director of Don Lee Broadcasting系统 (WKLK), has taken an indefinite leave of absence to join her husband in New York. She has temporarily taken over Miss Campbell’s assignments.

Guy Savage, veteran Chicago sports caster, has been added to WRIG, Chicago video station, to handle all slate events during Artinmission and Washington Park racing seasons.

Lilla Doss, program director of Egyptian National Broadcasting System, Cairo, is making a tour of American radio, returning to her homeland in two weeks.

Joe Allston, formerly m.c. of theTex Ritter show, has joined WDIA Memphis. Mr. Allston has a daily show on WDIA, "Midnight House Party," a.m., and "Joe’s Jamboree," 12-1 p.m.

Harvey Olson, program manager of WBBK Hartford, has been elected vice president of Hartford Advertising Club.

Bob Heiberg, formerly with WEXT, Duuth, Minn., has joined announcing staff of KROK Oakland, Calif. He succeeds Cullen Cheek, who resigned to enter agency field in San Francisco.

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NEWSMEN MET in Utica, N. Y., June 27 at news clinic for NAB District 2 (N. Y., N. J.). Seated (l to r): Arthur C. Stringer, NAB; James Nolan, WJLB; Mary Evelyn Connors, WENT; George Connor, WINR; E. R. Vadeboncoeur, WSYR; Si Goldman, WJTN; David Kessler, WHAM; Helens Wood, WIBX; Harvey Sanderson, WFBL; J. E. Gavagan, WTRY; John Madigan, ABC; Aelea Laru, WRUN.

Progress Made in During Past Year,
PROGRESS in broadcasting is local, regional and statewide news reports has occurred in the last year, the second NAB District 2 Radio News Clinic was told June 27 by station news executives. The clinic was called by Michael R. Hanna,

Application for Station At Winchester, Va., Filed APPLICATION for a 1-kw daytime station on 950 ke at Winchester, Va., was filed with FCC July 1 by the Winchester Broadcasting Corp. War veterans hold controlling interest (about 90%) in the corporation, which is headed by John P. Bell Jr. In addition to serving as president of the corporation, Mr. Bell, who had nine years of radio experience before entering the service, also will be general manager of proposed station. Other officers, all veterans and all of whom will take an active part in the operation of the station, are: Jess R. Kiracofe, vice president; H. T. Moseley, secretary, and Lawrence E. Hill, treasurer. The group plans to employ an all-veteran staff.

Arrangements already are underway for a studio location in the heart of downtown Winchester, Mr. Bell announced.

News Broadcasting District Meet Told WHCU Ithaca, N. Y., District 2 director.

Higher news standards have occurred during the year and stations are setting up special news bureaus, the clinic was told. Chairman of the clinic was E. R. Vadeboncoeur, WSYR Syracuse, who also is chairman of the NAB Radio News Committee. Taking part also was Arthur C. Stringer, NAB director of special services.

George O'Connor, WINR Binghamton, cited examples of community service and promotion as a byproduct of radio news. A third of all WINR newscasts are local, he said, and the station presents daily editorial comments. Harvey Sanderson, WFBL Syracuse, described a state news report presented twice daily. Four correspondents are tied into the newsroom by teletype.

David Kessler, news editor of Newman Joins Kudner

Paul E. Newman, former head of the Los Angeles advertising agency bearing his name, has joined the Kudner Agency, New York, as a member of its creative board. Before organizing his own agency in 1945, Mr. Newman was associated with Erwin Wasey & Co. as vice president. The Paul E. Newman Co. in Los Angeles is still operating under that name.

Back row: N. W. Cook, WIBX; Mal Weaver, Dale Robertson, WENT; Fred Carata, WWS; E. H. Johnson, NAB intern at WSYR; Phil Newsom, UP; Wells Church, CBS; Michael R. Hanna, WHCU; David Williams, AP; James Horne, WCTC; William Adams, WHEC; John Schiller, WCTC; Miles Haver, N. Y. State Radio Bureau; Earl Kelly, WNY; Fritz Updyke, WRUN; Nick Carter, WTRY; John Honzel, WHDL.

WHAM Rochester, advocated rewriting of press association copy, which he referred to as raw material, to give the station individuality. He proposed that effort be made to inject local angles into such stories. WHAM pays from $2 up to listeners for tips. Si Goldman, WJTN Jamestown, N. Y., said the station has a scale of charges for news presentation—25% on UP news, 50% of time charge for a purely local news show, 40% of time facilities if a combination of local, national and international news. He added that the station has a waiting list for all its news programs.

WJZ Announcement Rate Is Increased About 10%

WJZ New York last week issued Rate Card Suppleent No. 1 of Rate Card No. 11, which became effective July 1. An approximate 10% increase in the cost of announcements was contained in the supplement.

Meaning new rates and discount plans went into effect on the Nancy Craig and The Fitzgerals programs. The former practice of giving major and minor commercials was discontinued on the two shows, and now all commercials are full majors. An estimated increase of 10% on individual participation announcements also was announced for the two programs.

Class "C" time now begins at 8 a.m. instead of 8:30 a.m. as heretofore and Class "D" time now runs from 7:8 a.m. and 11:15-12 midnight. Current advertisers will receive the usual one year's rate protection for the same series continuously used, except that they may elect to change the rates specified in the new supplement.

Fire at WABD

WABD New York, Du Mont television station, was put off the air for an hour and a half Tuesday afternoon when firemen evacuated the building at 515 Madison Ave., New York, where Du Mont transmitter and offices are located. Fire on 20th floor did much damage to the building but none to Du Mont operating equipment, and station returned to the air at 5:15 p.m. when the fire had been put out.

Atlanta's Most Modern Station

WBGE

Atlanta's Only 24 Hour Station

Studio and General Offices
Georgian Terrace Hotel


General Broadcasting Company
New Television Producing Unit Formed in New York
A NEW TELEVISION producing unit, Tele-Rad Productions, formed to provide packaged television shows for all types of video presentation, has been organized in New York. The unit is made up of four women and 15 men, including radio producers, writers, actors, directors, and so forth. The firm's first show, Television Digest, will be telecast in the near future on WABD New York, Du Mont video station.

Executive chairman of the new firm is John H. Onken Jr., producer of Gotham Playhouse, formerly on WGHF, New York FM station. Joel L. Frances Spratt, actress and former theatrical agent, is vice chairwoman, and the chief of production is Larry Dorn, MBS producer. Other directors are: John Poinexter, former WINS New York program manager, Frank L. MacInthos, Canadian radio and stage actor and dramatic coach, and Ensor Stoddard, radio and video actor.

In charge of other departments are: Leonard Wilds, finance, Irving Barr, script, Helen Bruff, sales, and Norman A. Schorr, publicity. Others in the group are: Jesse Kaplan and Jack Corey, comedy writers, Mary L. Kenney, WOR New York promotion writer, Bert C. Williams, musical arranger and director, David L. Friedman, Mort Nosh, Seymour Horowitz and Marie Schaden.

WILLIAM RAYBURN, formerly with promotion department of CBS, has joined copy department of Kenyon & Eckhardt, New York.

ROWLAND O. BARBER, former freelance writer, has joined creative staff of Franklin Sper Inc. New York.

GAIL AUSTRAL, staff writer with Poets,cone & Belding, New York, and HARRY INGRAM, director of NBC "Big Story" program, were married July 20.

JOHN HANSEN, account executive with Knudlin Adv., San Francisco, has been transferred to agency's Los Angeles office, and that office, at 600 S. Grand Ave., has been expanded.


JONES KRAKEL Co., Chicago, has announced the beginning of its television department with LEWIS I. SANDERS as director.

ROBERT COUGHLAN has joined traffic department of Brooks, Smith, French & Dorrance, Detroit.

HARRY B. COHEN Adv., newly formed agency, has moved to 1 East 77th St., New York City. Telephone: Plaza 8-2643. Harry B. Cohen is president of firm.

ELEONOR KILGALLEN, casting director of "The Young and the Restless," New York, has resigned from that position to join sister, DOROTHY KILGALLEN, who began her own program on ABC next fall in addition to her program, "Breakfast With Dorothy and Dick" currently on WOR New York.

ADRIEN GAMET, formerly with E. R. Squibb & Sons, has joined R. W. Beck Advertising, Los Angeles. He will organize medical and pharmaceutical division.

HARRERS IRVING JR., formerly with E. I. du Pont de Nemours & Co., has joined Rankin & Roberts in Philadelphia, in contact department.

JACOB GEISE, treasurer of Young & Rubicam, New York, is on the West Coast for several weeks.

FRED A. SELLE, formerly with Broadcast Metals and other food manufacturers, has joined Lieder Adv., Chicago, as head of agency's newly-expanded merchandising department.

CHARLES MCORMORIS PURDY, former public director and copy executive at Perry-Hanly Co., and account executive at Ogilvy Co., both of New York, has joined Bureau of Advertising, American News Publishers Assn., as assistant director of promotion.

IRVIN JOHNSON, formerly with McInniss-Brockman's Minneapolis office, sailed on June 25 for Lima, Peru, where he will join the agency's office in that city.

HARVEY EMERSON, formerly in advertising department of Nacional Corp., Los Angeles, has joined Stedel Adv., that city, as account executive.

W. R. T. CORY has been appointed manager of Toronto office of Harry K. Foster Adv. Agencies. He was previously with Walsh Adv., Windsor, and Spitzer & Miles, Toronto.

ROBERT C. ELVIN, formerly with Tandy Adv. and Cockfield Brown & Co., Toronto, has been appointed account executive of Harold F. Stanfield Ltd., Toronto.

MARY HARRIS, Hollywood script editor and assistant talent buyer of Young & Rubicam, is being shifted to New York headquarters.

STEVE SCHOEMAKER, formerly in freelance advertising and exploitation, has joined Michael Shore Adv., Hollywood, as account executive.

PAUL VANDERVOORT III, magazine correspondent and freelance writer, has joined copy staff of Dean Bunnion Adv., Hollywood.

JACK LYNAH, formerly head of his own agency, has joined Macaulay Co., Los Angeles, as an account executive.

LAURENCE A. ANDERSON, former account executive of Maxon Inc., Los Angeles, has joined agency in similar capacity.

HASKELL SMITH, partner of Hillman-Shane-Brever Adv., and more recently with The Meyers Co., Los Angeles, has been appointed general manager of Westerns Adv., that city.

HOWARD MOSER, former account executive and radio director of N. J. Newman Adv., Los Angeles, has joined Ross Sawyer Adv., that city, in similar capacity.

ROBERT M. HIXSON, president of Hixson-O'Donnell Adv., Los Angeles, in Europe for ten weeks, returns to West Coast in mid-August.

RAY PROCHNOW, production manager of David & Dunwick & Co. Inc., Los Angeles, and Betty Jean Conlan were married in Berkeley, Calif., June 5.

JACK SCHUGGS, timebuyer of Poets, Cone & Belding, Los Angeles, and Leila Lougheed were married in this city, June 28.

BILLY CAREY, account executive of John Whitehead & Assoc., Los Angeles, is lyricist for "Heaven Only Knows," the film produced by Paramount Pictures.

BRUCE DODGE, head of production for Blow Co., New York, and EDITH OLIVER, writer and supervisor for "Take It or Leave It" sponsored by Eversharp Co., are in Hollywood to audition quizmasters to succeed PHIL BAKER in that capacity on the show.

Open Mike
(Continued from page 50)

The privilege were it granted, but rather a matter of justification of the broadcasters' right, under our constitution, to editorialize. For my part I am firmly convinced that we do have that right, and that justice is being denied as long as the privilege is refused. It is regrettable that President Miller has not accorded the 100% support of the NAB membership in his efforts to gain for us the recognition our medium deserves.

F. C. Sowell
Manager W.L.A.
Nashville, Tenn.

June 27

Kind Word in Rhyme
For Disjockey Trade
EDITOR, BROADCASTING:
Ode to the Disjockey
Some exist who meanly mock ye, Excuse me, jovial jockey.
When it's your time on the station, Only censure you severely As you pun and wise-crack cheerfully;

Or, declaring you too ocky For the office of disjockey, These may, with a fiendish smile, Sharply elsewhere turn the dial, Longing deeply, jovial jockey, For the privilege to sock ye!

If these could, they would, oh Spirit you away and lock ye In a dungeon on some island, After which they'd smugly smile and Settle down to hear the platter Minus your distinctive chatter.

I, for one will never knock ye: (I'm one too, oh jovial jockey.)

CHARLIE SPEARS
Disjockey
WORD Spartanburg

Editor's Note: Perhaps Mr. Spears's ode was inspired by William J. Adams' article, "No Disjockeys Boot Home Winners" [BROADCASTING, June 23].

Page 54 • July 7, 1947
‘Radio Falling Short’ in Filling Duties, Women’s Clubs Meet Concludes

DAYTIME SERIALS, children’s programs and audience participation shows were raked over the coals at the radio luncheon of the General Federation of Women’s Clubs June 27 at the Commodore, New York, during the Federation’s Convention which opened on June 22.

The only defender of radio among the speakers was Grace M. Johnsen, manager of ABC’s continuity acceptance department, who discussed radio’s “Pride.” The other speakers were Mrs. Clyde E. Bickel, state radio chairman, Michigan Federation of Women’s Clubs, and co-chairman of the National Radio Committee, who opened the program with “Kisses and Hisses for Radio”; Fannie Hurst, author, who gave the sub-title, “The Infernal Triangle” to her address on “Radio’s Prejudices,” and Dorothy Dunbar Bromley, editor, Sunday woman’s page, New York Herald-Tribune, who discussed “Radio’s Fears.”

“Radio is falling short in the fight for peace,” Mrs. Bickel stated in the opening speech. In order to help the fight for peace and brotherhood our present educational programs should be entertained as they were during the war, she pointed out.

Better UN Coverage

“Let’s use daytime serials to carry the worthwhile message of brotherly love,” Mrs. Bickel suggested. People in foreign countries are hungry for the truth about our country and want to know about us, she continued, and as a solution suggested that we have a far better coverage of UN than we have at the moment, educate the public on UNESCO, continue to provide funds so the “Voice of America” can continue to interpret us as we really are.

Commenting on children’s programs, Mrs. Bickel was of the opinion that the average child does not listen to educational programs, but listens to shows featuring thrilling adventures, heroes, and excitement. “It is not a question of getting things off the air, it’s getting things on the air that we must direct our attention to,” she stated.

Defending radio’s public service programming, Miss Johnsen reported: “Radio prides itself in fulfilling its obligation to broadcast most of the time the programs that most of the people want, to give minorities an opportunity to hear the things they want to hear, and to present matters of vital importance in a proper interpretation of public service.”

3 Major Responsibilities

In order to insure radio’s supervisory authority over all programming, Miss Johnsen reported that the broadcaster “is faced with three major responsibilities: (1) to provide information and good entertainment; (2) to make certain

Miss Hurst criticized daytime programs for using the same tired formats for a decade or more. In that period, she continued, the face of the world has changed but radio has not. The fear of gambling with new programs is responsible for some of the “radio doldrums” in which we find ourselves today, Miss Hurst reported.

She described the radio advertiser as “the sugar daddy who foots the bill.” The only protection against the sponsored daytime serial, audience participation program or singing commercials, is to build up the audience buyer resistance, she said.

Power Replacement

SUMMER replacement for the Electric Light & Power Companies’ Hour of Charm on CBS, Sunday, 4:30-5 p.m., effective July 13 will be Summer Electric Hour, featuring songs by Peggy Lee and Woody Herman. The Hour of Charm returns to CBS Sept. 7. Agency is N. W. Ayer & Sons, New York.

Let’s Look at the Record... Hooper Station Listening Index

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* Adjusted to compensate for the fact that WNEB did not start broadcasting until December 16, 1946

The steady gain in listeners for WNEB can mean a steady gain in sales for you. Radio-wise time buyers and advertisers with an eye on the rich Worcester market are finding WNEB an increasingly desirable buy. If you have something to sell in New England’s third largest city, WNEB belongs on that schedule.

WNEB

Worcester Massachusetts

Represented By: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

July 7, 1947 • Page 55
Radio Clinic at NRDGA's Convention Stresses Sponsor Use of Broadcasting

LEE HART, assistant director of broadcast advertising for the NAB, told members attending the National Retail Dry Goods Assn. convention at the Palmer House in Chicago last week that the advertising manager has to measure results from radio both in terms of item and departmental sales. He must take cognizance of the essentials and basic points for successful radio advertising.

Speaking before radio clinic of the Sales Promotion Division on "Writing Copy for Ear," Miss Hart outlined the essentials of radio advertising, with particular emphasis on "regular and concentrated promotion" and the necessity for a radio advertiser to "beam" his message to the public by basing his choice of programs and times "on what he wants to promote and to whom."

Miss Hart also stressed the need for "conversationally natural" radio copy. She suggested, "read all copy aloud to see it is written for ear."

Lawrence H. Foster, sales promotion manager of the Fair Store, Chicago, told the clinic that his stores problem has been to "reach the greatest number of people at the least cost" and that news programs had been selected in radio advertising for many reasons.

He said that a survey in 1944, when the store began its programs on the air, showed that from 65-80% of the people listed news programs as their first preference.

Mr. Foster hastened to add, though, that the Fair Stores’ selection of news programs as a radio vehicle "is no reflection on what other stores might decide they would want. We have found it to be the best for us."

Chairman of the Radio Clinic was William T. White, sales manager of Wieboldt Stores Inc., who also spoke, as did Julian N. Trivers, publicity director of Wm. Henger and Co., Buffalo.

Kendrick Appointed

ALFRED J. KENDRICK, former vice president in charge of World Music Service, the wired-music division of World Broadcasting, New York, has been appointed general manager of World Broadcasting Co., New York, a subsidiary of Decca.

Mr. Kendrick entered the recording field by joining Victor Talking Machine Co. in 1913. Mr. Kendrick joined Brunswick Records, later becoming general sales manager. He joined World Broadcasting in 1929.

21 YEARS YOUNG

SUBSCRIBE TO THE W.B.T.M. TODAY

威斯康星州

W.B.T.M.

DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region

(soon 5000 watts)

PHONE SANDY GUYER DANVILLE 2350

* BMS says 95 percent of the families in Danville will Schoolfield listen to WBTM regularly.

American Broadcasting Company

GEORGE F. HOLLINGSBURY CO.

National Representatives

Page 56 • July 7, 1947
FCC Awards Proposed Grant To Narragansett Broadcasting

THREE-POINT PREFERENCE for application of Narragansett Broadcasting Co., for new standard station at Fall River, Mass., on 1400 kc with 250 w fulltime was given by FCC in a proposed decision announced last Tuesday. The Commission would deny competitive applications of Southeastern Massachusetts Broadcasting Corp., and Bay State Broadcasting Co., which seek the same facilities at adjoining New Bedford, Mass.

Narragansett Broadcasting holds a construction permit for a Class B FM station at Fall River.

The report concluded that the Fall River station would serve twice as many persons daily and 1 1/4 times as many nighttime as either of the proposed New Bedford stations. This would be a more efficient use of the channel, FCC said. Further favor of Narragansett was found by FCC in proposed group of facilities for integration of sales and operation than its competitors.

The Commission cited an “additional reason for not preferring Southeastern Massachusetts Broadcasting Corp., and Bay State Broadcasting Co. over Narragansett Broadcasting Co., arises from the judicial proceedings involving principal stockholders of each of these applications.” The report noted that Max Kramer, president of Southeastern Massachusetts, was “under indictment at the time of hearing—and has since been convicted—for conspiracy to conduct a business in conflict with the interests of his employer.” Mr. Kramer, until discharged in January 1945, according to FCC’s report, had been employed by the New Bedford Standard Times as general manager and for several years also manager of the paper’s station, WNBH. As for Bay State, the Commission report stated that 70% owner Joseph P. Duchaine “had been involved in various legal proceedings arising on charges of unfair trade practices and restraint of trade.

