More advertisers - local and national - buy more time on KLZ

Than on any other Denver Station

CBS Affiliate - 560 Kc.

Affiliated in Management with WKY, Oklahoma City  Represented by The Katz Agency
SELLING SOCK

No logger would try to notch a mighty Washington fir with a hatchet, when a trusty double-bitted axe could be had.

Likewise, no realistic advertiser tackles the big Seattle-Tacoma-Puget Sound market with light-weight selling gear. It calls for the solid selling sock provided by KOMO — recognized leader for 20 years with the audience, prestige and selling force to do the job.

Check Hooper ratings, hear the story of local listener dependence on this exclusive voice of NBC. Surely, economically, without budget strain — KOMO leadership sells this market.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.
And our thanks to all who have shared in our progress

WNAC

Key station of New England's largest regional network and Boston originating station of Mutual Broadcasting System, the world's largest network

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
HARBINGER of what may lie ahead seen in increasing number of newcomer AM stations, mainly in secondary markets, being offered at “approximate construction cost.” First such case has yet to come before FCC. Reports indicate eager-beaver glamour rapidly is wearing off because of high operating costs and tough selling against entrenched operations.

BATTLE of San Francisco vs. Los Angeles for next spring’s NAB convention under way in earnest. Former offers its palatial civic center, with place for exhibits, but hotels are scattered. Los Angeles has one big hotel—Biltmore—with theatre-auditorium on premises, but some delegates would have to stay at hostels up to 20 miles away.

WILLIAM ESTY Co., New York, said to be negotiating for Screen Guild Players as fall replacement for Abbott & Costello sponsored by R. J. Reynolds Co. (Camel cigarettes) on NBC. Guild is sponsored by Lady Esther on CBS but is expected to be dropped.

CLOSER SCRUTINY being given FM program plans by FCC, with some stations getting temporary extensions instead of regular renewals while FCC calls for more definite information, particularly on local-live percentages. Stations’ general statement that FM will duplicate AM as much as possible, observers say, is no longer satisfactory to FCC and brings further inquiry. FCC sources deny persistent reports that any rule of thumb—5% or 10%—some broadcasters feel—has been established as minimum for local live.

ADDITION of Rep. Robert F. Jones (R-Ohio) to FCC commissionerhip not expected immediately to effect speedup of decision making. Takes time to learn ropes, Commission spokesman says, with policy or big cases involving voluminous records to be scanned. Other handicaps to proceedings: Atlantic City conference, illness of two commissioners.

WITH FULL COMMISSION so hard to assemble it's not hard to deduce FCC reason for delay of action on WORL Boston request for renewal of license renewal denial [BROADCASTING, May 19]. Request says renewal denial ineffective as not majority finding of FCC. WORL deletion effective Aug. 31 under present order.

PUBLICATION in July 7 issue of BROADCASTING of announcement by Pilot Radio Corp. of new “Pilotuner” to convert AM receivers for FM reception brought prompt exploratory action by top FCC officials. FCC Chairman Charles R. Denny and Commissioner E. K. Jett, one of nation’s foremost radio engineers, spotted ad while at Atlantic City conference, promptly ordered FCC Chief Engineer George Sterling to purchase unit and give it rigorous

(Continued on page 90)

July 14-21: Continuation International Radio Club meeting in Miami Beach and Havana Cuba.

July 15: RMA Advertising Committee, Stevens Hotel, Chicago.


SOME $2,000,000 in new sales orders announced last week by MBS. In addition to Pharmaco Co. through Buthrauff & Ryeve’s order of two half-hour shows and three 15-minute programs (see page 16), H. C. Cole Milling Co., Chester, Ill. (Omega flour) starts sponsorship Oct. 5 of half-hour musical show, format to be decided, Sundays 3-3:30 p.m. through Gardner Adv. Co. Third order placed by Gaagan & Turnbull Co., New York, for America’s Future (book distributors) who start sponsorship Sept. 7 of Sam Pettengill, news comments, Sundays 1-1:15 p.m.