While he was an officer of Quality Bakers of America Inc., it was found guilty of violations of the Robinson-Patman Act and a few years later Mr. Duchaine was found guilty after a plea of nolo contendere to a criminal and contempt indictment brought against him and various of his associates in the baking business.”

The Commission stated that these proceedings “reflect on the business ethics and moral values of the individuals involved and in a competitive hearing such as this, should be considered adversely to the applicants involved.”

Ownership of Narragansett Broadcasting Co. includes: Clark R. Murdock, president and proprietor of Edgewood Secretarial School, Cranston, R. I., president and 14 1/2 % owner; George Sisson Jr., Fall River resident and Navy veteran, treasurer, and clerk, 11 2/3 % owner; Arthur Pilavin, in wholesale tire business in Providence, R. I., and 11 2/3 % owner of business interests, director 4 1/3 %; Leonard P. Cohen, life resident of Fall River, present meteorologist with

American Overseas Airlines in Newfoundland, a head of estate, and engineer of Div. III of Stewart-Warner Corp., has been a member of engineering staff since 1942.

AMERICAN TELEPHONE AND TELEGRAPH Co. has announced that regular telephone service between China and U. S. was suspended since 1938, was restored July 1, and service will be available to Shanghai and Nanking and extensions are planned to other points in nationalist China.

MARTIN H. PARKINSON, formerly with Pennsylvania Reading & Coal Co., has been appointed director of accounts and finance, RCA Communications Inc., New York.

CLAUDE BARRERE, formerly of WNBC New York, has opened office as talent representative and manager, at 45th St., New York. (Plaza 3-0135).

PROCTER R I O production in New Jersey, including WNYT TV and WNYN Radio, this week, has moved offices to 1700 Sixth Ave., New York.

RUSSELL K. CRENSHAW, former vice president of Hill and Knowlton, Narragansett Broadcasting Co., has been appointed director of research of Hill and Knowlton, New York.

PERK F. ANTHONY, production manager of Television Hollywood (Video Films), is a father of a boy.

GENERAL ELECTRIC Co., Syracuse, N. Y., has appointed a franchise of three new distributors of GE personal plane radio sets and other electronic equipment for personal planes. They are A. E. Cowles, Roosevelt Field, New York City; afternoon 1230

GOULD Storage Battery Corp., subsidiary of National Battery Corp., St. Paul, Minn., has reopened entire business and plant facilities of Storage Battery Div. of National Corp., Tarentum, Pa. Mr. G. J. Gould Corp., will assume warranty and service responsibility for all Philco storage batteries now in use and will have right to continue manufacture and sale of storage batteries during transition period. M. W. Heinritz, vice president in charge of Philco battery division, has been appointed to similar position in Tarentum plant of Gould Corp.

WFCF Chicago has signed a 52-week contract with Louis G. Cowan Inc., Chicago, for its broadcast Tommey Dorsey record series in Chicago area. Series, on five-hour-a-week basis, will begin either the first or second week in September.

KFXJ Anounces the appointment of the Hal Holman Co. as representatives for the areas of New York and Chicago

Eastern Slope Broadcasting Co., the pioneer VOICE OF WESTERN COLORADO at GRAND JUNCTION

Broadcasting - Telecasting July 7, 1947 - Page 57
Video School May Enter Field of Commercial TV

TWENTY-FOUR hour commercial television station, operating from studios of American Television Inc., Chicago, is a definite possibility, U. A. Sanabria, president of the video school, disclosed this week.

Mr. Sanabria said he is considering proposals that his organization apply to FCC for authority to televise from the school's laboratories, utilizing cameras and equipment now being used by more than 4,000 veterans. American Television currently is offering studies in video techniques.

"On the basis of our own experience in advertising our schools," Mr. Sanabria said, "we are convinced that relatively modest telemcasts more than pay for themselves in direct sales." He added that if American Television enters the field, all equipment, from cameras to stage sets, as well as instructors in makeup and acting techniques, will be made available to commercial sponsors.

SAN FRANCISCO.

P. A. J. REYNOLDS TOBACCO CO. of Win-

ston-Salem, N. C., July 5, announced "Vaughn Monroe Show" on CBS from Sat. 9-10 p.m., to Sat. 9:30-10 p.m. period which was vacated by Pet


PET MILK SALES CORP., St. Louis, July 5 switches "Saturday Night Serenade," on CBS from Sat. 9:30-10 p.m., to 9-10:30 p.m. same day. Agency: John Pray, Chicago, handler advertising.

SAN FRANCISCO.

THE BAYER CO., New York (Bayer As- phalt), July 2 switched "American Mo- lybdenum," previously handled by R. E. Miller, to "Bayer Saturn," broadcast at night Serenade," which moves into 10-10:30 p.m. time from 8-9 p.m. for 5 weeks. Agency for Reynolds is William Esty & Co., New York.

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STANDARD BRANDS LTD., Montreal (Tenderleaf Tea), Oct. 5 changes Fred Allen show from 23 Dominion network stations which stopped for summer on June 28, to 28 Trans-Canada network stations. Sun. 8:30-9 p.m. Agency: J. Walter Thompson Co., Montreal.

CANADIAN NATIONAL EXHIBITION, Toronto (exhibition, Aug. 22-Sept. 6), plans more spot announcements on a large number of Canadian stations, as well as stations in Ohio, New York, Michigan and Pennsylvania.

VALLEY FLIGHT SYSTEM, San Bern- ardino, Calif. (package flight instruc- tion), has appointed John Whitehead & Assoc., Los Angeles, to handle adver- tising.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellgo's Ant Paste), in a 13-

week summer campaign, has started using daily spot announcements on KFXO and eastern stations. Agency: W. C. Jeffries Co., Los Angeles.

PACIFIC EXPORT CO., Los Angeles, has signed contract with Imperial Tobacco Adv., Hollywood, to handle advertising. Local spots will be used.

QUICK-WAY HOUSEHOLD PRODUCTS, Los Angeles, has signed contract with household cleaner, liquid wax, plastic glue), has appointed William E. Sisson, Inc., that city, to handle national advertising. Radio will be used.

FORD MOTOR CO., Los Angeles (Southern Calif. dealers), July 5 started weekly two and one-half-hour telecasts of Olympic Audition boxing and wrestling matches on KTLA Hollywood. Contract is for 44 weeks. Agency: J. Walter Thompson Co., Los Angeles.

PERMA-NAIL CO., Burbank, Calif. (nail polish base coat), has appointed A. James House Co., Los Angeles, to handle national advertising. Radio will be used.

DAMERILL-ALLISON Co., Covina, Calif. (D & A Orange Juice), has appointed Western Adv., Los Angeles, to handle regional advertising. Radio will continue to be used.


CALIFORNIA PHYSICIANS SERVICE, Los Angeles (Hollister Products), Cali. (mfg. plastic products), has ap- pointed Homer Chalmers, Inc., Hollywood, to handle national adver- tising. Radio will be used.

COMMONWEALTH HEATING Co., Pitts- burg, has appointed W. Earl Bothwell, Pittsburgh, to handle advertising. Company plans to sponsor Louis L. Kaufman commentary over KKVY Pitts- burg.

TELDISCO Inc., East Orange, N. J. (manufacturer of television receivers), July 1 started sponsorship of Monday night broadcasts on WABC New York.

CALIFORNIA PHYSICIANS SERVICE, San Francisco, July 20, 22 weeks, shifts its program, KRON Caravan, to 8-9 p.m. time, to 9-10 p.m. time, to 10-11 p.m. time. Agency: Loewish- backKFDB Adv., Los Angeles.

CHICAGO MAJESTIC  Inc. has ap- pointed Chapman Inc., Chicago, to han- dle its radio New York operations. Majestic has announced William O. Tilienus, station sales manager, marking the first possible completion of its sales drive, and the station since it became an autonomous operation March 1, 1946.

Program sales, of which there were 12 new accounts which purchased program time during the second quarter, paced WNBC's business increase in addition to 12 new announcement and participa- tion agreements, during the April, May, June period. There were nine renewing sponsors during that time.

Continental Owners

OWNERS of Continental Broadcasting Co., awarded a conditional grant for a Class B FM station at Atlantic, Iowa [BROADCASTING, June 22], are Dr. Eduard P. Alexander, physician, president; Joel Levy, chemical engineer, vice president, and George E. O'Malley, attorney, secretary-treasurer. All are members of Sanabria holds 60% interest, Messers. Levy and O'Malley 20% each.

"RESPONSE-obility is the BUY-WORD"
P. B. REED HEADS RCA EASTERN FIELD SALES

P. B. (Pink) REED, for the past two and half years sales engineer in the Washington, D. C. office of RCA in charge of broadcast and television equipment sales, was scheduled to begin new duties July 1 as field sales manager of RCA's Engineering Products Dept. (East Central region) with headquarters in Cleveland.

Mr. Reed has been with RCA for 17 years. In his new post he will be in charge of sales in the East Central region for all RCA engineering products, including AM and FM broadcasting equipment, television equipment, and police and emergency communications. industrial electronics, commercial sound and photophone (for theatres) equipment.

WABD Additions

JOHN McNEIL, acting WABD sales manager as well as general manager of WABD New York, DuMont television station, has added four new salaried men to his staff: David Gross, formerly with the DuMont video receiver sales department; Theodore Bergman, recently with Allen Funt Radio Productions and during the war with SHAEF, where he directed the broadcasting of all Army programs from Europe; Angus McIntosh, formerly director of radio for Ward Wheelock & Co.; Lee Wallace, who produced experimental television programs of WOR New York on the DuMont station and has recently had his own video package program agency.

Westinghouse at Peak

NET SALES by the Westinghouse Electric Corp. during May reached the highest peaktime monthly figure in the firm's history, according to a statement last week by A. W. Reeder, president of the board. The overall net sales total for May was $58,891,705, an increase of $406,641 over April. Mr. Reeder said that new business signed by Westinghouse in May totaled $67,914,825, compared to $92,582,767 in April.

BY EVERY MEASUREMENT, WTIC, HARTFORD, DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET!

TO SELL EASTERN NORTH CAROLINA, YOU HAVE TO KNOW YOUR ABC'S

HOWARD REED, member of sales department of SACRED RECORDS Inc., Los Angeles, has been appointed to supervise distribution and sales of two musical series recorded for radio and television stations. Each new package is created around some special type music, such as choirs, orchestras, etc. Packages are created in small units of ten selections, with three discs including four selections on each.

JAMES ALDORTH, formerly with Raymond Morgan Co., Hollywood, has been appointed program director of The Beatles Inc., this city, transferred program package.

HAL SAWYER, has been slated as announcer of six-week television series, "Unexpected," being produced by Hamilton-Wilson Productions, Inc.

UNIVERSAL RECORDINGS Corp., Chicago, is transcoding new series, "Musi- cally Yours," featuring orchestral and vocal talent, for U. S. Army as recruiting pitch.

CAPITOL TRANSCRIPTIONS, Hollywood, has announced following new series, have been signed to transcribed musical library and program format service: WPBR Fall River, Mass.; KZRH Manila; WHIT Port Huron, Mich.; WPAK, Charlottesville, Va.; WTi, Lake Charles, La.; KWDB Pullman, Wash.; WKOM Des Moines; WKOB North Adams, Mass.; WCFR Fall River, Ore.; WLAM Lewiston, Me.; Collins- town, Tex.; TOPEX, Topeka, Kan.; Northwest Public Services, Kelso, Wash.

HAMILTON-WHITNEY PRODUCTIONS, Hollywood, a production company, has signed contract with Stanley Cowan and Jesse Quejuin. Along the production, sales and distribution of new series, "The Children's Recordings," "Songs of History."

CBS Is Named Defendant By Coster in Libel Suit

CBS was named defendant in a $250,000 libel suit filed in the New York Supreme Court last week by Donald Q. Coster, an account executive of the Bureau of Advertising, New York.

Mr. Coster listed as co-defendants were Foote, Cone & Belding Inc., and Rayshow Inc., New York, a radio producing firm. Mr. Coster contended that he was libelled and held up to "public contempt and ridicule" in CBS' "Reader's Digest Radio Edition" Feb. 27 allegedly dramatizing Mr. Coster's part in the North African operations, during which he served as an Army colonel.

Mr. Coster declared that he was ''infuriated upon the show by a radio actor and that the impression was given that he had dictated the story or had written it.

New WADC Quarters

WADC Akron, now in its 23rd year of broadcasting, will erect a two-story brick building at Mill and Main St. to house its operations, Allen T. Simmons, owner and operator, has announced. Construction will start as soon as the Bostick Hotel, now on the block, is razed. Space will be available also for FM and television facilities. Around the top of the building will be a lighted sign which will point out news in lights, similar to the Times Square sign.
Gail G. Geddes
FUNERAL services were held in Washington Tuesday for Gail G. Geddes, 33, an executive of the National Assn. of Manufacturers and son of Robert C. Geddes, executive vice president of Radio Manufacturers Assn. Death resulted from an auto accident near Doylestown, Pa. Mr. Geddes’ two daughters—Carl, 4, and Olivia, 2—were injured but are expected to recover. Mrs. Geddes is the former Grace L. Carr of Washington. Mr. Geddes served during World War II as a Navy lieutenant aboard the aircraft carrier Saginaw Bay, participating in five major engagements. He was a member of Sigma Nu fraternity and held a Phi Beta Kappa key. He attended Dartmouth and was graduated from Tuck School of Business Administration. A brother, Bruce B. Geddes, of WTOP Washington, also survives.

**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

Exact Measurements at any time

R. C. A. COMMUNICATIONS, INC.
94 Broad Street
New York 4, N. Y.

The Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Monsey Blvd.
Washington 4, D. C.
District 2223

**TOWER SALES & ERECTING CO.**

Radio Towers
Erection, lightning, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7203

**WINFIELD SCOTT MccAHERN AND ASSOCIATES**

Consulting Radio Engineers
TELEVISION SPECIALISTS
419 Bond Blvd.
8099 Windermere Ave.
Washington 5, D. C.
Dulles Hill, Pa.
District 7087
Sunset 5357W

**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIALISTS 8A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG.
ST. LOUIS 1, MO.

**LYNNE C. SMEBY**

Consulting Radio Engineers
820 13th St. N. W., Ex. 8073
Washington 5, D. C.

**LLOYD R. AMOO**

Consulting Radio Engineer
121 Eighth St., S.E.
PHONE 845-W
JAMESTOWN, NORTH DAKOTA

**ROBERT M. SILLIMAN**

CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. N., Washington, D. C.

**GEOGE H. JASPERT**

Radio Consultant
STATION OPERATION & MANAGEMENT
including approvals, market
studies, program policies.
Little Building
Boston 16, Mass.
Hanover 4946

**WILLIAM E. RICHARDSON**

Consulting Radio Engineer
1935 S. W. Mass St. Cherry 4070
Portland 1, Oregon

**GEORGE P. AIDAH**

Radio Engineering Consultant
1933 M STREET, N. W.
EXECUTIVE 1230
WASHINGTON 6, D. C.

**CERTIFIED FREQUENCY MEASUREMENTS**

RADIATION STANDARDS LAB
Columbia 5, South Carolina

**SPORTS TELECASTS' SALES VALUE SHOWN**

54.5% Sets In Use as Ball Game Was Played, CBS Finds

TO MEASURE the commercial value of sports telecasts, CBS had a special survey made by C. E. Hooper Inc. on the evening of June 6, when WCBF-TV New York was televising the night game between the Brooklyn Dodgers and the Chicago Cubs. Five hundred calls, made between 8:46 and 10:15 p.m., revealed:

Video sets-in-use were 54.5%, more than double the Hooper June average of 29.0% for radio sets-in-use. A total of 11 television stations had sports programs on that evening—five on WNET and wrestling on WALB, as well as baseball on WCBF-TV.

Sets tuned to WCBS-TV had an average audience of 6.26 persons; 3.74 men, 1.52 women and 1.0 children. This compares with 2.5 persons in the radio audience.

Three out of four of those watching the baseball telecast could identify the Ford Motor Co. as sponsor of the program. And two-thirds of those who correctly named Ford as that night’s sponsor could also name a product of General Foods Corp., which alternates with Ford in sponsoring the Dodgers’ home game telecasts on WCBF-TV.

Lawrence W. Lowman, CBS vice president in charge of television, pointed out: “The high sets-in-use figure indicates the great interest in sports among television set users. Together with the sponsor-recognition and persons-per-set figures, they are especially meaningful to advertisers who are pondering the type of program to sponsor when they get into television.”

For this survey, Mr. Lowman concluded, “corroborates what television people have long believed—sports in television is a terrific sales vehicle for the advertiser.”

**TECHNICAL ADVERTISERS**

WMTW Milwaukee, July 1 increased its daily broadcast hours from extra hour and its Sunday schedule one-half hour. Station is on daily from 5:30 a.m. to 10:30 a.m. and Sundays from 7 a.m. to 12:30 a.m., representing a weekly increase of 6 hours.

**PLANS ARE underway for exchange of technical staff members of WOR and WBBR in autumn, according to Dr. A. FRICKON, CBS general manager. No arrangements have been made for exchange with American networks.**

**JIM NASH** and TED LITTLE, new to radio, have joined technical staff of CQOS Orillia, Ont.
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**Baseball Fans at the Indianapolis Indians games now have the opportunity to relate their opinions on current and past games to the team. In new series over WIBC Indianapolis, titled "Grandstand Manager," Gene Kelly, WIBC sports editor, interviews fans from the ballpark during home games, and from special booths in front of WIBC studios when games are aired in from out of town. Series is sponsored by Kaiser-Frazer Co., and as part of promotion, Mr. Kelly drives new Kaiser-Frazer car to and from games, bearing big sign pluging show.**

**Strike Coverage**

NEWS from the City Hall during the recent transit strike in St. Louis, was covered continuously during the 14-day negotiation period by the news staff of KXOK St. Louis. Regularly scheduled programs were interrupted frequently to bring a total of 30 broadcasts directly from the City Hall, where negotiations were in progress between striking street car and bus operators' unions, the Public Service Co., and the mayor. Bruce Barrington, KXOK news editor, covered the meetings in a field car equipped with a radio telephone.

**Preview**

TO PROMOTE the afternoon record show "Hour of Music" on KLZ Denver, Frank Harten, the record m.c., air a quarter hour teaser segment at 8:30 a.m. daily, giving tips on what artists, bands and tunes will be featured on later program. Usual procedure is to tape a recording of a record with promise to play other side at 4 p.m.

**Opinion Digest**

A PUBLIC OPINION digest program, titled "The National Opinion," is now heard on WARD, Arlington, Va., Wed., 8-8:15 p.m. Conducted by Robert Landcraft, executive secretary of the Arlington-Fairfax Real Estate Board, series presents condensed editorials and editorial comment from newspapers across the country.

**"Coffee Time"**

AUDIENCE participation at a record show is being developed at WPAY Portsmouth, Ohio, around its "Coffee Time" program, aired five days weekly, 8:30-9 a.m. Four-H Clubs over seven counties will attend broadcasts in small groups and join Bob Tucker, Inc., its chairman between records. Talk centers around series of timely subjects. Coffee and doughnuts are served on program during broadcasts.

**Child Talent**

CHILD TALENT is aired on new Saturday morning feature on WJOT Johnstown, Pa., titled "Rodeo Day" and featuring a country singer m.c. First half-hour of the full hour show is devoted to stations of local theater and the draw participants from audience. Bicycle is awarded at the end of each program to child picked as best performer. Two children also are interviewed on program and most promising radio announcer. Series is co-sponsored by local Sears Roebuck Store and Patty Tiny Tot Shop.

**Family Problems**

PROBLEMS of family life are discussed in new series "The American Family" which started June 25 on WNYE New York, Wed., 9-9:30 p.m. Written and produced by Annette Harten, narrated by Virginia Moaden, series has as its aim, a happy family presentation. Dialog is done in various forms—a drama, straight narrative and documentary—each one opening constructively, some factor contributing to unhappy families in America. Causes and cures are then discussed.

**"Star Time"**

ORIGINATING from station's miniature radio playhouse, new series titled "Star Time" has been started by WTTM, Dayton, Ohio. In conjunction with Hurley Tobin, local house-furnishing store, series, with title teasing, "Dream Girl" currently showing at Princeton Drama Festival, will develop a traction of series and was interviewed on show. Other series will be interviewed in succeeding weeks.

**Citizen's Forum**

COMMUNITY SUBJECTS from recreation to street cleaning are discussed each week on "Your Neighbors Speak" program on WRUN-FM Rome, New York. Every Monday evening, four citizens, usually selected two weeks in advance, representing varying points of view, meet at 7 p.m. to talk over the announced subject, and then at 8 p.m. they get on the line to discuss the issue with the program moderator.

**Speed Race Coverage**

EXCLUSIVE short-wave pickup broadcast of start of 23rd annual Mackinac Race July 12 will be carried by WJR Detroit. Program will be divided into three segments, with word descriptions of start of each of three speed classifications. Station promotion department will supply all boats sailing in event with special weather forecast chart listing times of Lake Huron special race weather forecasts to be broadcast July 12, 13, 14. Spaces will be opened on chart enabling sailors to mark in weather conditions as they tune to WJR while race is in progress.

**Bing Continued**

TO CARRY winter's audiences over into summer, WEDU New Orleans, recently developed a continuation of Philco's "Ringtime" program. Sponsored by a Philco distributor and a Philco retail outlet, new show is broadcast at regular Wednesday evening during summer season, is patterned after the winter show. Show consists of Crosby and recorded hits, with artists on record, with local announcer doing continuity.

**In-School Program Awards**

CLIMAXING a year of educational activities, WOWO Fort Wayne, Ind., concluded its in-schools program series by awarding inscribed scrolls to boys and girls responsible for the best work in programs. Included were Junior League, Radio Dept., of FPC, Fort Wayne Journal-Gazette and International News Service Town Meeting.

**Industrial Exposition**

REMOTE programs from Canton Industrial Exposition—49 programs in all—were carried in one week by WCMW Canton, Ohio, in conjunction with Canton Junior Chamber of Commerce. In addition to programs of news, sports, music, etc., a specially prepared show titled "Products on Parade" was aired, saluting the various industries having displays at the exposition. Programs were sponsored by national products made at Canton.

**Parks Described**

TO ACQUANT citizens with local parks and playgrounds, WGL Fort Wayne, is again presenting a summer series, "This Is Your Park," Sat. 10 a.m. in its third year, series consists of half-hour programs transcribed from different parks or playgrounds throughout city. Safety also is stressed with children educated to the fact that safest place to spend leisure hours is at their neighborhood playground.

"Kiddle Kwiz"

BROADCAST from bandstand in local park, "Kiddle Kwiz" program over KDVL Salt Lake City is especially designed for children under the age of 6 and 12. Sponsored by Wilson Products Co. and Grand Central Market, both of Salt Lake, show features teams of boys and girls competing against each other for prizes of dolls, cowboy outfits, ice cream, etc. Bicycle is awarded on a monthly basis as grand prize. Show is aired Sat. 1 p.m.

**Anti-Hay Fever Drive**

ANTI-HAY FEVER campaign got under way in Cincinnati on June 23 with radio portion of the drive for the Citizens' Committee for the Relief of Hay Fever. Richard W. Hubbell, of Richard W. Hubbell Ltd., purchased a radio license to WAKR, Canton, for one hour daily, sponsored by the Kennedys. A quarter-hour program titled "Beat That Hay Fever" broadcast June 22 on WLWA Cincinnati, Crossley AM, was recorded for rebroadcast on other Cincinnati stations. WAKR WRCY WOYU and WCPG.

**Civic Feature**

TO FOCUS attention on community problems, KXOK Stockton, Calif., has started a "Community Foundation" a Better Place To Live." Operating in conjunction with the Chamber of Commerce, programs are to cover civic matters as housing, schools, water supply, port development, industrial expansion, sales tax repeal, and recreation. Art Cook, Chamber of Commerce secretary-manager, handles series.

CBS has announced that it is now offering its nine co-op shows to FM stations. First sale was made to Sears Roebuck on WCMW Canton, Ohio, CBS Blanchard, Ala., for the "Dick Hootstein and the News" program. FM stations can buy co-op shows at minimum rates of $50 per week to 100 AM stations that same area can purchase them.

**Going Places Fast in Idaho**

Page 62 • July 7, 1947
Here at Collins we have the broadcast engineering know-how to furnish all of your audio facilities with performance and control circuits as you want them.

Part of your requirements can undoubtedly be met within our complete standard post-war line, unit by unit. However, in cases in which these do not satisfy your own operating methods, we are prepared to engineer units which do.

All Collins speech equipment meets FCC performance specifications for AM, FM and Television. It is used in broadcast stations, recording studios, PA systems, advertising agencies—whatever dependable high quality audio amplification and control are desired.

Make use of our consultation service. Our engineers, with experience in every phase of broadcasting, can be of much assistance in planning your installation. Depend on us for equipment which surpasses present standards and anticipates those of the future. A letter, wire or phone call will bring a Collins sales engineer to your office.
TO IMPRESS citizens with the advantages of trading with local merchants instead of going out of town, extensive campaign was staged during recent month by WCNC Elizabeth City, N. C. and local businessmen. Theme of campaign was to point out to citizens how they were hindering themselves and the community by spending money out of town. Listeners were urged to enter letter contest on WCNC "Shop in Elizabeth City" for a Better Community" appeared on signs and posters in store windows and other posters reading "Are You Boosting
Elizabeth City?" were placed around business section. As result of campaign, merchants report sales up, according to report from WCNC.

Joint Promotion

TWO-WAY promotion plan has been evolved between BBOO for CBS "Sam Spade" program and Universal International Pictures for Mark Hellinger's production, "Brute Force." Picture's exploitation will feature Howard Duff as star of program and later will point up his portrayal in film.

Roadside Superintendent's Club

MEMBERSHIP cards have been issued to all Madison, Wis. businessmen, entailing free membership in Roadside Superintendent's Club with "full rights and privileges to attend and to witness," from the erection of six, 250-foot steel radio towers at any one of Broadcasting Co.'s new 10,000 w AM radio stations. Each tower will be on the air for five to six months, but promotion is already well underway. The membership cards are wallet-size and have an early car drawing of man watching tower.

Program Announcement

SPECIALLY designed program announcement has been made for WVTG- M, now appears on the plac-hills distributed at Worcester Drama Festival's stock company productions. The ad's are designed to "draw curtain," highlights the new WTAG series of weekly interviews with leading members of surrounding summer stock companies in a program titled "Curtain Calls."

Whiteman Club

ORGANIZATION of the "WNR-Paul Whiteman Club," composed of listeners in Chippewa Valley, has been an- nounced by ABC Central Division. To obtain membership, listeners are in- vited to send in names of favorite re- cording, together with self-addressed stamped envelope. The prize to be awarded will be a prize certificate for Whiteman's show and a copy of his "Jumpin' at the World."

KFB scholarship

WINNER of second annual radio scholar- ship given by KFB Omaha, through the University Foundation, is John Caron. Mr. Caron will spend nine weeks of summer school ses- sion in training at KFB, doing some an- nouncing, writing and becoming generally acquainted with all departments. At end of training period, he will be given an examination and receive uni- versity credit for his work. Winner of last year's scholarship, Bud Levinson, will become chief announcer of KOLN Lincoln, when it goes on the air in a few weeks.

Video Review Booklet

PICTORIAL booklet has been prepared by KSDK-St. Louis, presenting highligh- tsg of special televistas by this sta- tion of U.S.G.A. 47th Open Champion- ship Tournament. Booklet contains pic- tures of various parts of the event, equipment used in televising and brief review of each scene.

Pulling Power

119,025 pieces of mail in 1946

99,644 pieces of mail in the first three months of 1947

Schenectady, N. Y.

GENERAL ELECTRIC

WGTY

After You

SOMETHING new in a radio industry ordinarily governed by conventional competition was introduced on June 27 when the Du-Mont television station WTTG introduced NBC's WBNW to the Wash-ington video scene and asked its listeners to turn their dials to its competitor, then signed off. WTTG's announcer explained that although competition is a healthy thing, cooperation has also featured progress in the development of the video art.

One man who might be said to have "had his finger on the pulse" was

"Not even WFDJ Flint could find you a vacuum. Hell isn't it?"
homes of the people who would be logical prospects.

One of NBC’s early clients, it broadcast for three years a fea-
tured program with Jessica Drag-
nette and Colin O’More. The se-
sies were “heavily merchandised with window displays, newspaper
stores, printed programs and masts
for newspaper ads,” according to
what remains of the old Philco
News files.

Just as the 1929 stock market
slump arrived, Philco started a se-
sies of special symphony broad-
casts by Leopold Stokowski, using
a transcontinental hookup. It was
super-radio in its day, and deal-
ers were delighted.

Bing’s First for Philco

When the slump persisted, the
company looked around for a
banger idea and came up in Jan-
uary 1930 with the Philco Hour
on CBS, with Canadian stations
ded. Paramount movie talent
was utilized, and Bing Crosby
made his first Philco appearance.

The following July the company
tried another another stroke idea. It
recorded a series of half-hour
transcriptions. “You get a local
rate from your station which brings
the cost away down,” Phil-
co News told its dealers. Sales
talks were supplied. Eleven pro-
gerams were produced which
could be interchanged for 26 broadcasts.

Again dealers were enthusi-
tic. Sales went up, many report-
ing increases up to 400% from this
pioneering plunge into spot radio.

Another Stokowski symphony
series was started that autumn,
with the sponsor exploiting a new
pickup device so secret that nei-
er public nor press could be ad-
mits to broadcasts. The CBS
program was moved from Thurs-
day to Tuesday. More local pro-
gerams were turned out and by
March, 1931, the company claimed
to have 20,000,000 listeners.

By making radio the principal
medium in its period of adoles-
cence, the company built up good-
will among distributors and deal-
ers as well as with the public. It
acquainted a reputation for aggres-
sive engineering and selling that
was quickly reflected in sales.

Philco Firsts

The list of Philco firsts is impres-
sive. It includes manufactur-
ing as well as merchandising firsts. Among the most impressive was
the depression-born Baby Grand. That
“table console” led the com-
pany to its top-ranking position in
1930. Many Baby Grand are still
operating.

Through the 30’s the company
continued to feature radio in its
advertising, building Boake Car-
ter into the No. 1 commentator po-
sition, here again establishing an-
other Radio First by buying the
first daily news commentator strip,
and later feeding Frazier Hunt
transcribed to a long list of sta-
tions.

In more than two decades of
broadcasting Philco has developed
a warm place for the transcription
technique. That warmth rose to
day last summer when Phil-
c decided to make a pitch for
Bing Crosby so it could reach
more listeners with one program
series than any other series in
history.

Philco is pleased with Bing, and
with the sales figures that John
M. Otter, general sales manager,
presents from week to week, Bing is
pleased because the whole pro-
gress of the show is written
and produced by Crosby Enterprises,
Inc. It has successfully launched
that company, run by Brother Ev-
nett, in a new phase of the en-
tertainment business.

This platter formula has pros
and cons, but James Carmine says
the pros greatly outweigh the
cons.

On the pro side, he explains, are
these factors: The lag between
actual recording and date of broad-
cast, generally about two
weeks, allows time for merchan-
dising and preparation of ma-
terial for other media. The pro-
gram retains the spontaneity of
live broadcasts, and its normal 35-
minute performance is edited
down to produce an improved
hour disc. The public still takes
part in the studio performance.
Bing’s deft tossing of lines and

RANCH STYLE is design of new modernistic studio and office building
of KKO El Centro, Calif., which celebrates its 20th birthday this year.
Modern in design, building contains no windows with all ventilation con-
trolled through concealed ducts and vents. Doyle Osman is the station’s
general manager.

his crooning suffer no noticeable
loss in the recording process.

On the con side is the fact that
transcriptions cost more, figuring
in cost of musicians, recording,
express and other items. Strictly
current gage can’t be used, but to
date Crosby Enterprises Inc. has
kept pace with the field in turning
out gags.

“We have never had the slight-
est thought of hurting radio,” Mr.
Carmine says, recalling several
charges to that effect. “Philco’s
first interest is radio. Philco uses
radio to sell more radios than
any other manufacturer. Trans-
scribing brings to the air many
artists unable to maintain, because
of other commitments, the strict
schedules required for network
performances. Watch what hap-
ens next autumn. It’s one more in
the long series of Philco’s
firsts.”

As to the future, Philco is
strictly optimistic. It faces tele-
vision confidently, with Bing
signed to a three-year contract,
for no other artist has more ap-
parent video potential. Philco has
operated WPTZ in Philadelphia
since 1932 and already has manu-
facturing, station operating, ad-
vertising and programming know-
how. And it is about to hit the
market with a brilliant-image
large-screen set that it believes
will be a sensation.

Though FM production took
more time to get started than ex-
pected, Philco is in quantity output
with a set that features “ad-
anced FM”. This is an entirely
new system of frequency modu-
lization detection developed by Phil-
co which the company regards as
a fundamental advance in the ra-
dio art.

Philco is aiming high in both
television and FM, seeing in these
fields a chance to sell millions
more than any other company in
the field. With competitive selling
conditions returning, the company
is ready for the fray. For Philco
fears no one, either in production
or selling.

As long as it hears the constant
dealer cry, “For God’s sake send
us more radios,” Philco will know
radio advertising is doing its job.

CONSTANT
RETURNS
HERALD A CHANGE!

NOW 1000 WATTS
SOON 5000 WATTS
Halifax Nova Scotia
Ask
JOS. WEED & CO.
350 Madison Ave., New York

BROADCASTING Telecasting
June 27 Decisions... By COMMISSIONER DURR

WIAC Sau Sau, P. R.—Granted petition for a hearing on applications of The Patriot Co. and WHP Inc.

Oakleekeent, Co., Wabasso, Minn.—Granted petition for leave to amend its application for further extension of time to file revised exceptions and memo in brief in re its application for FM station.

The Patria Co., Harrisburg, Pa.— Granted petition for amendment of its application to file revised exceptions and memo in brief in its application for a new FM station.

News, N. J.—Granted petition requesting Commission to accept supplemental exceptions and memo in brief in re its application for FM station.

The Joseph Henry Best, Corp., Albany, N. Y.—Granted petition for leave to amend its application to file a revised application to show reduction in voting stock ownership of Raymond M. Curtis from 50% to 44.4%. Also granted in part petition to transfer hearing to a new and more convenient location for July 4 from Washington to Albany, N. Y., subject to the condition that the petition be heard and decided on or before that date.

WNYM Youngstown, Ohio—Dismissed petition requesting reconsideration of Commission’s action of April 29 granting without change of WNNC for mod. CP.

Pioneer County Best, Co., El Campo, Tex.—Granted petition for leave to amend its application to increase ERP to 250 kw on 500 MHz instead of 1490 kHz 250 w unl. as amended was removed from hearing docket.

Yankee Network Inc., Bridgeport, Conn.—Granted extension for extension of time in which to file exceptions and request oral argument in re Bridgeport FM cases, and to conditioned to extend to and including July 22.

WRTW, Fremont City, Mich.—Granted permission to dismiss without prejudice application.

The Tower Realty Co., Cambridge, Md.—Granted petition for leave to amend its application to add revised engineering data respecting use and availability of proposed transmission. A

The Bridgeport Herald Corp., Bridgeport, Conn.—Granted extending and directed petition for extension of time in which to file reply brief to applications filed by the proceeding to file intention to participate in oral argument in re Bridgeport FM cases, and which time was extended to Aug. 6.

KZBX, Aberdeen, S. Dak.—Granted petition requesting leave to intervene in proceeding to file opposition to proposed trans. mod., Calif.; exceptions noted by counsel for petitioner.

Queen City Best, Inc., Cincinnati— Granted petition for extension of time in which to file exceptions to proposed decision and time was extended to and including July 8.

BY COMMISSIONER HYDE

KTBS West Memphis and Hot Springs, Ark.—Granted petition for continuation of further hearing scheduled June 28, in re Docket 7066 et al., and continued same to July 22.

BY THE COMMISSION

Designated for Hearing

Orel J. Watschorn, Murry, Utah—Designated for hearing application for new station at 1250 kHz 350 w unl. in consolidated proceeding with application of Weber County Services Co, requesting same frequency at Ogden, Utah, and KOVO and KYNV parties to proceeding.

Utica Observer Dispatch Inc. and Hanna Bros, Co., Utica, N. Y.—Designated for consolidation of applications for new FM stations at locations 1350 kHz 250 w unl. to proceed.

W. Wesley Best, Co., Ft. Lauderdale, Ind.—Designated for hearing application for new station at 1500 kHz 250 w unl. in consolidated proceeding with WJOL, WSOY and WLCR parties to proceeding.

Assignment of License

KDOC Austin, Tex.—Granted consent to assign license of KDOC from Claudia T. Johnson to Texas Best Corp.

ant-antenna D-day ast-astral anom-
end-condition(s) L5-locus pulsed ant-unlimited hours

in which Mrs. Johnson will be president, director and one 388 out of 400 class A stock and all 160 class B stock.

Modification of CP

WAPS, Atlanta, Ga.—Granted mod. CP for extension of completion dates.

WISN Milwaukee—Granted renewal of license for main and aux. to May 1, 1958.

KXRC, Wash.; Washington, D. C.—Granted license on temp. basis to Oct. 1 pending consideration of information requested of license under Sec. 308 (b) of Act.

KFI Los Angeles—Extended license on temp. basis to Oct. 1 pending final action in Dockets 7198, 7319, 7616, 7680.

WNHC-FM New York—License extended on temp. basis to Oct. 1 pending consideration of information requested under Sec. 308 (b) of Act.

JUNE 27 Applications... ACCEPTED FOR FILING

Modification of CP

WAPM Birmingham, Ala.—Mod. CP, as which authorized new FM station for extension of completion date.

Assignment of Grant

KTBS Shreveport, La.—Voluntary assignment of FM conditional grant to Radio Station KTBS Inc.

Transfer of Control

WFDP-FM Pilot, M. D.—Voluntary transfer of control of grantee corporation from Howard D. Loeb to Trebol Corp. (150 kw, common stock—100%)

Modification of CP

WTRF-FM Troy, N. Y.—Mod. CP which authorized new FM station in vert. plan to change type, station, etc.

WNYE Brooklyn, N. Y.—Curtis M. Whitney, Hilda M. Deutch and George M. Chisell, a co-partnership d/b/a as Hauton Best, Co., as mod. CP, as which authorized changes in non-commercial educational station to make changes in its system.

WGTY New York—Mod. CP which authorized changes in new FM station, for extension of completion date.

Assignment of Grant

Hastion Best, Service Inc., Haston, Pa.—Voluntary assignment of conditional grant to Victor C. Diebro, E. J. Whitney, Hilda M. Deutch and George M. Chisell, a co-partnership d/b/a as Hauton Best, Co.

WHIM-FM Memphis, Tenn.—Voluntary assignment of CP to Mid-South Best, Co.

Modification of CP

KTEM-FM Temple, Tex.—Mod. CP, as which authorized new FM station to change type station to Class B; type trans.; frequency to Channel 288, 107.5mc

BR ERP to 1 kw; makes changes in ant. system and change commencement and completion dates.