JAMES FONDA, associate talent buyer, Footo, Cone & Belding, Hollywood, appointed radio director, agency’s Chicago office, succeeding Albert Dawson [BROADCASTING, July 7]. With agency over 11 years, Mr. Fonda currently directing Adventures of Philip Marlowe, Lever Bros. summer replacement for Bob Hope.

NBC plans to demonstrate Zoomar lens on RCA Image Orthicon camera for press last Friday cancelled when Burke Crotty, director of NBC’s video field operations, expressed unwillingness to use lens publicly without more practice.

Closed Circuit

BUSINESS BRIEFLY

MAGAZINE SPONSORS • Musical Digest will again sponsor Detroit Symphony Orchestra this year on ABC Sun., 8-9 p.m. for 39 weeks beginning Oct. 5. Agency, Kenyon & Eckhardt, New York.

FORD ON NBC • Ford Motor Co. to sponsor Ford Theatre, Sun., 5-6 p.m. on NBC starting in October. Agency Kenyon & Eckhardt, New York.

ABC SALES GAIN • National spot sales revenue in June for ABC owned and operated stations showed 5.1% increase over June, 1946. Spot sales for second quarter increased 7.8% over first quarter.

GOODYEAR PLANS • Goodyear Rubber Co. believed potential sponsor for Notre Dame and Northwestern U. home football game telecasts over WBKB Chicago, Balaban & Katz video station.


U. S. RUBBER Co. has decided not to sponsor New York Philharmonic Sunday symphony program this coming fall. Decision, after four consecutive years of sponsorship, based on company’s desire to resume advertising its individual and specific products. Agency, Campbell, Ewald & Co., New York. CBS, however, will continue broadcasts this fall.


Sarnoff Named RCA Board Chairman

RCA Board of Directors accepted resignation of Gen. James G. Harbord as board chairman at meeting Friday. David Sarnoff elected to serve RCA as board chairman as well as president. Gen. Harbord joined RCA in 1923, served as president until 1930 and since then as board chairman. He requested retirement under RCA’s pension plan. Although not going from active duty, was named honorary chairman of RCA board and will continue as board member.

In acceding to Gen. Harbord’s request for retirement board expressed deep appreciation for “long and distinguished” services and expressed hope he may find opportunity to record his world-wide experiences as a leader in military and industrial affairs of nation.”
PROUD OF A CLASS 5 RATING

... And why not? Nashville's Berry Field holds this top rating for the nation's finest airports. Passengers and freight throughout the territory move to and from this aviation heart of the Nashville market area. 47 scheduled passenger flights daily give adequate travel coverage. ... But, for sales coverage, of this market area, remember the 156,908 buying families. Many of them tune regularly to shows on WSIX.

AMERICAN • MUTUAL
5,000 WATTS 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
"OVER THE RIVER" IN AUGUSTA MEANS AIKEN

Like a number of other cities in America, Augusta is along the river’s edge. Before the railroads, the powerful Savannah was a principal artery of commerce for the southeast. As a result, Augusta became and is today one of the world’s great cotton markets.

Development of Augusta was not restricted to the Georgia side of the Savannah. "Over the river" in South Carolina, North Augusta, the industrial Horse Creek Valley, and other Aiken county settlements developed along with Augusta.

The concentration of population on the South Carolina side of the Savannah in Aiken county is as much a part of Augusta as Brooklyn is a part of New York. A market picture of Augusta, therefore, must include both sides of the river.

In Richmond (Augusta) and Aiken counties, the 1940 census reported 138,779 people spending $322,765,000 (retail sales). In the two counties, there are 38,760 families, of which 20,920 are in Augusta proper. There are 28,400 radio homes in the two counties, most all of which are concentrated along the two sides of the Savannah River.

Covering this concentration of radio homes on the banks of the Savannah is WTNT—the NBC station for the AUGUSTA-AIKEN MARKET.