Assignment of Grant

WHBL-FM Sheboygan, Wis.—Voluntary assignment of conditional grant to WHBL Inc.

Modification of CP

WABS Mobile, Ala.—Mod. CP which authorized new FM station to make changes in DA and to mount FM ant. on AM tower.

KWTC Barstow, Calif.—Mod. CP, as which, modified new standard station for extension of commitment.

KFSD-FM San Diego, Calif.—Mod. CP, which authorized new FM station, for extension of completion date.

WMBF Jacksonville, Fla.—Mod. CP which authorized new FM station, for extension of completion date.

WTSF St. Petersburg, Fla.—Mod. CP which authorized new FM station, for installation of new transmit and DA-N and change trans. location, for extension of completion dates.

WCON-FM Atlanta, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WCON Albinia, Ga.—Mod. CP, as which authorized new FM station, for extension of completion date.

KIFI Idaho Falls, Idaho—CP to change frequency from 1460 to 500 kw, increase power from 500 w to 1 kw, install new trans. and DA-N and change trans. location, for extension of completion date.

WDWS Champaign, Ill.—Authority to determine operational status by direct measurement of ant. power.

Modification of CP

WCBR Conowingo, Md.—Mod. CP, as which, authorized new FM station for extension of commencement and completion dates.

WASK Lafayette, Ind.—Mod. CP, as which authorize new FM station to direct to new vert. ant. and mounting FM ant. on new tower, and changing location, for installation new trans. and for extension of completion dates.

License for CP

KXEC Decorah, Iowa.—License to cover CP which authorized new FM station and for change of studio location.

El Dorado Best, Co., El Dorado, Kan.—CP authorized new FM station, for change power from 250 w to 1 kw and change type trans.

Albert R. Pigg, Garden City, Kan.—CP new standard station 1500 kw 250 w AMENDED to change power from 250 w to 1 kw and change type trans.

KXAC Manhattan, Kan.—Mod. CP which authorized new FM station to install new trans. and vertical ant. and for change power after completion date.

Agency AM—1500 kw.

WCMR Ashland, Ky.—Authority to determine operating power by direct measurement of ant. and changes in trans. AM—1500 kw.

WCMR—AM—1500 kw.

WCMR—AM—1500 kw.

WCMR—AM—1500 kw.

WCMR—AM—1500 kw.

WCMR—AM—1500 kw.

WCMR—AM—1500 kw.
On Cue

POINTING has long been considered impolite in many circles, but it can also be downright necessary when done with a fountain pen. Ann Ford, who does the General Mills show, A Woman Looks at the News, over WSM Nashville, found that out, much to her discomfort and embarrassment, just as she was about to take the air recently. Following a transcription commercial, Producer Tom Stewart gave a quick pointing cue with fountain pen in hand and Miss Ford received a shower of ink square in the eye. True to tradition, though, Miss Ford got underway with ink dripping from a very red eye. What she said afterward is another story!

sander, E. G. Kingabby, Res D. Kitchen, Spencer J. Scott and Handy C. Harvey, Austin, Tex.—CP new standard station 1250 kc 250 w unl. AMENDED to change frequency from 1240 to 1260 kc, power from 250 w to 500 w unl. from D to C, change type trans.

Modification of CP

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

License Renewal

KCHS Hot Springs, Natl., M.—License renewal.

WGVY Greenville, S.C.—Same.

KWN Bartlesville, Okla.—Same.

Modification of CP

KWTC Barstow, Calif.—Mod, CP, as mod., which authorized new standard station to change trans. and location to specify new studio location. AMENDED to make changes in trans.

AM 1310

Bert Williams, Martinsville, Coln.—CP new standard station 1350 kc 250 w. AMENDED to change frequency from 1340 to 1350 kc and change hours from D only to unl.

AM 1580

News-Record, Centerville, Ind.—CP new standard station 1580 kc 250 w D.

CP new standard station 1490 kc 250 w unl.

Modification of CP

WLSN Racine, Ohio.—Mod. CP which authorized new standard station to change studio location from 2200 W to 2111 N, Racine, and DA-1 1100 kc 250 w unl. AMENDED to change type trans.

WWSX Springfield, Ohio.—Mod. CP which authorized new standard station to change studio location from 2200 W to 2111 N, Springfield, and DA-1 1100 kc 250 w unl. AMENDED to change type trans. and for approval of ant. trans. location and to specify studio location. AMENDED to change power from 1 kw-D to 250 w-D and change type trans.

AM 1450

Myrtle Beach, S.C.—CP new standard station 1450 kc 250 w unl.

AM 1380

KDAT Inc., Sioux Falls, S.D.—CP new standard station 1380 kc 250 w unl.

AM 1740

Tri-Cities Broadcasting Co., Tullahoma, Tenn.—CP new standard station 1740 kc 250 w D.

AM 1440

Jasper Brstg., Co., Jasper, Texas.—CP new standard station 1440 kc 250 w unl.

Modification of CP

KXSA San Antonio, Tex.—Mod. CP new standard station for extension of commencement and completion dates.

WPFW Richmond, Va.—Mod. CP, as mod., which authorized new standard station, to change frequency from 720 to 740 kc.

License Renewal

KCOY Santa Maria, Calif.—License renewal.

KQLN Fremont, Neb.—Same.

KTPS Terre Haute, Ind.—Same.

TENDERED FOR FILING

AM 1350

Richardson, Springfield & Adair, Crawfordsville, Ind.—CP new standard station 1350 kc 100 w unl.

AM 1840

Kocheske Brstg., Corp., Warsaw, Ind.—CP new standard station 1840 kc 1250 w unl.

WILX North Wilkesboro, N.C.—Consent to assignment of CP to Carolina-Northwestern Co.

The Starkeville Brstg., Co., Starkeville, Miss.—CP new standard station 1250 kc 250 w unl.

KPUG Bellingham, Wash.—Mod. CP to change proposed tower location and to specify studio location. AMENDED to change propagation of antenna system, operating on 1170 kc 1 kw D.

KXIR Russellville, Ariz.—CP change frequency from 1400 kc to 1270 kc, power from 250 w to 500 w N 1 kw-D, install new trans. and DA-N.

AM 1400

The St. Andrew Bay Brstg., Co., Panama City, Fla.—CP new standard station 1400 kc 250 w unl.

AM 1490

Cenitexeda Valley Brstg., Co., Eaglewood, Calif.—CP new standard station 1490 kc 250 w specified hours N.

WDNC Durham, N.C.—Mod. CP to install new ant. on AM radiator, using 1620 kc 3 kw D, 1520 w unl. and DA-1.

SSA—1770 kc

WRKI Alice, Tex.—Mod. CP to operate with 100 w D 1 kw unl. on 1770 kc 1 kw on 1 kw unl. until decision on applicant’s pending application to operate with 5 kw unl. DA-N.

Modification of CP

WDDH Boston.—Mod. CP to specify changes in ant. and ground system, using 50 kw unl. and DA-1N on 850 kc.

APPLICATION RETURNED

WASK Lafayette, Ind.—CP install old main trans. at present location of main trans. to be used only, with power 50 w. RETURNED June 27, wrong forms.

June 30 Decisions...

DOCKET CASE ACTIONS (By the Commission)

Proposed FM

Announced proposed decision in Cleveland-Akron-Elyria, Ohio, FM cases looking toward grant of all applicants in these proceedings. All are for Class B facilities except Elyria-Lorain Brstg. Co., to which proposed Class A grant is made. See story this issue.

AM 490

Hafren Pub. Co., Chattanooga, Tenn., and Fremen Brstg., Co., Fresno, Calif.—Announced final decision granting application of Han...

(Continued on page 68)
Two Radio Newsmen Win Sigma Delta Chi Awards

TWO RADIO NEWSMEN, Harry M. Cochran, local news editor of WSTV Steubenville, Ohio, and Allen E. (Dink) Stake, Knox Tenn., were among recipients of the annual Sigma Delta Chi medalion awards announced last week. The awards were presented for outstanding achievements in journalism during 1946.

Mr. Stout won his award in the radio reporting classification for his broadcast of a recent direct from the scene of a gun battle between ex-GIs and politicians during the election campaign at Athens, Tenn. The citation accompanying the presentation said his broad- cast "undoubtedly ranks above most of the attempted of the armed services and radio correspondents to broadcast on-the-scene events as they took place in World War II" and "shows how radio can perform an important public service."

A broadcast by Mr. Cochran which won for him the award in the newspaperman class was heralded as exhibiting "merits over and above those of good writing and judgment" and as an outstanding example of public service. "Non-traditional journalism role of champion of and watchdog for the public," Mr. Cochran was given the award for reporting the documented criminal background of one of the operators of gan- bling dens and vice resorts in Steubenville, where a murder was committed that later spurred church and other groups to action. [BROADCASTING, Nov. 11, 1946].

Quiz Program Renewed For 52 Weeks by Ronson

RONSON Art Metal Works Inc., Newark, N. J., has renewed sponsor- ship of its Twenty Questions program, effective July 5, Sat. 6-8 P.M. over 168 Mutual stations plus 21 outlets of the Canadian Broadcasting Corp. for 52 weeks. This marks the second successive year of uninterrupted sponsorship of the round-the-world program, which will run through the summer with no seasonal hiatus.

Show is handled by Cecil & Presbrey, New York.

WTIC Transmitter

DEDICATION of the new $100,- 000 50-kw transmitter of WTIC Hartford, Conn., took place last Wednesday evening (July 2) on a program broadcast by WTIC at 7:30. Button that turned on the new transmitter was pressed by 8-year-old Alan Scott, son of the late Carl Scott, who died a few weeks ago after having completed major portion of the transmitter installation work. The old WTIC transmitter, which bowed out Wednesday, was said to have been the scene of many broadcast sessions and to have been used to 100-kw tubes. It served as a model for the Italian government's powerful trans- mission system.

Those Commercials

ALL TYPES of people listen to radio commercials even when they're losing money. This was demonstrated recently on KWBC Pendleton, Ore., much to the chagrin of the sponsor, a local plumber. He was forced to discard a neat auto- matic dish washer and garbage disposal unit he had received that he had to tell the public about it on one of his spots. The sponsor was not that night someone backed a truck to the rear entrance and carted away the plum- ber's pride and joy, and it hasn't been heard of since.

Networks Sending Script Men to KYW's Workshop

FOUR major networks and the BBC are sending script experts to participate in the fifth annual KYW Summer Radio Workshop for 60 teachers and 60 high school students starting at the Phila- delphia Westinhouse station today (July 7) and continuing through this month.

The workshop will be represented by John Coburn Turner and Ira Marion, manager of Script Dept., and staff writer, respectively; NBC by Richard McDonagh and Wade Arnold, Script Division manager and staff writer, respect- ively; Mutual by Elsie Dick, edu- cation director, and Sam Serota, education director of WIP Phila- delphia, and CBS by Robert Hud- son, education director. Sam Slate, program director for BBC in North America, will give a demon- stration of British methods of education by radio.

Federal education officials sched- uled to take part are: Dr. Frank- lin P. Dunham, chief of radio, U.S. Office of Education, and Mrs. Gertrude G. Broderick, executive secretary of Federal Radio Educa- tion Committee. Among faculty members are: Victoria Corey, edu- cation director, JK & JAK Pittsburgh; Dale Jackson, KDKA, and Bud Hudelson, education director, WBZ Boston.

Creighton Date Set

SECOND ANNUAL Radio Insti- tute will be held at Creighton U. in Omaha July 18-19, according to Rev. R. C. Williams, S. J., director of radio education at Creighton.

The four national network rep- resentatives will include: Betty Ross, assistant director of public service, NBC Central Division; E. W. Ziebarth, director of education, CBS Central Division; Fred Kil- lian, production manager, ABC Central Division; James A. Ma- honey, manager of MBS Western Division; and John A. Ham- ish, chief engineer of KELO, Des Moines, Iowa, who will be repre- sented. An innovation of the sessions will be the use of television for groups participating in a ques- tion and answer session.

FCC Actions

(Continued from page 67)

Decisions:

(Continued from page 67)

Decisions:

New York FM

Ordered new frequency assignments for CB stations as a result of C. B. licensees in New York area in lieu of those made June 16. See story this page.

BY THE COMMISSION

FM Policy

Announced policy concerning assignment of those Class B FM channels re- served until June 14 by the FCCthis issue.

License Extensions

General Electric Co., Schenectady—Granted W2XBD extension of license on temp. basis to Oct. 1 pending further engineering operations.

Mobile Television Inc., New York—Same for W2XMT pending further ac- countancy.

Petition Granted

WJAS Louisville, Ky.—Granted in part petition by the FCC that Commission par- don postpone effective date of its action of Nov. 14, 1946 granting without hear- ing application of Oklahoma Agricultural and Mechanical College, STILLWATER, Okla., for CP, and recall or set aside its action of April 16, 1947, granting without hear- ing application of Oklahoma Agricultural and Mechanical College, CP; or- dered actions be suspended, pending de- cisions of U. S. Court of Appeals of Distric- t of Columbia in L. B. Wilson Inc. v. FCC and WJR The Good Will Station Inc. v. FCC and further notice to Commission, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litiga- tion.

WCLW Cincinnati—Granted petition for interim relief praying that Commission order application to be heard, action of Dec. 8, 1946, granting without hearing application of WESTERN BROADCASTING Co., Inc., St. Paul, Minn. for CP; ordered that ac- tion of Dec. 5, 1946, granting pending application of L. S. COURT OF APPEALS IN L. B. WILSON INC. V. FCC AND WJR THE GOOD WILL STATION INC. V. FCC AND FURTHER NOTICE TO COMMISSION, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litigation.

June 30 Applications . . .

ACCEPTED FOR FILING

AM-1040 AM

Coffeyville, Kan.—CBS AM, Radio City, Conn.; new station 690 kc 1 kw DA-D. AMENDED to change fre- quencies from 640 to 650 kc; using non-DA and change studio location.

Modification of Call

WFTO Washington, D. C.—Mod. CP, as mod., which authorised new commercial TV station, ALA to change channel and make changes in ant. system.

TV-Television

The Convocation Television Assn., Inc., Lancaster, Pa.—Freq. 3948.5 which authorised new exp. TV station at New York, New York.

Decisions:

Announced new frequency assignments for CB stations in lieu of those made June 16. See story this page.

Page 68 • July 7, 1947
**FCC Box Score**

FCC BOX SCORE of actions as of last week stands as follows: Standard stations-1,270 licensed, 523 construction permits, 676 applications pending (of which 407 are in hearing); FM stations-469 authorized, 616 initial authorizations, 616 CPs and rest conditional grants, 160 applications pending (515 in hearing); non-commercial educational FM-six licensed, 32 applications pending. In addition, the Commission granted permission for the operation of a new FM station at WGIN -FM, at a new hearing.

**July 1 Decisions**

**Docket No. 210**

(1230) AM-1550 kc

Announced proposal directed toward grant of AM-1550 kc to WELW, Inc., subject to transfer within 60 days of application for approval. Site in Detroit, Mich., subject to transfer within 60 days and approval of application for mod. CP setting forth proposal as made by applicant at hearing, including data in table.

(1590) AM-1550 kc

Announced proposal directed toward grant of AM station WELW-AM, 1550 kc, to WELW, Inc., subject to transfer within 60 days and approval of application for mod. CP setting forth proposal as made by applicant at hearing, including data in table.

(1910) AM-1550 kc

Announced proposal directed toward grant of AM station WELW-AM, 1550 kc, to WELW, Inc., subject to transfer within 60 days and approval of application for mod. CP setting forth proposal as made by applicant at hearing, including data in table.

**Power of Attorney**

(1850) AM-1550 kc

Announced proposal directed toward grant of AM station WELW-AM, 1550 kc, to WELW, Inc., subject to transfer within 60 days and approval of application for mod. CP setting forth proposal as made by applicant at hearing, including data in table.

**Tendered for Filing**

(1560) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(1570) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(1580) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(1590) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

**July 2 Decisions**

**Accepted for Filing**

(530) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(540) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(550) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(560) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

**Tendered for Filing**

(1070) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(1080) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.

(1090) WCRB-AM Easton, Mass.-CP which authorized new station to change call sign, new station assignment, new power and antenna system (Class D) to WCRB.
FCC Actions (Continued from page 69)

Applications Cont.: Phila Record Co. to Wm. Penn Bestg. Co. (3) Consent to assignment of 11 licence of WPEN-TV from Wm. Penn Bestg. Co. to Philadelphia Record Co. (4) Consent to transfer of control of Wm. Penn Bestg. Co. from Barre to Bar SM and to Sun Bay Drug Co. Three of these applications (2, 3, 4 above) are contingent on results of transfer of control of Philadelphia Record Co.

AM—990 kc

WBET Brockton, Mass.—CP increase proposed from 250 to 1 kw D and install new trans.

Transfer of Control WALB Albany, Ga.—Consent to transfer of control from Henry T. McIntosh to James H. Grady

AM—1030 kc


Transfer of Control KUSN San Diego, Calif.—Consent to transfer of control of CP from C. Arnhoft Smith, Frank Burke, and J. Frank Hurke, John A. Smith and Paul L. Jones.

Mod. of CP

KGDJ Blockton, Cali.—Consent to install TV ant. on one of towers of D. C. Public of 100 kw, and D. C. Asst. Service of 2 kw.

Assignment of CP and License WQXG-AMF—Consent to assignment of CP and license for WQXG and CP for WQQW and for WQQW to WQXG.

Assignment of License KAVR-AM, Lima, Ohio.—Consent to assignment of license to KAVR Inc.

APPLICATIONS DISMISSED

Modification of Assignment KSTP Minn.—CP to change station to WSMP.


AM—Furher Hearing WTOL Toledo, Ohio.—License renewal! Respondent, WSNB Service Bx., Ohio.

AM—Furher Hearing Woodworth, Ind. Co., Detroit—CP 840 kc 5 kw D-D.

Interviewer: WHAS Louisville, Ky.


Taylor that “I want to give assurance that there is no disposition to speed our course to the prejudice of the right of the defendant but that justice shall be done.” Sen. John W. Bricker (R-Ohio) later rose to de- fend Mr. Jones, stating his “in- traction is unquestioned” and his “ability proven.” He inserted in the record a copy of Rep. Jones’ formal statement and letters of endorsement from 17 “prominent citizens” in the nominee’s home territory.

when the work of our live wire promotion de- partment has been plastered all over our streets and sidewalks... don’t know who was responsible but I’ve a hunch that it was the work of our live wire promotion de- partment. This is just another example of what happens to a new program when it’s aired over WCHS!

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Yea

Alay

WCHS Charleston, Va.

The Commissioner-nominated case dates and events to back his denial of charges attempting to link him with Father Coughlin and Gerald L. K. Smith. Quoting Mr. Pearson’s contention that his]n a Klan, Smith having been an outspoken member of the Commission. The ‘spokesman’ of the Klan, or any other organization, has a right to express his views, and I do not believe that the words of Mr. Pearson, or any other person, should be considered as evidence of his participation in such an organization.

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The third "affidavit," put into the record by Sen. Taylor, was signed by Frank Barker and dated June 30. It charged that the Black Legion helped put Mr. Jones into office as county attorney. It said:

"I, Frank Barker, administered the preliminary obligation to Robert F. Jones prior to his joining the Patriotic Legion of America, commonly known as the Black Legion. I remember that the ceremony took place in the woods on the Tapscott Farm, about two miles from the city of Lima, Ohio. I believe it was the year 1934, as nearly as I can remember. I definitely remember that it was before Robert Jones became county attorney. Because it was the Patriotic Legion of America, which helped place him in that office."