OWNED & OPERATED BY THE GEORGIA-CAROLINA BROADCASTING COMPANY
WALTER J. BROWN, PRESIDENT

Represented Nationally by
TAYLOR-HOWE-SNOWDEN
Radio Sales

WTNT
AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles
You might think, from his picture, he would be out of practice with a comb—but Jack can “comb” a radio schedule and come up with just the right time periods to make sales grow! At 17, in the tall corn country of Iowa, Jack got a whiff of printer’s ink and found it good. After selling space for various newspapers, he switched to the outdoor advertising field. In 1943, radio claimed him, and the boy from Iowa was really in his element. As a sales manager, Jack is a “customer’s man” in the best sense of the term. Working with Petry representatives all over the country, Jack does his level best to see that the advertiser gets every possible break. If you’re interested in a spot that will produce profitable sales results in the Oregon market, call up your nearest Petry office and ask them to contact KGW and let Jack take a “crack” at it.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Hey, bub, you've...
dropped something!

The other day a certain network (let’s call it network “B”) published some special arithmetic about its national circulation based on BMB data. It counted only those listeners to its network who lived in areas where 75% of the radio families listened to network “B” at least once a week. And it did the same for the other networks.

It dropped out all listeners in all other areas.

It dropped out listeners, for instance, in New York City, the largest in the nation.

— In New York City no station reaches the 75% level in the daytime. (Oddly enough, in selling its New York station, network “B” bases its argument on a 50%-or-better level.)

It dropped out listeners, for instance, in Philadelphia, the third largest city in the nation.

— In Philadelphia CBS is the only network that reaches the 75% level in the daytime.

Why did network “B” so casually disenfranchise the daytime listeners in New York and Philadelphia? BMB defines circulation as the number of families listening in all areas above 10%. It must be fairly obvious that circulation is circulation—which it exists. Circulation is all listeners—at the 35% level, the 50% level, the 90% level.

Could it be that network “B” was straining for a lead out of all proper proportion?

Why strain?

BMB data offer a perfectly valid (and perhaps far more useful) basis for measuring the potential audience a network delivers. It can properly be called a measurement of effective coverage, and is readily defined as all radio families in areas where 50-to-100% listen.

This particular level stems from the fact that virtually all stations effectively cover their home cities. And BMB itself established that 92% of all stations attain the 50-100% level in their home cities. This level provides the traditional yardstick used by broadcasters to reveal their potential value to advertisers.

This level includes the listeners in New York City and Philadelphia which network “B” blandly chose to drop.

By this yardstick of effective coverage you obtain quite a different picture... quite a different relationship between the four networks from the one calculated by network “B”.

Here’s what you really get:

**EFFECTIVE NETWORK COVERAGE**

<table>
<thead>
<tr>
<th>Nighttime Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
</tr>
<tr>
<td>NETWORK “B”</td>
</tr>
<tr>
<td>NETWORK “C”</td>
</tr>
<tr>
<td>NETWORK “D”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Daytime Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
</tr>
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<td>NETWORK “B”</td>
</tr>
<tr>
<td>NETWORK “C”</td>
</tr>
<tr>
<td>NETWORK “D”</td>
</tr>
</tbody>
</table>

*Based on BMB Study No. 1 conducted in March, 1946 and projected to the BMB estimate of 33,998,000 U.S. radio homes (January, 1946).

You discover clearly—and perhaps for the first time—that CBS and network “B” are virtually on a par in their ability to supply effective coverage of the U.S. radio market.

The Columbia Broadcasting System
Feature of the Week

WITH SAUCERS flying through the air and saucer stories flying over the air at such a terrific rate, it is difficult to keep up with their progress, but here is the latest — till now. Every station in the country has discussed the mysterious flying crockery, some with more of the Orson Welles twist than others.

KXYZ Houston made front-page copy Monday with its stunt of leasing three 10-inch cardboard circles painted silver and held aloft by balloons. Sent up by Promotion Manager Art Finger, "strictly for kicks," the "saucers" were reported to headquarters by Patrolman H. H. Planagan, a skeptical Irishman, who swore that everyone on his beat was seeing them, too. They were. Discs created a sensation and much publicity for the KXYZ disc jockey, Bob Blase. Reward for finding one on the ground was a record album.

Listeners to WEXI Columbia, S. C., have been hearing, since last Monday, what the station believes to be the first program built around the shooting saucers. Called The Flying Discs, the record show is heard Mon.-Fri., 2-2:30 p.m. News about the airborne discs is interlaced with music, all of which is keyed to the steady tempo in which the discs seem to travel.

Bill Monroe, on his Monday 6 p.m. New Orleans and the World program on WJMR New Orleans announced that he "personally saw six flying saucers pass over New Orleans this morning at 10:20..."

He went on to explain in a whimsical vein that others had seen them, too, and "furthermore, we knew exactly what they were."

They were dime store saucers he sent sailing out from his porch to see if real saucers flying through the air looked like the flying saucers. Conclusion: "There is reason to believe that the objects recently sighted over 30-odd states are just what they look like: Flying saucers."

On the saner side, KXOK St. (Continued on page 76)

Sellers of Sales

ALL short term radio campaigns for the agency's movie clients are handled by William Joseph Kennedy, assistant to Tom Lynch, head timebuyer of Donahue & Coe, New York.

Aside from spending most of his waking hours buying radio time for various movie campaigns, William Kennedy's chief interest is in television — television from a management point of view. As proof of that interest he is on the Board of Directors of a television workshop group called National Video Guild Inc.

Mr. Kennedy, Bill to his friends, was born in Buffalo, New York, on April 15, 1920. He was educated at Canisius College in Buffalo. In addition he has supplemented his education with radio courses at Columbia U. and New York U.

His first job in 1938 was on the clerical staff of the American Radiator & Standard Sanitary Co., Buffalo. When he left five years later, he had been made a supervisor on the office staff. It was in 1943 that he came to New York and joined the Donahue & Coe staff. He started working in the business end of the radio department. There he helped set up a new system for radio auditing. A year ago he joined the radio department in his present capacity as assistant timebuyer.

Under his auspices short term radio campaigns are set up for the following accounts: Radio City Music Hall, Brandt Theatres, Loew's Theatres, Republic Pictures and Enterprise Productions.

His hobbies are swimming, reading novels, listening to classical music and attending legitimate theatre performances. He collects classical music records.

He is a bachelor and lives alone in an apartment in Manhattan, New York.
Sure, we're just an infant in this business, but we're a mighty proud infant. We started life as a record breaker and we hope to continue breaking records . . . sales, that is. But most of our success so far is due to several people, most important of whom is Larry "from the idea to the completed station" Andrews, radio consultant. As a matter of fact it was just 11 months ago when we signed our first contract with L. W. Andrews to get us a CP for a radio station in Springfield. And as we said in the big black script at the top of this page, just 20 days from the time we received our CAA tower approval we were on the air . . . and with FM, too . . . and fellows, we started with a vacant lot! Of course we owe much thanks to Raytheon Manufacturing Co., Radio Corporation of America, Alexander Stack and Tower Company, Andrew Company, Gates Radio Company. Thanks, fellas, we're very grateful for your help.

**WJEL**

1600 KC    500 WATTS

**WJEM**

OUR FM STATION

280 CH    103.9 MC

**SPRINGFIELD, OHIO**

"The Champion City, In the Heart of Ohio's Farmland"

---

L. W. ANDREWS

"From The Idea To The Completed Station"

DAVENPORT, IOWA
NO. 17—Intimate Glimpses into the Lives of 
the Great(est Spot Radio Sales Organization on Earth!)

AUDITIONS!