Meanwhile, opposition to Rep. Jones came from another source. Russ Nixon, Washington representative of United Electrical, Radio & Machine Workers (CIO), announced that on the basis of Mr. Jones' Congressional record he had protested the appointment to Democratic Chairman Robert E. Hangan on behalf of the union's 60,000 members. Praise for the nominee and support of his nomination came from many sources. Among such supporters was Fred A. Palmer, radio management consultant of Cincinnati, who sent the subcommittee a strong endorsement declaring that "my only criticism of Mr. Jones is that when he sang tenor on my college quartet, his higher note was just a little thin."

The week's developments shed little new light on the background of President Truman's withdrawal of the Wakefield nomination. It was sent up while the President was in Missouri, and in some quarters it was thought he had not intended it to be sent. Others saw in the withdrawal signs of a break between the President and FCC Chairman Charles R. Denny, who had urgently advocated renomination of the California Republican.

There had been opposition to his renomination for some time among G.O.P. Congressional leaders who questioned his party status and felt a more ardent Republican should serve in the Republican post. It was this question which precipitated the appointment of a subcommittee to consider the renomination just a few days before it was withdrawn.

KGO WILL BEGIN 50-KW OPERATION ON JAN. 1

GAYLE V. GRUBB, general manager of KGO, ABC-owned and operated San Francisco station, announced last week that KGO will increase its power from 7,500 to 50,000 watts on New Year's Day, 1946. The project will cost an estimated $400,000.

A Westinghouse transmitter of the latest air-cooled type will be installed, with directional antenna beaming a signal north and south from three 310-ft. towers. A modern two-story concrete building will be erected on a man-made island which has been raised from the floor of San Francisco Bay. The building is sailed and air-conditioned to protect transmitting equipment.

A. E. Evans, KGO chief engineer, quoting estimates prepared for the FCC, said the new 50-kw transmitter will serve 1,000,000 more listeners.

Signal Corps Exhibit

THE LARGEST exhibit yet sponsored by the Signal Corps Engineering laboratories was held June 21 in the National Guard Armory in Atlantic City, in conjunction with the Telecommunications Conference. Complete integrated communications systems using radio, wire, carrier telephony, facsimile and teltype were shown. There were also demonstrations of mobile military television in action, sound locators, radars, devices, meteorological balloon ascensions, photo-thermal detectors, computer action, and displays of other Signal Corps equipment.
AFM Probe
(Continued from page 15)
a man who is already down" and to
Petrillo's eloquent concession that
the "Supreme Court has spoken and
I bow to its dictates."
Should the union chief, famed for
his adroit conduct at investigations,
completely whitewash the union
of abuses and vicious practices, the
subcommittee will call witnesses
from within the union and subpoena
union books to contradict the testi-
momy. The probes have prepared a
list of questions for which there are
known answers. Should Petrillo
be tripped up, the subcommittee
will consider further action.
To accommodate the expected
crowd the subcommittee has se-
lected the large caucus room in the
Old House Office Bldg. as a site for
the hearing. All members of the
House and Senate Labor Commit-
tees have been invited to attend.
The union chief will be flanked by
Joseph Padway and Henry Kaiser,
AFL-AFM attorneys. They had
asked the committee to defer the
hearing until Petrillo has faced
trial in the U. S. District Court in
Chicago on a charge of violating the
Lea Act by calling a strike and
setting up a picket line when
WAAP Chicago refused to give in
to his demand to hire three more
librarians. This complaint, filed by
the Dept. of Justice, led to his dis-
imssal request before Judge Wal-
ter La Buy last November. Grant of
his plea by the court took the case
to the U. S. Supreme Court where
Judge La Buy was reversed, the
law upheld and the case remained
for trial in the District Court.
The House subcommittee hopes
to complete its hearings by July 26,
when Congress plans to adjourn for
the summer. Subcommittee
members have been gathering evi-
dence against Petrillo in all parts
of the country and plan a thorough
investigation.
No Identities Revealed
No indication was given as to the
identity of broadcast industry
executives who will be called before
the investigators, but Rep. Nixon
said final decision will depend on
Petrillo's testimony.
An exciting incident was in the
making last week when the APM
Philadelphia local reversed its orig-
inal decision forbidding WPEN to
broadcast a recruiting concert by
the Army Ground Forces Band.
Permit to broadcast the con-
cert 8:05-9 p.m. July 3 was re-
quested June 19 by John L. McClay,
program director of WPEN, in
by the local union. The union noti-
ified the local board that the local board had
decided to refuse permission for
the broadcast as "not in the best
interests of the union."
WPEN thereupon dropped plans
for the broadcast Wednesday after-
noon, however, newspapermen
asked the local union about the
refusal, apparently on the basis of
a tip from War Dept. contacts. The
next morning the board reversed its
original decision, claiming that
the original action had not been "offi-
cial," according to Frank Liuzzo,
local president.
Under an official Army regula-
tion, based on an Oct. 24, 1945,
agreement with AFM, music from
conserts of this general type may
be broadcast. The concert was
scheduled at Homemakers Center,
Philadelphia, a property owned by
the Bulletin, which also owns
WPEN. Such pick-ups are consid-
ered studio programs rather than
remotes by WPEN.

TRANSACTION providing for sponsorship by Swift & Co. of KLZ Farm Reporter is completed by Swift executives, KLZ officials and representa-
tives of Swift's agency, Needham, Louis & Brophy, L to r: (seated) Hugh Terry, KLZ manager; F. M. Simpson, director of agricultural research at
Swift & Co.; Lowell Watts, who does KLZ Farm Reporter show, and
George Brown, of Swift's advertising staff; (standing) Main Morris,
national sales chief of the Denver station; W. D. Horne Jr., vice president of
Needham, Louis & Brophy, and Frank Mcniight, of the Swift agricul-
tural research department.

San Francisco Chronicle Launches Its FM Outlet
S A N F R A N C I S C O C H R O N-
ICLE, independent morning daily,
on July 1 dedicated its new FM sta-
tion, KRON. The station operates
at 96.5 mc (Channel 243). Charles
Thieriot is general manager, R. A.
Isberg chief engineer and A. H.
Constant program director. Studios
are on the second floor of the
Chronicle Bldg. in San Francisco.
According to Mr. Thieriot, the
KRON will operate initially 2-9 p.m., Mon.-Fri., with the length of
broadcast time to be expanded later.

Radio for Teaching
AIMED at increasing use of radio
teaching in schools, a con-
ference of teachers, school admin-
istrators, PTA leaders, study clubs
and farm organizations will be held
Aug. 7-8 at Indianapolis. Indiana
U's radio department, headed by
George C. Johnson, is sponsoring
the event in cooperation with the
State Dept. of Public Instruction.
FCC Final Decisions in Five AM Cases

Competitive Applications Are Turned Down In 9 Requests

FINAL DECISIONS were handed down last week by FCC in five AM docket proceedings, granting power increase to an existing station, authorizing five new outlets and denying nine competitive requests.

The actions:
1. Granted new station at Elgin, III., on 1390 kc, 250 w fulltime, to Elgin Broadcasting Co. and Village Broadcasting Co., Oak Park, Ill., Vincent G. Cefey, Elgin, III., and Community Broadcasting Co., Oak Park, III., each seeking same facilities, and also Beloit Broadcasting Co., seeking 100 w on 1390 kc at Beloit, Wis.
2. Granted new station at Madison, Wis., on 1460 kc, 1 kw fulltime directi-onal, to Radio Wisconsin Inc., and denied application of Edwin Mead for same facilities at Rockford, Ill.
3. Granted new station at Mobile, Ala., on 1320 kc, 250 w fulltime, to Burton Broadcasting Co.; denied applications of Gulf Broadcasting Co., seeking same facilities, and of Mobile Broadcasting Co., asking 1320 kc, 5 kw day and 1 kw night.
4. Granted WEAU East Claire, Wis., power increase on 790 kc from 3 kw day and 1 kw night to 5 kw fulltime, directional; granted new station at Lub-bock, Tex., on 790 kc, 3 kw day and 1 kw night, to Lubbock Community Broad-casting Co., and denied request of KFYO Lubbock to move to 790 kc.
5. Granted new station at Beloit, Calif., on 626 kc, 1 kw fulltime, direc- tional, to Lubbock Community Broad-casting Co., seeking same facilities at Fresno, Calif.

The Elgin-Oak Park-Beloit ruling was the first in the series issued in the proceeding. The Commission first proposed to grant Elgin Broad-casting and deny its competitors. Following exceptions and oral argu-ment, a supplemental proposed decision was issued favoring Village Broadcasting and Beloit Broadcasting over the others. The final decision effects the original proposal.

FCC stated that since its supple-mental proposed decision, a new outlet had been authorized for Be-loit (500 kc west of 1390 kc to Beloit Broadcasters Inc.) and thus the other two localities should get preference since they now have no local outlet. Between Oak Park and El-gin, FCC preferred the latter since it is not within a metropolitan area and does not receive the variety of service available to Oak Park.

The Commission's proposed deci-sion in the Rockford-Madison case had favored the Rockford appli-cant, Mr. Mead. But since adjacent channels and adjacent areas were concerned, FCC later combined this case with the Elgin-Oak Park-Beloit proceeding and issued a supple-mental proposed decision. This intermediate finding reversed the proposed decision and favored Ra-dio Wisconsin over Mr. Mead as the latter's proposed operation would interfere with the Beloit Broadcasting operation which was the subject of an earlier proceeding. The supplemental proposed decision to grant Radio Wis-consin was effectuated in the final decision.

Another change of decision is found in the Mobile case. The final opinion chose Burton Broadcasting over Gulf Broadcasting because Burton "is composed of persons who will personally and directly be responsible for the management of the station." Burton Broadcasting is owned by Jewel Gilbert Burton Jr. and Gilbertte Burton, brothers, local residents and veterans. Gulf Broadcasting is mostly owned by local persons. Mobile Broadcasting Co. was found to propose opera-tion in violation of the North Amer-i-can Regional Broadcasting Agree-ment. FCC's proposed decision did not favor Burton Broadcasting because of questions on network ar-rangements and other matters. The final decision said the network plans were common to both.

Lubbock Proceeding

In the East Claire-Lubbock pro-cceeding, the Commission found that a power increase for WEUA would effect extension of daytime primary service to many not receiving such service. Between Lubbock County Broadcasting and KFYO, FCC preferred the new applicant in order to provide medium of news and information. It noted that KFYO is affiliated in ownership with the Avalanche and Journal, morning and evening papers.

Commission Charles R. Denny and E. K. Jett concurred in the deci-sion except that they favored KFYO over Lubbock County Broad-casting, to permit the existing station to improve its facilities.

Since no objections had been filed to the Commission's proposed deci-sion in the Hanford-Fresno case, the final ruling concurred with the prior decision, granted the facili-ty to Hanford Publishing Co. on the grounds that the relative broadcast needs of the two cities. The grantee is authorized for continuous and weekly programs in Hanford and a daily in Chico, Calif.

Elgin Broadcasting Co. is a co-part-nership of Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill., and Raymond J. Wallace, engineer and transmitter engineer.

KTRH-FM Houston Takes Air on 8-Hour Schedule

KTRH-FM, owned and operated by KTRH Broadcasting Co., which also operates Houston's 50-kw CBS outlet, KTRH, took the air June 30 on 101.1 mc (Channel 226). The new FM outlet is on an eight-hour daily schedule, 2-10 p.m. B. F. Orr, KTRH general manager, an-nounces.

Studios and transmitter are on the 34th floor of Houston's Gulf Bldg., with the FM antenna located on the roof. Antenna is square loop, five-bay and stands 480 ft. above the ground. Power gain is approximately three and one-half, with effective radiated signal of 10 kw. Equipment in cludes the latest model General Electric 3-kw transmitter, a GE console and RCA turntables.

Supervisor of KTRH-FM is Lon-don T. England. Before assuming his new post Mr. England had been associated with KTRH for five years in an engineering capacity.

On Citizens Radio

FCC has given notice of proposed rule making and establishment of technical requirements and procedure for obtaining type approval of equipment to be used in the Citi-zens Radio Service. The Commis-sion has issued its proposed rules and regulations and has set Au-gust 4 as deadline for comments of interested parties. Frequency band 460-470 mc is designated.
WGAY This Week to File Answer to 'Unfair' Complaint

FEDERAL TRADE COMMISSION is proceeding slowly and cautiously in building a WWDC Washington, D. C. complaints of unfair competition filed June 18 against two Washington area stations, WARD, Arlington, Va., and WGAY Silver Spring, Md. (Broadcasting, June 23). James A. Horton, director of the FTC's office of legal investigations, said last week that the Bureau is giving very careful study to determine whether they fall within FTC jurisdiction.

The FTC officials indicated that a conference would probably be held this week with the FCC to discuss the whole question and determine FCC's policy and jurisdiction in such programming matters as race result, give-away shows and lotteries. In the case of "lottery" broadcasting, the FTC has expressed its disapproval in opinions on license renewals, but has never taken action.

WGAY to Answer

WGAY, meanwhile, revealed that it would file an answer this week in which it would contend that the FTC has no jurisdiction over program content as distinguished from the advertising message. If it did have such jurisdiction, contends WGAY, then it could rule daytime serials unfair as compared with single complete stories or exclusive eye-witness sports accounts unfair compared with regular resumes.

The FCC has been given exclusive authority to review overall programming, continues WGAY, but it has never been limited in scope. Certainly then, the station says, "Congress did not intend by inference to give FTC greater power."

If broadcasting race results is unlawful or illegal, says the answer, then it's up to the FCC to say so on the applicant's renewal application. The station maintains, however, that the program was referred to the Chief of Police and State's Attorney before being used and was not found to be illegal.

In addition to the answer which will be filed this week, WGAY General Manager Joseph L. Brechner presented his case to NAB President E. W. Miller in a letter last Wednesday.

Maintaining that the issues involved are not only local, but nationwide and industry-wide, Mr. Brechner says: "The ramifications and complications of such issues are so great and obvious as to indicate rather clearly I think, the growing dangers facing the industry in its present effort to achieve complete freedom to express itself with a minimum of federal control."

The issue raised by WWDC, says Mr. Brechner, suggests the following questions: "(1) What constitutes unfair competition between radio stations? (2) Is the loss of a radio audience an indication of unfair competition? (3) Does better talent, more effective programing, greater showmanship, better management, constitute unfair competition? (4) Does specialization by a station, for instance, all music station ("the news station" 'the sports station") constitute unfair competition? (5) Does the fact that one station is permitted full time operating while another gets part-time constitute unfair competition? (6) What is the competitive status of two local stations when one has decided to serve as a network outlet? (7) What are the responsibilities of a sponsor who purchases a spot announcement or a program in matters involving unfair competition between radio stations?"

Mr. Brechner concludes by urging Judge Millar to enter the argument, saying, "I feel that the NAB should investigate the matter in behalf of the radio industry and if it finds substantiate my views, that the NAB become a party to the issue."

The NAB had no immediate statement since there was not time to study Judge Millar's ruling sufficiently as of last week-end.

WARL, the other defendant, likewise had no statement last week, but is expected to announce some action this week after Frank U. Fletcher, partner in the station, who has been out of town, has studied the case.

Industry Proposals Wanted by House Committee for White Bill Hearings

CUE FROM INDUSTRY is awaited by the House Interstate & Foreign Commerce Radio subcommittee before it starts hearings on the White Broadcasting Bill.

Meanwhile, it seems almost certain that the group, one of the largest subcommittees in the House, will hold hearings this week. Actually, the committee was specifically constituted for almost this sole purpose. Its Chairman, Evan Howell (R-III.), had said earlier that his group would hold the hearings until the Senate Committee, under leadership of Chairman Wallace H. White Jr. (R-Me.), had completed its session on the controversial legislation.

But now that the White group has finished its hearings, the House Committee has made no plans and has only one comparatively minor matter on its agenda.

Chairman Howell told BROADCASTING that he wanted to see whether the radio industry would come up with any proposals or suggestions of its own in the next six months. He said that if Congress is reconvened next fall, and if by that time the industry has made some concrete suggestions, House hearings may be held.

One reason for the failure of the House group to take action on one of the most important legislative proposals to face the radio industry since passage of the 1934 Communications Act was advanced by a Committee member who withheld his name. He pointed out that the House Interstate Committee has been one of the busiest groups in Congress.

In addition, he declared, the fact that subcommittees were not appointed until late this session prevented many committee members from becoming acquainted with issues outside the immediate scope of their assigned hearings. Most important hearings before the group were held before the full committee, thus none of the committee members, who still had a large backlog of other legislation to deal with, had opportunity to follow the Senate hearings on the White bill.

Furthermore, Congress has only a few legislative days left before the statutory recess date of July 26. This gives committees no real chance to initiate major hearings. It therefore appears that the committee will take up only one matter before Congress adjourns, and that is considered little more than a token gesture.

John P. Medbury

JOHN P. MEDBURY, 64, for past two years writer on the NBC "Andy" program, died at his summer home at Laguna Beach, Calif., on June 25, following a prolonged heart ailment. Former Hearst newspaper columnist and screen-writer, Mr. Medbury had recently been renewed to a three year contract with the radio program, for which he developed a new format a year ago. Besides his widow Gladys, surviving is a son, John P. Medbury Jr.
PREPARING to subscribe his name on roster at WISN Milwaukee 25th anniversary party is station's general manager, Gaston W. Grignon (1). Woods O. Dreyfus (center), WISN program director, and H. Ellis Saxton, promotion director, supply the pens. Party was held June 17 at Schlitz Brewery's Brown Bottle Room in Milwaukee.

Removal of Benton Is Hinted By State Secretary Marshall

By PETER DENZER

DISMISSAL of Assistant Secretary of State William Benton from his post as chief of the State Dept.'s Office of International Information and Cultural Affairs was indicated by Secretary of State George C. Marshall last Wednesday.

Secretary Marshall told a Senate Foreign Relations subcommittee that the OIC needs permanent authorization to enable a reorganization which would entail the "replacement of top level personnel." Although he did not name the specific officials whose jobs might be subject to such dismissal, he said the program is in such uncertain status "that my hands are tied in meeting criticism" of some of the people who have been running the division.

His remarks were interpreted to refer directly to Mr. Benton who is the most controversial personality in the entire OIC. Mr. Benton has been particularly unpopular with Congress, particularly Rep. John Taber (R-N.Y.) Chairman of the powerful House Appropriations Committee. This group had stricken the OIC completely from the President's budget, and Mr. Taber voiced continual disapproval of Mr. Benton and his policies.

Otherwise the OIC fared rather better before the Senate than it did before the House. A Senate Appropriations Subcommittee recommended a budget of $11,970,000 for the operating expenses of the "Voice of America" plus $1,500,000 to liquidate its New York office. Secretary Marshall and Mr. Benton appeared before the Senate subcommittee, headed by Sen. H. Alexander Smith (R-N.J.) to plead for still more money for the OIC. The hearing was held specifically on the so-called Mundt bill (H. R. 3342) which would provide legal authority for the program. The State Dept. had requested a total of over $31,000,000 for these activities.

Mr. Mundt, in defending his bill, told the subcommittee that the information program would "further the cause for peace." He termed the original State Dept. request a "niggardly sum" which he compared to $30 worth of fire insurance on a $10,000 house. In addition to the information program he pleaded for funds to continue an exchange of students, the loan of technical experts to foreign countries, and the export of books and other educational instruments to countries which need to rehabilitate their schools and universities.

Meanwhile, Rep. Karl Stefan (R-

Neb.) Chairman of the House Appropriations subcommittee which originally eliminated the OIC funds told Broadcasting that he did not think his committee would object to the $15,000,000 for the OIC but he thought they would not go beyond that and "would probably demand that less be given."