Don't look now, but this distinguished disk-jockey is Vice-President John A. Cory, of our Chicago Office. Except for the wavey hair, it might have been *any* of us—because one of the many things that each of our six offices can do is to conduct auditions for you, for any local program now being carried by any of the top-notch stations we represent. Need any samples?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Spot Radio Increases Are Seen for Fall

Most Agencies See Network Time Unchanged

SPOT RADIO purchases will increase this fall, in the opinion of a majority (59%) of agency executives, in contrast to a very slight change in the network time purchase picture.

These and other interesting indications of the direction radio business will take this fall were revealed by answers to the third questionnaire in Broadcasting’s Poll of Advertising Agencies (8th in the Trends series) which was submitted to a representative cross-section of advertising agency executives and time buyers early in June. The poll was conducted by Audience Surveys Inc.

Other answers revealed:
1. The average agency had already planned 76% of its fall radio purchases in June.
2. More than a third of those questioned had planned more of their radio expenditures for the fall than were settled at the same time last year.
3. Nearly a fourth said that they plan more spot time program purchases than last year; over a third will buy more announcements.

The panel was asked a series of questions designed to determine agency plans for fall radio business:
1. How will time purchase this fall compare to last year?
2. How will spot do in relation to network?
3. What type of new accounts are buying radio for the first time?
4. What innovations in programming and announcements are planned?
5. How much business will be placed with new stations?
6. How much FM and TV time will be bought?

The results of the survey follow:

"As far as you can now judge, will your radio time purchase for your clients be more, the same, or less this fall than last?"

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>Network</th>
<th>Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>13%</td>
<td>59%</td>
</tr>
<tr>
<td>Less</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Some</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Can’t Guess</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>No answer</td>
<td>49%</td>
<td>4%</td>
</tr>
</tbody>
</table>

TABLE II

"What part of your total fall expenditures is already completely planned?"

<table>
<thead>
<tr>
<th>% of total completely planned</th>
<th>respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10%</td>
<td>5%</td>
</tr>
<tr>
<td>10 - 19</td>
<td>1</td>
</tr>
<tr>
<td>20 - 29</td>
<td>6</td>
</tr>
<tr>
<td>30 - 39</td>
<td>3</td>
</tr>
<tr>
<td>40 - 49</td>
<td>4</td>
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<tr>
<td>50 - 59</td>
<td>14</td>
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<tr>
<td>60 - 69</td>
<td>4</td>
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<tr>
<td>70 - 79</td>
<td>19</td>
</tr>
<tr>
<td>80 - 89</td>
<td>7</td>
</tr>
<tr>
<td>90 - 99</td>
<td>11</td>
</tr>
<tr>
<td>100%</td>
<td>15</td>
</tr>
<tr>
<td>No answer</td>
<td>11</td>
</tr>
</tbody>
</table>

Median 75.0%
Summary
Less than 50% 19%
50 - 74 18%
75 - 99 37%
100% 15%
No answer 11

Robert F. Jones Confirmed for FCC

Senate Without Dissent Okays Man Pearson Attacked
By RUFUS CRATER

ROBERT F. JONES, 40-year-old Republican Congressman from Ohio, won confirmation for FCC membership last Friday by unanimous consent of the Senate.

Mr. Jones expects to take office about Aug. 10.

Earlier prospects of a floor fight by Democratic left-wing opposition were dispelled in the face of the solid 13-0 vote by which the Senate Commerce Committee had approved Rep. Jones the day before.

The Committee and Senate votes were seen as decisive answers to Commentator-Columnist Drew Pearson’s one-man campaign to defeat the fifth-term Ohio Representative by attempting to link him with the Black Legion.

Rep. Jones has insisted that Mr. Pearson, an opponent for WBAL Baltimore’s facilities, had “an axe to grind.”

Sen. Claude Pepper (D-Fla.), who it had been thought might port to spend more money on network (18%).