One industry representative, Phillip D. Reed, chairman of the board of General Electric, presented the Senate Subcommittee with a strong argument for continuation of the "Voice of America" and collaborative programs. He declared that the present situation in international broadcasting does not warrant the government playing a major role, but expressed the conviction that "there is good reason to believe that as foreign trade conditions improve and international broadcasting and the foreign radio audience grows, more and more of the broadcast time will be purchased by commercial sponsors and the job of providing adequate foreign informational service will gradually revert to private agencies.

Kern WMOX Manager; Tibbett to Manage WLOX

APPOINTMENT of a new station manager of WMOX Meridian, Miss., Jerry Kern, who formerly was a production manager of the station, was announced last week by Bob McNaney, general manager of the Mid-South Network, with which WMOX is affiliated.

Mr. Kern succeeds Gene Tibbett, who resigned July 1 to become general manager of the new WLOX Biloxi, Miss. Construction of the Biloxi outlet is expected to get underway this month. Before joining WMOX as its first manager Mr. Tibbett, who is president of Mississippi Broadcasters' Assn., was station manager of WELO Tupelo, Miss., another Mid-South affiliate.

General Manager McNaney also announced that Foy (Tiny) Vickery, WMOX announcer who is on leave to act as press and radio campaign director for Frank Jacobs, candidate for governor of Mississippi, would be elevated to the post of sales manager. He will not assume his new duties until the governorship campaign is concluded. Bob White, former West Coast announcer, has been added to the WMOX announcing staff.

KNX FM Transmitter

CONSTRUCTION has started on KNX Hollywood FM transmitter on Mt. Wilson overlooking Pasadena, with likelihood of 1-kw transmission by end of 1947. Power is expected to be increased to 10 kw by spring of 1948, with likelihood of full 50-kw power by 1949.

49.5% of all Iowa radio families "LISTEN MOST" to

WHO

(during daytime)

11.4% to Station B!

50,000 Watts

DES MOINES

Free & Peters, Inc. Representatives

Sales Best Spot on the Dial in Buffalo

WGR - COLUMBIA 550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

July 7, 1947 - Page 75
Video's Advertising Pull Surveyed

3 Networks and Du Mont Agree It Is Worth What It Costs

THE MOST IMPORTANT single feature television offers advertisers is its “combination of sight, sound, motion and immediacy,” according to ABC. Du Mont’s opinion, “trade mark identification and personal demonstration of a product,” is paralleled by that of CBS, “the possibility of demonstrating products in actual use,” while NBC answered “terrific impact.”

Quotes are from the answers of television officials of the four organizations to a dozen of the questions most commonly asked by advertisers about this new advertising medium. The questions make up the major part of the July issue of Ad Quiz, booklet series on various topics of general advertising interest published periodically by Warwick & Legler, New York advertising agency.

The July issue, 32 pages, leads off with six factual questions about the number of video stations and sets, time charges, etc., answered by Bruce Robertson, senior associate editor of Broadcasting, who helped the Ad Quiz editors prepare the questions for the television broadcasters to answer.

Queried as to the length of video commercials in comparison with radio, CBS replied that “acceptance of commercials is not so much a matter of length as of interest”; ABC that their length will vary with the “content and purpose of the program”; NBC that the standard will be governed by “commercial and good taste”; and Du Mont that while the ability of the eye to grasp things faster than the ear makes long commercials unnecessary in television, commercial is sufficiently interesting, entertaining or educational, its length should be dictated by its audience acceptance.” Du Mont said.

This same standard should be applied to spot announcements on television, Du Mont said. ABC answered that “because of the shortness of time’ spots must be highly dramatic to capture the viewer’s attention.” CBS felt that unless the spot “has a service angle it will be acutely resented,” which why CBS limits its spots to 20-second time signals and one-minute weather reports. NBC stated flatly that “the station break will be more important in television” that if there are any spots at all they will not be “as we now know them in radio.”

Audience Reactions

Asked about audience reactions to video programs, NBC felt it too early to stereotype them as yet; the other three submitted lists all headed by sports telecasts as the most popular with their audience. CBS followed sports with news, drama, quiz (serious), dance, quiz (comedy), and cartoon programs as their most popular features; ABC’s list showed sports, news, audience participation, dramatic and variety programs; Du Mont listed sports, live drama, news, musical, movies, variety, travel, educational and new product announcements.

All four agreed that the chief opportunity television offers advertisers today is the chance to gain experience in putting on video programs and particularly commercials, with the acquisition of time franchises a close second. They also agreed that video facility and program costs will be higher than those of sound broadcasting, but felt that the increased impact of television on the viewer will more than justify the increased costs to the advertiser.

To a question as to whether advertisers and agencies should produce complete video programs or confine themselves to commercials, NBC added “ABC cited a coordinated effort of agency and broadcaster as the logical outcome; CBS said that who finally produces the programs will depend on who does the best job, and Du Mont said there is no reason agencies should not produce complete programs if they are properly staffed.

Other questions dealt with the use of motion pictures in television, estimates of television’s circulation growth in the next three years, the probable effects of television on competing advertising and entertainment media, the types of radio programs most adaptable to television, and the types of products or programs most likely to be banned by television.

Hollywood Paper Praises MBS Selection of Weiss

PROPERLY PROUD of recognition which was recently bestowed upon Lewis Allen Weiss as MBS board chairman, the Hollywood Citizen News editorialized June 28: “The election of Lewis Allen Weiss, vice president of the Don Lee Network in Los Angeles, as chairman of the Mutual Broadcasting System, marks the first time that a man has ever been called from the West Coast to head one of the country’s four major networks.

“As a developer of the country’s largest regional network, as a pioneer in television, as a leader in many civic organizations of Hollywood and Los Angeles, Lewis Weiss has won the admiration of his fellow citizens who are very proud of the recognition that he and the West have received in his selection.”

Millions View Video

NUMBER of persons viewing television in public places runs into the millions, according to a survey conducted by Huber Hoge & Sons, advertising agency for United States Television Mfg. Corp. Survey showed 81 persons viewing television at one time on each UST set in a public place, with an average daily turnover of 383, weekly total of 984. The company has more than 1,000 sets in public places. Under ideal seating conditions, 800 persons can watch video programs from the 475 square-inch screen of a UST set, company reports.

Universal Pictures Co. Sues Over Use of Name

UNIVERSAL PICTURES Co., Inc., parent corporation of Universal-International Pictures, is laying claim to the identity of the radio field as soon as television reaches a proper stage of development. This disclosure was made in a suit filed in U. S. District Court, Los Angeles on June 27 against Universal Broadcasting Co., Inc., and Universal Research Laboratories Inc. of Hollywood.

Plaintiff’s counsel court to grant an injunction restraining defendant concerns from using the Universal name, to which it claims a 27-year priority in the entertainment field.

Film concerns points out that it has reason to believe that the two defendant corporations are the parent companies of such operations as Universal Radio Productions of Hollywood Inc., and Universal Radio Sales Inc., with Radio Sales distributing broadcasting recordings made by Radio Productions under name of “Universal.”

P. Lorillard Company

has continuously presented VADEBONCOEUR with his news commentary, six days a week at 12:15 p.m. ever 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

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SOME OF MINNESOTA'S state legislators, eager to learn how to be more effective in addressing their constituents, attended a four-night course in radio speech and technique conducted by WCCO Minneapolis. Part of the group, flanking WCCO's program director, Gene Wilkey (back to wall), included (1 to r) Representatives Howard Rundquist of Dawson, Odean Enevedt of Sacred Heart, Carl Mattson of Cloquet, John R. Blomquist of Waubun, Thomas Christie of Minneapolis, Leonard Dickinson of Bemidji, George Clem of Pine City, Clarence Hartner of Winona, Art J. Shasy of Minneapolis (face partially hidden), and William Leg-void of St. James.

Transfer of Control of WALB and Sale Of Part Interest in KUSN Before FCC

TRANSFER of control of WALB Albany, Ga., involving $150,069 consideration, and sale of part interest in KUSN San Diego, Calif., for $20,000 are contained in applications reported by FCC last Wednesday as tendered for filing. Two non-money assignments, for WQQW Washington and KAVR Havre, Mont., also were reported.

In the WALB transaction, consent is sought to sale of 79.353% interest in Herald Publishing Co., station licensee and publisher of the Albany Herald, to James H. Gray, editor of the paper. Mr. Gray has been acquiring interest in the firm since last December, and it was not found until late in April that FCC consent was necessary, WALB counsel explained.

According to the application, Mr. Gray in December purchased for $35,000 the 173.33 shares held by Henry T. McIntosh, who is retiring. He also acquired 25 shares held by Mrs. McIntosh for an undisclosed sum. The McIntosh holdings amounted to 51.44%. At that time Mr. Gray succeeded Mr. McIntosh as president, the latter becoming editor emeritus. The transferee then added other minor holdings of various parties, so that when WALB in March filed its interim ownership report he was owner of 304.4 of a total 383.8 shares (79.353%).

Upon subsequent knowledge of FCC transfer application requirements, counsel was acquired and transaction was prepared in due form. In mid-June another agreement was drawn up with Mr. McIntosh to ratify the earlier contract.

A newspaper statement advertising the sale in conformity with the AYCO procedure gives the valuation of $150,069 to the 79.353% holding of Mr. Gray in WALB. It further explains that the total consideration was $333,995.50 but that this figure covered interests in both the newspaper and WALB.

Paul L. Jones, general manager of KUSN, acquires 25% interest in that station by purchasing one-fifth of the respective stock holdings of each of the present owners. KUSN interest now is held by: C. Arnold Smith, president-treasurer and owner of 250 shares of 25%; J. Frank Burke, vice president, 50%; and John A. Smith, secretary, 25%. Mr. Jones would become second vice president of the firm.

WQQW asks consent to assignment of license from Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a new Delaware corporation owned by same 100-old stockholders. Construction permit for WQQW-FM also is included.

KAVR requests assignment of license from Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Bernice Brownlow, doing business as Montana Broadcasters, to KAVRInc., owned by same individuals.

LONG-RANGE FM

Listeners Report Phenomenal

-Distance Reception-

CONFIRMING testimony given at FCC-industry engineering conference on problems of interference between television and other services [BROADCASTING, June 16], several reports have been received of unusual long-range FM reception in the high band. FCC engineers say this phenomenon is not nearly so pronounced in distance, time duration or signal strength as that found for FM in its former low band. Climo is expected to be reached in September.

KOAD Omaha, operating on 92.3 mc with 1 kw and a 100 foot antena, says it has been heard by a listener in San Antonio, 812 air miles away. KOAD also told about Warren Davee, West Point, Neb., radio serviceman, who hears KOAD consistently even though 50 miles away. Mr. Davee says the antenna determines good reception, according to KOAD. Using various make receivers he has logged FM stations in Topeka, Wichita, Minneapolis, Houston, St. Louis, Chicago, Detroit, Columbus, Ohio; Rochester, N. Y., and Paxton, Mass.

Unusual Reception

Two different reports have been received of unusual reception of KTRN, Wichita Falls, Tex. The afternoon of May 23. Both were from Washington, D. C., area. KTRN at the time was using 3 kw on 97.7 mc with a General Electric-2 bay antenna, an effective height of 500 feet.

A. F. Rekard, chief engineer of KXOK-FM St. Louis, on evening of June 3 heard WOPI-FM Bristol, Tenn., the Bristol outlet reports. Signal was very strong with no fading observed. Bristol to St. Louis by air is 600 miles. WOPI-FM transmitter is atop White Mountain, Virginia, 5,643 feet above sea level and 2,210 feet above average terrain. Station has been using 99.6 mc with radiated power of 10.4 kw.

Another May 23 reception oddity is reported by Mark T. McKee Jr. and Wilburn Schattler, chief engineer of WMN in Mt. Clemens, Mich. Pair on that date heard WRCM, WTPS-FM and WWLH New Orleans, about 962 miles away. Although Mr. McKee has a 40-foot dipole receiving antenna he states with it disconnected he heard all three of the outlets faintly.

... wanta

leap all over

a 14,000 square mile sales area?

PHILADELPHIA'S PIONEER VOICE

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

BROADCASTING  Telecasting

American Broadcasting Company Affiliate

UTICA, N. Y.

announces the appointment of

RADIO ADVERTISING COMPANY

as exclusive national representatives as of

July 1, 1947
Help Wanted

Classified Advertisements

For Sale—5000 watts—Fulltime Pacific Coast Region

Long established AM station in fast growing metropolitan area with Class B FM grant. Consistent record of earnings shows substantial increases during recent years. Full potentialities of the property have never been developed. This is an unusual opportunity for experienced radio people, amply financed, who are accustomed to competitive markets.

Purchase price consistent with operating profits in six figures.

BOX 873, BROADCASTING.

WOMEN'S DIRECTOR WANTED

Talented, aggressive, single young women wanted to handle women's programs, 5000 watt AM network affiliate in midwestern network affiliation. One year's experience necessary. Send personal history statement and references to Box 851, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—29, single, ten years experience which includes broadcast transmis sion, construction, test of radio equipment and Naval service as chief ABT. Proficient in phone license, two years EEC college. Desires position in Washington, D. C. Box 729, BROADCASTING.

Transmitter man. First class license. Experienced ten-kilowatts. Desire better myself. Box 778, BROADCASTING.

Engineer—1st phone. Graduate RCA Institute. Army service and recording experience. Available after August 15. Box 708, BROADCASTING.

Detail man—An administrative assistant, correspondent, expeditor who can cut the pace and develop some business extras. Diversified broadcast background. 1½ years experience, 2 years Army in intelligence. Rated as one of the country's top twenty intelligence men. Needs freedom and opportunity, not station, important. No one-man city experience desired. City interview essential. Working conditions must be pleasant, personnel fine. Perfect family man. Can move anywhere. Send full details. Box 832, BROADCASTING.

Announcer-writer-producer. Six years experience, seeking permanent position with steady coast rate. Minimum wage $1000; minimum salary based on experience. Will return to coast for interview. Box 838, BROADCASTING.

Need words that sell? Copywriter, six years experience, seeks position in major city, desires continuation of present housing. Send references and sample work. Box 834, BROADCASTING.

Fully experienced Radio Director, all phases commercial broadcasting from ground up. Network affiliations. Network announcer 1 year. Complete experience running small stations. Desires management position in large west coast market. Box 837, BROADCASTING.

Operate—control operator.

New 5 kW Western electric trans mitter, 4 sets of tubes, factoryrecommended 5000 watt speech input equipment and gas emergency generator. Box 838, BROADCASTING.

General manager. Excellent record, en thousiastic, seeks position in major market location. Now top executive with outstanding reputation in busy family man. Personal interview necessary. Box 826, BROADCASTING.

Experienced announcer, 18 years of network and independent operation. Capable administration, good salaries, latitude. Salary $5500, anywhere that housing is available. Reply Box 860, BROADCASTING.

Producer—announcer (27) desires station in small progressive community. Has five years experience. Married. Prefer Middle Atlantic States but will consider other locations. Must have $6000 base. Write Box 829, BROADCASTING.

Board of directors, Play-by-play, live and recreation. Other major sports. Now employing. Send resume to \( \text{Box } 830, \text{BROADCASTING} \).

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Purchase price consistent with operating profits in six figures.

BOX 873, BROADCASTING.
Situations Wanted (Cont'd)

Hal Styles, Program director—Available August 1st. Can assume full responsibility for pro-
gramming, personnel. Write Box 864, BROADCASTING.

For complete information on these and other opportunities, phone Box 854, BROADCASTING.

50-kw sales promotion and advertising executive wishes connection as sales manager or advertising manager. Has worked with large national organization desirous of building sales through advertising promotion. Box 867, BROADCASTING.

Is your music library a mess? Experi-
enced, trained, efficient, conscientious, well paid. Send description of library. Write Box 868, BROADCASTING.

WANTED: Engineer, 1st phone, RCA graduate. Advertising, public service, sales. Desirous, adaptable. Will travel. Box 869, BROADCASTING.

Announcer—Willing to accept job as a part of radio station staff. Willing to be in any role, position. Will travel. Box 862, BROADCASTING.

Station manager: Wanted to put to use 10 years background and sales experience. Also sales personnel, administration, pro-
duction, and programming experience in develop-
ment of station. Willing to be assistant, general ex-
guer. Vet, married. 28, Best references. Will travel. Box 861, BROADCASTING.

Engineer—Experience in continuing engineer, license management. Desire temporary or permanent position. Considerable ex-
perience in Ham and Merchant Ma-
rine radio. Age 22, single, three years college education. Box 860, BROADCASTING.

Station operator: Want to put to use 10 years background and sales experience. Sale,
personnel, administration, production, and pro-
gramming experience in development of station. Box 863, BROADCASTING.

Box 867: BROADCASTING.

FOR RENT

1 Good Head (complete with pair of shoulders for putting to school attached).

USERS: Owners of small idle men to (1) do production or programming for net or large city, or (2) do anything in radio or advertising execu-
tive's capacity. Will give packages for transcription out.

SPECIFICATIONS: Has experi-
ence in, or knowledge of, production procedures, program-
ing, station personnel, marketing, personnel and net-
work. Posses fine memory, ca-
pacity, and speed. Can learn rapidly so as to be-
come fully competent within a week with 50 kw output in jet time.

Box 855, BROADCASTING.
CLEAR CHANNEL stations' fight for exclusive use of their frequencies moved forward last week as WNLW's suspension and WNBC's ratification of suspension, pending completion of litigation, of FCC non-hearing grants for daytime sharing of their respective frequencies.

In a related action, WHAS, the Commission suspended its 14 grant to Oklahoma A. & M. College, Stillwater, for a new 10-kw station on the WHAS 840-ke channel. A similar petition by WLYC brought suspension of the Dec. 5 grant to Middle West Broadcasting Co., St. Paul, for 1-kw daytime use of WLYC's 700-ke frequency.

The suspensions were issued pending decisions of the U. S. Court of Appeals for the District of Columbia on two similar appeals already argued, and until "further order of the Commission."

The appeals on which. the suspensions hinge are WCKY Cincinnati's from a 10-kw daytime grant to Patrick Joseph Stanton at Stillwater, Oklahoma, for a channel used by WCKY; and WJR Detroit's from an authorization to Coastal Plains Broadcasting Co. for a 1-kw daytime use of WJR's 760 kc at Tarboro, N. C. [Broadcasting, March 17, April 28, June 16].

Court Order Stays WCPȘ

The Tarboro outlet, WCPȘ, has been on the air since early this year. One of several FCC grants stayed by court order until litigation is decided, WCPȘ is now operating temporarily on another frequency.

Both WHAS and WLYC have taken appeals from the grants which FCC suspended. In announcing the suspensions last Monday, the Commission said the questions involved are "substantially the same" as those in the WCKY and WJR actions. The Court of Appeals in those cases is expected "at any time." Although it does not hear cases during the summer, it does continue to hand down decisions on those already heard.

Meanwhile, FCC sources said the Commission will try to act soon on another phase of the fight between clear channel stations and advertisers of foreign language broadcasts—language broadcasts which are not licensed. That is in the pending question of daytime skywave—which present FCC rules do not recognize but which clear channel stations claim to be interfered with by the tolerable interference from daytime operations on clear frequencies.

The skywave hearing was held early last month [Broadcasting, June 9]. Commission authorities said they hoped to issue a decision on it "during August." Until this decision is reached—is daytime skywave does exist and, if so, to what extent there should be protection from it—FCC is passing up all applications for daytime or limited-time operation on U. S. 1-A and 1-B channels.

On the same survey subject, WRKO's recent weeks have noted what they hope is the beginning of a trend toward daytime U. S. clear-channel applicants and grantees to seek other frequencies. At least two instances have occurred, and in another case a daytime clear-channel applicant voluntarily withdrew his application.