By comparison, opinions of fall spot time purchases were clearly crystallized—only 6% had no answer or couldn’t guess. 99% of the panel plan to spend more money on spot this fall than last year—only 9% plan to spend less. 26% estimate that their expenditures will be about the same as last year.

Important in evaluating these answers (and others) is some data on how much of the fall business planning was set at the time of the questionnaire. The next question sought to determine this:

"What part of your total fall expenditures is already completely planned?"

In June, the average agency had already planned completely for 76% of its fall radio purchases. (See Table II): Only 10% of the panel had less than 50% of its expenditures completely planned, and about the same number (18%) knew definitely what would happen (Continued on page 74)
JONES (Continued from page 18)
both pro and anti-Jones witnesses, including three one-time Black Legion leaders whose affidavits were cited by Mr. Pearson as support of his accusations [Broadcasting, July 7].

Committee members produced documents to show that two of the three affidants had court records and that the third had acknowledged forgery. One of the trio, who was presented on Mr. Pearson's ABC broadcast the preceding night as a "very solid citizen," conceded he had been in jail six times and once

JONES SELLS STOCK

FCC NOMINEE Robert F. Jones has notified FCC that he has sold his 18% interest in Northwestern Ohio Broadcasting Corp., FM permittee and AM applicant in his home town of Lima. In a letter to Mr. Pearson, he said he had sold his interest for $2,000, the amount paid for it, to George E. Hamilton, one of the other stockholders. Hearing has been held but no decision is in the application, one of the three for 1150 kw with 1 kw in the Lima-Dayton-Columbus area.

was committed to a hospital for the insane but insisted the commitment was a "frame-up" and that his alleged offenses were "justified."

The affidavits were Virgil H. (Bert) Effinger, 74-year-old former Black Legion commander in the Lima area where Mr. Jones makes his home, who said he couldn't definitely remember whether the Congressman ever joined the Legion; Glenn E. Webb, Westinghouse Electric inspector and a member of the executive board of the Lima local of CIO United Electrical Workers, who claimed he initiated Mr. Jones into the Legion; and Frank Barber, who said he administered the "preliminary obligations."

Other Witnesses

Other witnesses against Mr. Jones were Joseph B. Emmons, executive secretary of the CIO council in the Lima area, and Jack N. Anderson, a Lima attorney, who had been called by the committee after their names had been linked with events leading up to publication of the Black Legion charges against the Congressman; and Kenneth M. Birckhead, executive director of Friends of Democracy, New York, who said Rep. Jones' views had been lauded in the "anti-democratic press.

Witnesses urging Rep. Jones' confirmation included a Negro and members of the Jewish, Catholic, and Protestant faiths, all of whom told the committee they had found the nominee to be fair and

Senate Commerce subcommittee is shown as it held hearings last Monday to examine witnesses both for and against Rep. Robert F. Jones (R-Ohio), FCC nominee. Congressman Jones is at extreme right. Committeemen (1 to r at the table) are Senators Homer E. Capehart (R-Ind.), Owen Brewster (R-Me.), non-discretionary toward minority groups. Mr. Jones himself took the chair briefly to renew his denial of past or present affiliation with the Black Legion, Ku Klux Klan or any subversive groups.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, sent a statement denying Mr. Pearson's broadcast claim that Ohio Sen. Robert A. Taft and John W. Bricker, Republicans, had interfered with the committee's July 3 meeting in an effort to secure confirmation without further hearings.

Sen. Bricker, who sat in on the subcommittee hearings although he was not a member of the committee, substantiated Sen. White's denial. "The facts stated on the radio are not so," he declared.

Sen. Capehart, who put a script of Mr. Pearson's broadcast into the record, also noted that vigorous efforts had been needed to assure a fuller hearing after the July 3 meeting. He said he and Sen. Johnson, the only subcommittee members present July 3, recommended the further hearing and that the only dissenting voice in the full committee was Sen. Albert W. Hawkes' (R-N.J.). Sen. Hawkes confirmed this claim, adding that "after hearing the evidence this morning, I think I was right."