WJWS Altoona, Pa., on the air with 250 kw on WSM Nashville's 650 kc, is seeking 1290 kc fulltime with 1 kw day and 500 kw directionalized at night. Southeastern Broadcasting Co., Clinton, Ala., granted for 500 kw on WJR's 760 kc, has applied for 1 kw daytime operation on 960 kc. Radio Virginia Inc., authorized to operate daytime with 1 kw on 720 kc (WGN Chicago), is requesting 740 with the same power and at the same frequency.

Two applicants for daytime stations on the WHAS 840-ke channel have amended to other frequencies: George M. Hughes, Florence, S. C., who held for 1 kw on the channel, is now seeking 740 kc with 1 kw daytime, and Lamar V. Newcomb, Falls Church, Va., has amended to ask for 1290 instead of 840 kc, with 250 kw. Port City Broadcasting Co., Port Arthur, Tex., has withdrawn its application for 1-kw daytime on 840 kc.

Renewal Aid

FCC ORDERED last week that any application filed or mailed not later than Dec. 31, 1947, for the renewal of a commercial radio operator's license which was expired after Dec. 7, 1941, and has expired by its own terms, may be acted upon by the Commission if a statement is filed as a part of the application showing (1) the applicant has been honorably discharged or separated from the armed forces of the U. S. since Dec. 7, 1941; (2) applicant has voluntarily left U. S. Maritime Service since Dec. 7, 1941; (3) applicant has been employed in connection with work efforts outside of U. S. and thus unable to timely application. Temporary emergency radiotelegraph second-class operators or temporary limited radiotelegraph second-class operators are not included. FCC also suspended for a year from June 30 Sec. 1328 of rules which requires showing of service or use as a condition to renewal of such license.

Kapp Salary

JACK KAPP, president and director of Brunswick Radio Corp. and World Broadcasting System, has paid $91,135 last year, according to a company report filed with the Securities and Exchange Commission, Philadelphia.
As WNBW Opens a 'New World'

"THIS is a day that we at NBC have been looking forward to for a long time," said Niles Trammell (second from right) at the opening of NBC's Washington television station, WNBW, June 27 [BROADCASTING, June 30]. He forecast cross-country televising of Congress in session, other historic events from the Nation's Capital, as well as bringing entertainment and special events from other cities to Washington, via television.

Attorney General Tom Clark is at right, with NBC vice president and Washington operations head, Frank M. Russell, at far left, next to FCC Chairman Charles R. Denny. Through television, "A new world opens," Mr. Denny, who also spoke on the first WNBW official program, said, "The FCC has firm confidence in the future of television," he added, "and will take every step to assist [in obtaining] the finest television service attainable."

BASEBALL COVERAGE IS SURVEYED BY ATS

GOOD CAMERA position is the first prerequisite of baseball coverage on television, according to a survey made by American Television Society of the video stations currently broadcasting baseball games. WNTB and WARD New York use three cameras. WABC-TV New York, WBKB Chicago and KSDF-TV St. Louis use two.

There was less agreement as to the best camera position. Burke Crotty of WNTB favors a spot behind home plate and 20-30 feet high. Bob Bendick of WCBS-TV prefers to pitch highly and a few feet to the side of the plate. WABD wants to be in line with pitcher, batter and catcher, with a secondary camera for close-ups stationed some distance down the first-base line. KSDF-TV and WBKB have their cameras between home and first, with WBKB using two cameras on the pitcher, switching from its wide close-up of pitcher to the batter during the delivery.

Asked whether commercials can be given as often as on a radio broadcast, WNTB and WCBS-TV felt the impact of sight-and-sound commercial is so great that fewer are necessary. WBKB and KSDF-TV made no comment. Bill Slater of WABD felt that if both audio and video commercials are counted, the number can be the same as on radio.

TV Screens in Chicago

May Be Dark Temporarily

CHICAGO television set owners faced two weeks of darkened screens on their receivers following a request to FCC by WBKB, Balaban and Katz station in the Illinois metropolis, for permission to go off the air temporarily at its own request beginning today (July 7). Station, only one commercially operated in Chicago at present, made the request last week, stating it wished to install a more modern and powerful antenna.

WBKB officials originally had hoped to postpone installation until another station actually had begun operation, but pressure of scheduled late summer and early fall programs made it imperative that work be started at once, according to Capt. Bill Eddy, station director.

New antenna, a bat wing super turnstile type manufactured by RCA, will rise some 400 feet above street level, when installed atop the Lake Shore Drive, and will increase power of station 7.4 times over present transmission.

Opens Own PR Firm

WILLIAM VAN DUSEN, Pan American Airways counsel on public relations, has opened his own public and industrial relations counsel firm with offices at 250 Park Ave., New York, to provide a specialized service for industrial and other clients. Mr. Van Dusen will continue with Pan American as public relations counsel in addition to his new duties.

As compared to four basic people needed to run an AM program, there are 34 required as a minimum for a television show, according to Paul Mowrey, ABC television director. Mr. Mowrey addressed the WMAL Washington American U. television meeting late last month [BROADCASTING, June 2] and stressed the fact that job opportunities are good in the television field. Substantiating his statement, he has sent BROADCASTING his list of fundamental people needed for both an AM and a similar video program.

AM Is Simple

For AM, a producer, director, engineer and sound-effects man are basic requirements, he says. For the same program in television, a station needs: a producer, director, floor manager, three camera men, three audio engineers, two assistant audio engineers, sound-effects man, art director, scenic director, six stage hands, control room supervisor, audio engineer, switcher, shading, technical director, maintenance engineer, lighting director, telecine director, assistant telecine director, animation director, two film camera men.

WKEU Switch

WKEU Griffin, Ga., has been granted construction permit to change location of its transmitter and studio and to install new transmitting equipment. A special temporary authority also was granted for a 90-day period authorizing use of 280 w on 1450 kc at station's present location for construction of construction at the new site. License renewal proceedings still pend. WKEU has been operating on license extensions since October 1945 when its regular license expired. Hearing of the renewal subsequently was held on questions of equipment difficulties and complaints from local Textile Workers Union of America (CIO) alleging censorship of its paid programs, and other matters.

Tagged

CALL LETTERS of NBC's television station, WNBT New York, have been issued in the form of a set of automobile license plates to Burke Crotty, director of field program for NBC television. Mr. Crotty has for several years been attempting to get the call letters of the station on both ends of his automobile and this year, his native state, Connecticut, issued him such plates.

7/20/50

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6 Westinghouse Stations

Plan Delinquency Series

A SIX-STATION attack on juvenile delinquency is being inaugurated by Westinghouse Radio Stations, working in close cooperation with the Justice Dept. and local civic leaders.

Stations in Philadelphia, Boston, Pittsburgh, Springfield, Mass., Fort Wayne, Ind., and Portland, Ore., are initiating the series, which is designed to seek out and correct factors which contribute to juvenile delinquency. The common program theme is maintained in all stations, with Gordon Hawkins, education and program director of Westinghouse Radio Stations, coordinating the overall effort.

Clipper RCA-Equipped

THE PAN AMERICAN World Airways clipper which returned to La Guardia Field, New York, last week after the first commercial round-the-world flight was equipped with an RCA Loran receiver providing electronic long-range air naviga-
CAB Charges Are Refuted By CBC and Transport Dept.

By JAMES MONTAGNES
DEPT. OF TRANSPORT and Canadian Broadcasting Corp. both submitted briefs June 26 and 27 denying motions for an impartial judicial regulatory body for broadcasting as urged before the Parliamentary Radio Committee at Ottawa by the Canadian Assn. of Broadcasters and the Canadian Daily Newspaper Assn.

Department of Transport pointed out such a body would create confusion in view of international government conventions on radio. CBC Chairman Davidson Dunton stated that "in view of Canadian conditions there are many reasons for keeping agency and responsibility together." "If an independent board were set up," he added, "the CBC would be left with the great responsibility of a national radio system, but much of the authority over what was to be done would be in someone else's hands."

Referring to CAB contention that the CBC is not only the regulatory body on broadcasting but also competitor of private stations, Mr. Dunton stated the CBC is not a commercial organization. He explained that, although it does carry some sponsored programs, it is not trying to do as much business as it can but to provide the best national radio service within its means. "We believe it would be decidedly against the public interest to put the national system in a position of being judged on the same basis as profit-making commercial organizations," he said.

Defends Program Regulations

Mr. Dunton defended the program regulations assailed by the CAB which require stations to give right of way to programs designated by the CBC. "It is axiomatic," he said, "many listeners would not hear programs of national interest." He pointed out that Parliament had the right to tell CBC if its regulations pertaining to the amount of advertising allowed on the air should be changed. CBC had objected to limitation of program advertising regulations.

On the matter of free speech on the air, Mr. Dunton contended that private stations do not give adequate opportunities for the expression of opinion.

With reference to frequencies, Mr. Dunton told the committee that "to provide good national service in different parts of the country, the CBC must have the use of certain radio frequencies. The dominant need of the national system is recognized now by the provisions under which the CBC makes recommendations to the minister on such matters."

Mr. Dunton asked the committee for direction on the amount of free time to be allotted to political parties on national and regional networks, and on the possibility of relaxing regulations which now prevent CBC employees from running as candidates or supporting any candidate for public office in local municipal elections.

Transport Dept. Brief

Dept. of Transport brief, which Reconstruction Minister C. D. Howe, minister in charge of radio, stated was not a government opinion, pointed to confusion if a new independent board was set up to regulate broadcasting. The brief stated in part: "It is difficult to understand how an independent board, such as is proposed by the CAB, and having judicial powers to deal with applications and appeals, could be expected to take over the operational functions of the department and thereby disintegrate to a large extent such a well-balanced and closely knit overall organization which has been developed through the years for the efficient control and administration of all radio matters in Canada."

The brief said it was unfair for CAB to state that control and regulation of private stations were in the hands of a competitor (the CBC). It denied the analogy which the CAB drew between regulation of radio and that of railways and telephone lines.

Pointing out that there is only one regulatory body which deals with the administration of radio internationally in all other countries belonging to the telecommunications union, the Dept. of Transport brief stated the placing of the technical control of broadcasting under a second administrative body in Canada obviously would lead to confusion in international negotiations because of the obvious overlap in jurisdiction.

FM and Facsimile

Regarding FM and facsimile for newspapers, Mr. Dunton asked the Parliamentary Committee for directions as to how licenses were to be issued to newspapers and whether FM frequencies were to be allotted as fast as applied for or were to be issued on a limited basis from a standpoint of economic support in any one area. Dr. A. Frigon, CBC general manager, questioned on television, stated that Canada is not yet ready for television, that in the United States television was only being used in centers of more than 1,500,000 population, and that it would cost $2,000,000 to set up television stations at Toronto and Montreal providing 10 hours' weekly service. He stated television receivers would cost a minimum of $700 in full color, of television prospects in Canada, CBC has abandoned plans for the time being, he added.

Unanimity of opinion among members of CAB and CDNCA before the Reconstruction Radio Committee, was pointed out, when Vice Chairman Rene Beaudoin mentioned that the committee had heard from L. L. Lowe, London Free Press and Ottawa Journal as not being in agreement with either of the two briefs of the associations to which the stations and newspapers belonged.

Studio Audience Goes Up For ABC's Town Meeting

CARRYING aloft a studio audience of 50 people, ABC's America's Town Meeting of the Air broadcast from an altitude of 5,000 feet over Los Angeles during its July 3 program.

Flying in an American Airlines DC-5, George V. Denny and his colleagues held forth on the lofty topic of "Has 20th Century Civilization Improved Mankind?" To ensure that broadcast took considerable experimentation and necessitated more than 100 man-hours in testing procedures as technical service to several test flights. Five ABC engineers took part in the air. Two were located in the plane and another at the ground receiving point. A fourth sat at airport transmitting station feeding the portion of the program coming from New York. Fifth engineer sat at a KECA Hollywood studio taking the New York segment by special wire and that from the plane and mixing the two.

Copywriters Elect

DARIO De LA GARZA, advertising manager of Sterling Products International, has been elected president of the Spanish Copywriters Assn. of New York. Other members elected to the board of directors were: Luis G. Dillon, (vice president; McCann-Erickson International), vice president; Mary Mercielis (head of copy, Young & Rubicam International), general secretary; Jose C. Maramo (copywriter and translator, U. S. Vitamin Corp.), business secretary; Enrique Argote (technical translator, War Dept.), treasurer; Max Rios Rios (copywriter, J. Walter Thompson Co. International), treasurer of the board of directors includes: Eduardo Mazzucchi (account executive, Fuller & Smith & Ross International), Luis G. Nunez (chief copywriter for major book publication, Washington Electric International), and Christian Rodrigues (independent technical translator).
NAAN Presents Annual Awards for Best Campaigns by Advertising Agencies

AWARDS were made in four radio classifications to advertising agencies participating in the advertising campaign competition conducted in connection with the National Advertising Agency Network's annual convention at French Lick, Ind., June 25-27. Twenty-seven agencies participated in entry sections of the country comprise the NAAN, and all submitted entries.

Garfield and Guild, San Francisco and Los Angeles, won first, second and third place respectively in the radio network campaign classifications for its campaigns on behalf of Rosefield Packag- ing Co., Alameda, Calif. (Skippy Peanut Butter); Chemicals Inc., Oakland, Calif. (Vano Liquid Cleaner), and Southwest Food Products Co., Long Beach, Calif. (Pam Piano Bench Syrup, Preserves, Jam).


In the national spot announcement campaign classification Garfield and Guild copied both first and second place awards—first for Newell Gurtrudt Co., San Francisco area; second for Chemicals Inc. Third place went to N. A. Winter Advertising Agency, Des Moines, for Dr. Salsbury Laboratories, Charles City, Iowa (poultry remedies). The Winter agency also won an honorable mention in this classification for Blackhawk Brewing Co., Davenport, Iowa.

Local spot announcement campaign winners were: First—Ambro Advertising Agency, Cedar Rapids, Iowa, for Potomac Electric Co., Pote- tos, Wis. (beer); second—Hoff- man and York Inc., Milwaukee, for Roundy, Peckham and Dexter Co.; third—Garfield and Guild, for Graven-Ingles Baking Co., Stock- ton, Calif. (Graven-Ingles Bread).

Certificates were presented to all winners, and, in addition, NAAN awarded a trophy to Garfield and Guild as the agency which it considered had done the most creative job in its campaigns.

“TRUE FACTS”
WBBM Starts New Series

On Juvenile Crime

“TRUE FACTS” of juvenile delinquency in Chicago and Cook County will be treated with explo- sive impact when WBBM Chicago begins its new 13-week series, Report Uncensored, July 7 in the 8:30-9:00 p.m. segment vacated for summer by Lou Radio Theatre. Based on four months of inten- sive research, which included ex- haustive interviews with officials and inmates of state institutions, programs will be presented locally in cooperation with Chicago Bar Assn.

For authenticity, station sent Fahey Flynn, staff announcer and program narrator, and Ben Park, writer-producer of series, to the institutions to tape-record personal interviews with inmates.

Don Baiden, vice president public rela- tions director and an advisor on program, admonished that what listeners will hear will not be “pleasing” or “entertaining” but “shocking.” Promises the series will expose conditions (1) of environment which lead youth to crime, (2) of state penitentiaries which stress physical punishment above rehabilitation and (3) which exist in county and city courts.

TV Set Test Market

PHILCO DISTRIBUTORS Inc. is using Philadelphia as a test market for the new Philco tele- vision receiver. The organization purchased 47 spot announcements on KYW for a two-week period. Campaign combined one-minute announcements and station breaks with spots scheduled throughout morning, afternoon and evening. Contractions handled through Julian G. Pollock Co.

WEATHER forecasts directed toward fishermen on the Atlantic Coast are prepared and broadcast by WOR New York. The federal government's hea- ter's regular weather report at 11:25 p.m. Early morning forecasts are broadcast Mon.-Sat. at 6:40 a.m.

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Hires Company Finds Radio Pays

Medium's Successful Use Outlined by Agency Representative

By G. Potter Darrow
Representative, N. W. Ayer & Son, Inc.

THE Charles E. Hires Co., which makes Hires Root Beer, has an enviable record in utilizing the sales appeal of radio. The 75-year-old company, applied its national advertising and sales promotional policies to radio back in the infant days of radio in 1921. Since the firm's first sponsored show, which was a Thomas Shilkret musical tour dedicated each week to the country from which an ingredient for Hires Root Beer was obtained, the number of bottling franchise holders has more than doubled.

In 1944, Horace Heidt was sponsored by Hires, but in 1945 this show was dropped when a change in format was desired. The Hires Co. decided to support an un-

They Say...

"ALONG two fronts (new radio legislation and Wakefield withdrawal) the dissatisfaction with present government controls of broadcasting are thus a maliciously Broadcasters show was Beer was obtained, which "ALONG two Co. Representative, They decided to decided to 1944, doubled. appeal radio. The public knows the public knows the public knows..."Advertising long has been defined as Salesmanship-in-print ... but that definition today is not broad enough. Advertising is indeed a form of salesmanship. It is a powerful supplement to direct personal selling, but that it must be 'in print' is surely a mistaken idea. It can be visual ... It can be vocal, too, as in radio ..."

Appropriate toast to sponsor Charles E. Hires Jr., of CBS' Hires To You show is given by orchestra leader Phil Davis (l) and singer Phil Hanna (r). Program is heard Sunday, 2:30 p.m.

Known comedy team of Wendell Niles, prominent in radio as an announcer, and gag-writer Don Prindle. This show, Ice Box Follies, was on the air for six months.

8 Mutual—Don Lee Stations Honored

Cited by Agency for Excellent Merchandising—Promotion

EIGHT WEST COAST stations have won awards for outstanding merchandising-promotion cooperation in a three-month contest sponsored by Botsford, Constantine & Gardner, San Francisco advertising agency, among Mutual-Don Lee's 39 affiliates carrying the National Biscuit Co.'s afternoon Rez Miller Newscast.

The agency conducted the contest to determine that network programs can be effectively merchandised locally, and at the conclusion of the three-month period invited the Mutual-Don Lee affiliates to submit a visual record of their local merchandising-promotion efforts.

In some instances, the agency reported, the "record" turned out to be a large bound volume of photographs of special events, samples of display materials and direct mail, and clippings of newspaper stories. Photographs of cars and outdoor displays also were included.

Enthusiastic promotion managers of smaller outlets in the Northwest staged cracker-eating contests in local theaters and in their own studios. One station (KKO Everett, Wash.) called attention to Rez Miller Newscast with 969 spot announcements, a department store window broadcast-and-product display, "man-on-the-street" interviews, grocery store advertisements, cracker-eating contests, and newspaper and card-mail contests.

Award-winning Mutual-Don Lee stations were: KKKO; KELA Centralia, Wash.; KSLM Salem, Ore.; KVCV Redding, Calif.; and ("hon- or" awards) KFIO Spokane; KZRB Bend, Ore.; KFRC San Francisco, and KVOE Santa Ana.

It was then discontinued in favor of a musical program that has been presented over the networks for nearly two years, 52 weeks per year. It began as the Sunday Evening Party but a name change took place recently to Hires To You to coincide with a time and network switch to the current Sunday afternoon spot at 2:30 p.m. (EST) over CBS.

The current program setup of Hires To You presents Phil Davis and his orchestra. Mr. Davis has 25 years of radio experience and his unique arrangements and all-around musical mastery have made Hires To You must listening for millions of radio fans. Vocalists on the show are Phil Hanna and Louise Carlyle. Bert Parks is the announcer and Henry Hull Jr., the director. Marge Kerr, talent director for N. W. Ayer & Son, secured the talent for the show and Joseph Ripley was director of the program at its inception.

The tremendous importance of radio advertising in the sales statistics of the company led Charles E. Hires Jr., to continue the show on the air in spite of shortages. He believed in the ability of radio to reach a maximum of listeners at lower cost than other recognized mediums which have been utilized. Hires sponsorship of a national broadcast resulted in the company's revising its contracts with bottlers so that now it is one of the most attractive franchise offers by a large national flavor manufacturer.

Many of the franchise bottlers in small areas are operating under the G. I. Bill of Rights, and were attracted in some measure to the idea of tying up with a firm long associated with national advertising via the airwaves in addition to other media.

In defining the company's advertising policies, Charles E. Hires Jr., has stated, "Advertising long has been defined as Salesmanship-in-print ... but that definition today is not broad enough. Advertising is indeed a form of salesmanship. It is a powerful supplement to direct personal selling, but that it must be 'in print' is surely a mistaken idea. It can be visual ... It can be vocal, too, as in radio ... "

Ring & Clark Office Picnic

Staff Picnic of Ring & Clark, consulting engineers firm in Washington, honored Mrs. Helvi Mustaparta Terry, office manager, for 17 years of continuous service with Mr. Ring. She became his secretary when he was with the Federal Radio Commission on July 1, 1930. The party was attended by Mrs. Raymond P. Ayler; Mrs. William W. Kershner; Mrs. Charles L. Keller; Miss Violet Groves, bookkeeper; Jefferson D. Brooks, draftsman; standing, Stephen W. Kershner, senior engineer; Raymond P. Ayler, sub-contractor; Howard T. Head, senior engineer; Bascom E. Porter, former engineer and now chief engineer, WNAO Raleigh; Mrs. Mary Buchanan, stenographer; Charles L. Keller, junior engineer; Miss A. Jacqueline Mills, technical secretary; Mrs. Terry; David Darrin, sub-contractor; Andrew D. Ring, partner; Miss Peggy Fosket, secretary; William E. Pierce, junior engineer; J. Peyton Randolph, engineer. Not present, E. J. Van Horne and Allan L. Bohn, engineers; Mrs. Helen Tompkins, secretary.

G. POTTER DARROW has been with N. W. Ayer & Son, Inc., for three years and in addition to being representative on the Charles E. Hires account is agency's representative on the Supplee account. He is also a Hires bottler in New London, Conn. Mr. Darrow was associated with the Blaw-Knox, Booth-Bottling Co., Pennsylvania Co., ＆ Sons, Philadelphia Gas Works and Slater Systems. He was with Al Paul Lefton, Inc., for three and a half years working on the Blaw-Knox, Booth-Bottling Co., Pennsylvania Co., ＆ Sons, Philadelphia Gas Works, C. Schmidt ＆ Sons, U. G. I. and Philadelphia Inquirer accounts.
FCC Adopts New Procedure For Reserved FM Channels

FCC ANNOUNCED last week that reserved Class B FM channels, which became available July 1, will not be assigned in cases now in hearing.

Since the purpose of the reservation plan was to hold some channels for communities, the Commission said it "deems it essential" that newcomer applicants not in these pending proceedings "be permitted to compete for the newly available reserved channels on an equal basis with all applicants whose applications may now be on file, either in hearing or not."

Pending Proceedings

Conversely, FCC said, applicants who are now in hearing "will be given an equal opportunity to compete for the newly available channels with newcomer applicants" in areas where reserved channels have become available.

The Commission pointed out that several proceedings are pending involving cities which had reserved channels, and that hearings have been held and the record closed in all of these. In New York, Philadelphia and Cleveland-Akron, reserved channels have been adopted. In Baltimore and Los Angeles—proposed decisions are yet to come. FCC said.

Upon proper petition from applicants now in the foregoing hearings the Commission will grant amendments of their applications to specify reserved channels which will remove the applications from the hearing docket, or will dismiss the applications and accept for filing new applications by these applicants for reserved channels.

CLASS B FM facilities in the same city as the dismissed applications. FCC again urged would-be applicants to file "as promptly as possible," and reminded that applications filed after July 1 must request a specific channel.

Meanwhile, the Commission issued new channel assignments for five New York area stations. They replace the three stations as announced June 12 [BROADCASTING, June 16, 23]. FCC explained that in the July 12 assignments WAFB was given a frequency seven channels higher than one it had requested, while other stations received assignments "substantially in accordance with their requests."
The new assignments, which FCC said "can be made without adversely affecting other stations, are: WAFB 99.5 mc (Channel 258) instead of 94.7 mc; WGMG 100.3 mc (No. 262) instead of 99.5 mc; WCBS-FM 101.1 mc (No. 266) instead of 100.3 mc; WGHF 101.9 mc (No. 270) instead of 101.1 mc; WAW Jersey City 102.7 mc (No. 274) instead of 101.9 mc.

FCC also sent letters to FM licensees and permits reiterating that transfers to new assignments issued under the nationwide reallocation plan should be complied with Oct. 1, and asking for a statement of "the expected date of operation on the new assignment of all FM stations either now on the air or planning to begin operation within the next few months" [BROADCASTING, June 16].

WINNER of the initial series in Radio Executives Club golf tournament was held at Aldenham Country Club, Westchester County, N.J., was Irving Basin, WHN New York account executive. Second place went to George Prey, NBC eastern representative, and third place to Stieum Chaplin, ABC account executive.

Donald Diamond, chairman of board of WPAT Passaic, N.J., president of "Decree Country Club."

"Everything's ready, everything's set!
We're changing our network...so please don't forget.
It's coming real soon -- on the 15th of June,
We're going C ... B ... S!"

The station took time and three column newspaper and trade paper ads using the CBS slogan, "The Biggest Show in Town" worked into a circus theme, and telling of the change. Teaser ads were also run in newspapers, and car-cards, and direct mail helped remind listeners and timebuyers of the switch.

According to William E. Rine, WWVA general manager, the greater increase in promotion and advertising is planned for the future, aimed at boosting the WWVA listening audience. Direct advertising tie-ins with the promotion is on the schedule.

FORTITUDE

RICHARD A. NEIMAN of Lancaster, Pa., was a disabled veteran who lost his right hand and most of his sight in 1944, but today he is an able and talented civilian who has found a new career. For Dick has come a job at Channel 36th weekly broadcast over WLAN Lancaster (Wed. 1:15-3:00 p.m.). With his wife accompanying him on the piano, he sings popular and sacred songs, and, with the aid of several gadgets he has invented, he plays light classical selections on the violin. And, adds the station, "he does it beautifully."

MAAG at White House

WILLIAM F. MAAG Jr., general manager of WFMJ Youngstown, O., and publisher of the Youngstown Vindicator, made a special call on President Truman at 11 a.m. last Wednesday. He was accompanied by Rep. Michael J. Kirwan (R-Ohio), of Youngstown.

They All Lived Happily

LITTLE SANDRA SUE LYNCH lived on a farm near Otumwana, Iowa. When the flood swept in it destroyed all her possessions except her dog Poochie, which had been sent to an aunt in Cedar Rapids for safetykeeping. Poochie ran away from the aunt, who tried by want ads and reward offers to recover the dog. Sandra, meanwhile, was ill and her parents feared the news about Poochie might make her worse. Then WTM Cedar Rapids was asked to make an appeal on a newscast, and within ten minutes there were calls from 5 persons with dogs like Poochie, one of which happened to be the real thing. To complete the little girl's happiness, the station interviewed the dog on its next newscast. He barked his greetings to Sandra.

McDonald Presents New 'Phone Vision'

Suggests Box - Office System
To Finance Video Service

NEW type of "admission fee" television service by which "Phone Vision" programs can be received via a key signal sent over a telephone line was announced last week by E. F. McDonald Jr., president of Zenith Radio Corp., Chicago.

Using an advocate of the principle that television cannot be supported by advertising alone, Comdr. McDonald has announced Phone Vision as a means of providing a box office for the service.

Phone Vision, he said, will bring on a pay-as-you-see basis first-run movies, newsmores, plays and otherentertainments. By calling the telephone operator and specifying the desired program, the subscriber will receive key frequencies from a split signal over the telephone line and a permit reception of a complete visual image; without them only a confused blur, the airflow portion of the picture, is received. Color television and projection receivers operate as well as black-and-white in Phone Vision.

Comdr. McDonald said the subscriber will be billed at the end of the month for programs he has received. Arrangements will be worked out with film producers, television broadcasters and the telephone company, he said. Phone Vision sets will be in production within six months or a year. Service will probably start in key cities now having television transmitters, he declared. Existing transmitters can easily be altered to receive Phone Vision.

Fee for Phone Vision programs will vary with nature of the entertainment, he said, the charge for a $10 patch costing more than an old B film. Licenses for Phone Vision will be granted all qualified manufacturers who apply, Comdr. McDonald said, predicting his vision of television receivers will replace all other types since they will receive both standard and the special programs whereas receivers now in service will pick up only free programs.

Lichtenstein Named

IRVING M. LICHTENSTEIN, formerly with WINX Washington, has been appointed director of the National Council and Radio Bureau of the B'nai B'rith, it was announced last week by Frank Goldman, president of the organization. In his new post Mr. Lichtenstein will concentrate on publicizing and coordinating radio-visual activities through the daily press, periodicals, English-Jewish publications and the radio and motion picture media.

NEW ENGLAND COMMITTEE on Radio in Education announced an intensive three weeks' course on radio in education at Boston U., commencing July 7. Major networks are cooperating.

BROADCASTING • Telecasting

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NEW FM FACILITIES ARE AWARDED BY FCC

THREE FM Class B conditional grants, nine construction permits, five CPs in lieu of previous conditions and CP for new noncommercial educational FM station authorized Thursday by FCC.

Class B grants given WGB Buffalo, WWNR Beckley, W.Va., and WKDK Newberry, S. C. FCC allocated Channel 251 (98.1 mc) to Beckley and Channel 246 (97.1 mc) to Newberry.

The new Class B CPs (power is effective radiated power, antenna height is height above average terrain, AM affiliation in parenthesis):

- MacDon, Ga., 96.9 mc (Channel 245), 41 kw, 460 ft., Macon Broadcasting Co. (WNEK); Bowling Green, Ky., 101.1 mc (Channel 246), 2 kw, 320 ft., The Bowling Green Broadcasting Co. (WLBS); New Orleans, 106.2 mc (Channel 238), 100 kw, 500 ft., Louis U. WWL (WWE), Omaha, 99.9 mc (Channel 260), 21 kw, 265 ft., Woody F Suite, Inc., Winnetka, Ill.; Wistia, 94.7 mc (Channel 234), 48 kw, 250 ft., Capitol Broadcasting Co. WDF (WGBO); Jackson, Miss., 99.3 mc (Channel 238), 12 kw, 470 ft., Jackson Broadcasting Co; Front Royal, Va., 85.1 mc (Channel 238), 3 kw, 330 ft., Burdine Long; Norfolk, Va., 105.2 mc (Channel 273), 6 kw, 240 ft., Lambert Broadcasting Co. (Channel 250), 20 kw, 500 ft., WPBM Inc (WPBM).

Class B FM CPs issued following record in lieu of previous conditions:


Noncommercial educational FM CP awarded State Teachers College, Park, Okla., 30 kw, 1300 ft., W STU (Channel 217), 2.4 kw, 255 ft.

Channel 267 (103.1 mc) and added Channel 266 (101.3 mc) and added Channel 228 (95.5 mc) and Lake Texans, Tex., Channel 267 and added Channel 278 (103.5 mc). Following frequency assignments were made:

- KYPM San Antonio, 101.5 mc (Channel 265); KGML-KWAZ San Antonio, 101.1 mc (Channel 261); ESD-AM St. Louisa, 96.1 mc (Channel 241); KWUN-FM Dillard, Pa., 103.1 mc (Channel 218); WHA-FM Madison, Wis., 91.5 mc (Channel 218); KXTO-FM New Orleans, 90.0 mc (Channel 260); WQY-FM St. Louis, 92.3 mc (Channel 272); KOVU-FM operation on Channel 242 prior to kim, 96.0 mc, 1 kw, 200 ft., frequency interference in present aeronautical navigational aid receivers.

FURTHER ABILENE AIRLINING

FCC Thursday called further hearing July 28 on its decision proposing to (1) grant Citizens Broadcasting Co.'s application for 1340 kc with 250 w at Abilene, Tex., and (2) deny Abilene Broadcasting's bid for same assignment. Decision held that since Gene L. Cagle, 30% owner of Abilene, is also officer and 14% owner Texas State Network, which has existing affiliate in Abilene, he would have obligations to both network and his proposed station though their interests might be opposed [BROADCASTING, April 7]. Mr. Cagle now withdraws application; selling his stock in equal shares at par value ($3,750) to remaining stockholders: Jack Andrews and Louis Dale Ackers. Issues of further hearing: Whether to permit Abilene Broadcasting to amend to new Mr. Cagle's withdrawal; determine which to grant.

KSPD San Diego signs contract with NABET call letters for full year. Two-year contract retroactive to April 3, negotiated by James Brown, union vice president.

6 DAYTIME, 2 FULLTIME AM STATIONS AUTHORIZED

SIX NEW DAYTIME and two fulltime AM outlets authorized by FCC Thursday. Former fulltime grant of 250 w on 1490 kc to Central Utah Broadcasting Co., Provo, reinstated. KTTR Rolls, Mo., granted modification of constant power from 1340 to 1490 kc, with 250 w fulltime.

The new grants:

- AP, 910 mc, 1 kw, day, Tri-Borough Broadcasting Co: Stroudsburg, Pa., 1350 kc, 1 kw, day, Pocomo Record Inc.; Bellaire, Ohio, 1290 kc, 1 kw, day, Tri-Borough Broadcasting Co; Bowling Green, Ky., 930 kc, 1 kw, day, The Daily News Broadcasting Co: Astoria, Wyo., 250 kw, 250 w, day, Antigo Broadcasting Co; Fredericksburg, Tex., 1340 kc, 250 w, unlimited. Gilanne Broadcasting Co; Kannwagen, Wash., 1250 kw, unlimited, Benton County Broadcasters.

Conditions attend all grants but Bellaire and Kansas City where grantor has affiliated with or has individuals identified with newspaper interests (Bowling Green, Bellaire, Stroudsburg, Antigo).

Central Utah grant effected by order approving joint petition of United and Ogden Broadcasting Co's, Ogden, requesting FCC grant petitioners leave to withdraw joint petition for reconsideration and dismissal of order granting June 28, 1948 to grant to Provo applicant. Consolidated proceeding record closed and Aug. 1, 1948 grant reinstated to Central Utah.

6 AM, 3 FM TRANSFERS ARE APPROVED BY FCC

TRANSFERS approved by FCC Thursday concerning 35 stations and six AM outlets. Commission consented to:

- Voluntary transfer of control of WLOP Orlando, Fla., proj. to George W. Gibbs, half-owned, to Walter C. Sholes and William J. Sears for $69,000.

- Transfer of controls of WILK (FM) Ashbury Park, N. J., from J. Lyle Kimmons, deceased, to his widow, Mabel Brader Kimmons, and Asbury Park Medical Executives and Trustees for $90 of 910 shares; no money.

- Assignment of license WTAL, and construction permit WTAL-FM Talahassee, Fla., from Capital City Broadcasting Corp. to John H. Phibbs, president and sole stockholder. No money.

- Assignment of license WLRK Lakeland, Fla., from S. O. Ward to Lakeside Broadcasting Corp. whereby company's owner, no money.

- Dissolution of two-man partnersh ip owning WNOC New Orleans, La., whereby each partnership gets equal. J. Eric Williams takes WNOC and ties.

- Assignment of permit KDSS Boise, Id., and conditional grant of FM permit from Queen City Broadcasting Co. to Boise Valley Broadcasting Inc., Controller by assignor. One third Boise Valley to be offered.

ELIAS AT WHITE HOUSE

DON S. ELIAS, executive director of WWNC Asheville, N. C., was among a group of North Carolina and Missouri members of Congress to White House to invite President Truman to attend Duke University's football game in Durham Nov. 8. Mr. Elias represented Duke Board of Trustees.

EXPRESS PUB. Co., San Antonio Express and News, Thursday granted construction permit new experimental Class 2 relay press facilities constituting one land station and four mobile units for report; 162.75 mc assigned temporarily.

TELEVISION Channel 9 withdrawn Thursday by FCC from Detroit metropolitan area effective immediately. Action honors Canadian reservation of facility. Four Detroit channels remain.

SHOLIS ASSUMES POST AS WHAS DIRECTOR

VICTOR A. SHOLIS, Clear Channel Broadcasting Service director, has assumed post of director of WHAS Louisville and its WCTJ (FM). He returns to Washington in mid-August to help present CBS case in final round of FCC's clear-channel hearings, now due to start in late September. CBS successor has not been chosen. Mr. Sholis was named last spring to succeed WHAS General Manager C. Lee Coulson, who resigned because of ill health.

Library of Congress. With 50,000 unpublished musical works copyrighted each year, Office is so far behind itself hasn't been able to issue 1946 catalogue. Proposed 1948 appropriation would aggravate situation, with public, composers and broadcasters as victims.

POLITICS are devious but none more so than furor provoked over Robert F. Jones' nomination to FCC, vice Commissioner Ray C. Wakefield. Sen. Brewster (R-Me.), chairman of subcommittee which heard Dear Pearson's charges and stout Jones defense, had espoused appointment of Marion Martin of Maine, former Republican National Committee women's director, for FCC vacancy last January. Observers are trying to discern masterminded connection between Martin fiasco and Brewster leadership in Jones proceedings.

DECISION on site for first FMA convention expected to go to New York because of inherent advantages of that city as radio center. Bill Bailey, FMA executive director, and Bill Barlow, director of publicity, in New York over last weekend, looking for hotel.

WHILE FM Assn. importunes networks to permit duplication of programs on FM outlets, question arises—will association resume passes at Petriello? Original FMA feelers were met with AFM suggestion that nothing would be done until rule of noninterference with Clear Channel Act. Interesting angle: Are AM programs bootlegged on any FM outlets?

AMONG food-for-thoughters arising from new labor law is unexpected step by IBEW. Electrical union forthrightly obtained NLRB request for technician election at W LAY Muscle Shoals City, Ala. After new law went into effect, IB EW withdrew request. Only one election per year now permitted by statute, so unions now want to feel certain of victory before asking NLRB to order vote.

REVIVAL of astrology program in South raises question of FCC and industry policy. FCC long opposed to seers' broadcasts, generally tied to money-raising scheme. New NAB Standards of Practice, now in final drafting stage, reiterates former code's stand against astrology programs.

PARLIAMENTARY radio committee at Ottawa is expected to finish its sittings by or before mid-July. Questioning by committee members indicates serious consideration to proposals for establishment of independent quasi-judicial tribunal appointed by Parliament with long term tenure to regulate broadcasting from provincial or Canadian Broadcasting Corp. structure.

Closed Circuit

(Continued from page 4)
Is The Quality Brand!

That, briefly, is the KMBC story. That’s why KMBC is the “other member” of the families in the Heart of America. It is just as natural as breathing for the Heart of America to listen to KMBC for the best in entertainment, in drama, in music, in folk songs, in news, and for the best in all that radio has to offer. KMBC is flattered by that confidence and dedicates itself to continuing the service that has made the KMBC brand the quality of the Heart of America.

KMBC of Kansas City
FREE & PETERS, INC.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
This is no careless statement; it is a proveable fact. The circumstantial evidence, alone, is convincing. A diary study* of listening in 30 counties surrounding Oklahoma City shows that WKY programs enjoy top ratings 93.3% of the time and attract, on the average, a 41.8% share of audience, three-fourths of which is carried over from the preceding program.

But the evidence is much more than circumstantial. There are eyewitnesses. WKY sponsors are currently experiencing the fact that advertising on WKY is a paying proposition. Their own sales records are their best proof. This is where any station must show its power, and this is where WKY proves its greater power to produce sales profitably day after day.

*Audience Surveys, Inc.