The hearing:

Sen. Brewster opened the Monday session by swearing the three affidants and calling the first, Mr. Effinger, to the stand.

The 74-year-old former local Black Legion commander, having difficulty with his memory, testified at one point that he executed the 1938 affidavit saying he was present when Mr. Jones took the oath of a Black Legion candidate, but said later that he didn't know whether the Congressman joined or not.

When Sen. Brewster confronted him with Lima Newspaperman Robert C. Barton's sworn statement quoting him as saying Rep. Jones was never a member, Mr. Effinger again contradicted himself. "Wait a minute, that's not right," he said first. A moment later he said he told Mr. Barton that Rep. Jones was never a member because he considered it none of the newspaperman's business.

Defends Black Legion

He testified that the Black Legion supported Mr. Jones in an early campaign or campaigns for Congress. He said in his opinion a man who lived up to Black Legion principles should be "better qualified," not disqualified, for public office.

Mr. Effinger didn't remember how long he had been a member of the organization; how long he was commander; his reason for making the 1938 affidavit; where he learned of Mr. Jones' nomination to FCC; to whom he gave his affidavit; whether he mailed it or delivered it personally.

Nor did he remember, at first, how he traveled from Ohio to Washington, but in a moment recalled that he came by bus. Others in the party testified that they all came by train.

"How long," Sen. Capehart asked, "has your memory been as bad as it is this morning?"

"It has been going on now for about two years," Mr. Effinger replied.

His memory failed him again when Sen. Brewster read from court records showing that Mr. (Continued on page 78)
Probers Warn Petullo Not to Strike

Hearings Recessed Pending Study Of Evidence

By J. FRANK BEATTY

AN ARM of Congress—the House Labor subcommittee investigating James Caesar Petullo, AFM president—has assumed the role of unofficial mediator in the threatening strikes to music networks and recording companies. Plainly shocked at the audacity of the union's action in hurling the strike threat during an investigation into its domination of the AFM, the subcommittee members last week warned him of the public's rights and suggested he examine labor laws carefully before taking any drastic action.

With this Congressional advice to ponder, President Petullo awaits recall at further hearings to be held later this month. Meanwhile, the subcommittee will watch his actions closely and go into standby, featherbedding and other AFM practices.

Recess of the hearing was announced Friday afternoon. Sub-committee members denied that the postponement amounted to a death blow for the entire investigation, insisting that time is needed to develop the case against the union leader and to study the committee's findings to date.

When the subcommittee resumes hearings it plans to meet in cities around the country as well as Washington. It was indicated Friday that back of the investigation is the expressed desire to learn whether the AFM's tactics require enactment of new laws to strengthen and supplement provisions of the Taft-Hartley and Lea statutes.

The probers' exposure of Mr. Petullo's tactics occurred during a Monday-Tuesday session at which the AFM president, in a brilliant setting of klug lights, newreel cameras and microphones, used all the tricks in his bag to stage the best performance in his career.

Good Time for All

He was the star witness against himself, and saw to it that everybody in the audience knew he was the subcommittee's man. Through the long grilling he gave quick and pointed answers to nearly all questions, most of them adding up to the fact that technology is taking work from his boys and he is going to do something about it. Much of the time he had the subcommittee and audience eating out of his hands.

Confronting the probers is a mass of testimony supporting their belief that Mr. Petullo absolutely controls his union and doesn't mind too much if the public "is in the middle" as a result of his tactics, or if a business is wrecked.

Having the Petullo testimony at hand, the subcommittee at first decided to call on employers of musicians, especially smaller interests, to get their story. Here it ran into a snag—fear of employers that appearances before the subcommittee will lead to AFM reprisals.

This fear caused Rep. Fred A. Harely (D-Calif.), chairman of the full Labor Committee, to state Wednesday that some of the witnesses against Petullo were taking "rumor pointers." Issuance of subpoenas for witnesses, including broadcasters [Broadcasting, July 7], was threatened.

Week's Highlights

Other highlights and revelations during the week included:

Contacts with AFM locals incorporate the local and international by-laws and rules.

Chairman Kearns is to call Petullo-inspired conference of music educators and armed service officials on instrumental performances.

AFM hasn't been aware of educators' complaints about inability to use school bands in public and radio appearances.

Mr. Petullo has absolute control over all AFM contracts and his board control television. Movie contracts give AFM control over use of film sound tracks in television. He absolutely controls recording. He has invented new jobs out of FM and television.

AFM head was described as "dictator" and also praised for patriotism in accepting Lea Act decision and Taft-Hartley law.

He admitted in effect that he had threatened a network strike to compel affiliates to hire musicians they don't need because local strikes wouldn't be effective. This was considered a possible Taft-Hartley Act violation.

Mr. Petullo is toying with a plan to slap a 6 or 10-cent royalty charge on recordings to build up his employment fund, perhaps to $20,000,000.

Not within the memory of Capitol Hill observers has any union leader received such pointed warnings as those given Mr. Petullo by Chairman Hartley (R-Pa.), an AFM card holder, and Rep. Richard M. Nixon (R-Calif.), who carried the burden of the subcommittee's questioning.

At the conclusion of the Tuesday hearing, Rep. Nixon, looking directly at the union head, said "the only way to get the best music to the people" is through networks and recordings. When he said a network-recording strike would "perceptibly lower" the level of musical entertainment, Mr. Petullo said, "It's justifiable on the part of the musicians. Isn't the public always caught in the middle?"

"You admit it would not be in the interest of the public," Rep. Nixon suggested, drawing this response, "It's not something they couldn't get along without. It's not a healthy condition."

Rep. Nixon went on: "The purpose would be to make stations more susceptible to bargaining with you. You would be making a threat to compel stations to see the value in employing musicians. The effect would be to put networks and recording companies virtually out of business.

Mr. Petullo came back, "It might lead to satisfactory contracts with all chain stations."

Then came Rep. Nixon's direct warning, spoken slowly and carefully.

"You make an absolute national strike an election issue."

WAPO Stops Tribute to AFM; Mythical Orchestra Dismissed

WAPO Chattanooga has stopped paying the American Federation of Musicians an annual tribute of $15,000 a year for the privilege of belonging to a network NBC.

Since the Supreme Court upheld the Lea Act [Broadcasting, June 30], WAPO has operated without a staff orchestra that had not been on the premises since 1943, according to Mrs. Helen Patterson, WAPO commercial manager and program director.

WAPO dismissed its mythical orchestra June 22, the day of the Supreme Court decision. Only physical effect of the action, outside of the station's bookkeeping, is to relieve a messenger from the task of collecting the checks for the musicians, members of Local 80, Chattanooga Musicians Society.

Several of these same musicians also collect checks—totalling $15,050 a year—for not playing on WDOD Chattanooga, which pays that sum in the form of a tribute to AFM for the privilege of being a CBS affiliate. Just to be certain that the wolf doesn't get too close to their kitchen doors, these AFM artists are understood to spend their spare time frequenting Chattanooga night clubs and other spots, besides operating studios in which they teach music.

Mrs. Patterson said WAPO doesn't even know what instruments its AFM employees play. Its schedule permits only the use of one pianist 30 minutes Saturday morning for children's show, in addition to its non-AFM hillbilly combinations.

Since last August, when a contract forced on the station in 1945 expired, WAPO has operated under an oral agreement with the local. The 1945 renewal contract was negotiated when James C. Petullo, AFM president, pulled two bands off the entire NBC network to encourage WAPO to sign with the local for an orchestra it can't use [Broadcasting, Oct. 5, 1945, 22, 24].

WDOD renewed with AFM for two years at the same time under similar circumstances, the union president having exerted pressure by pulling an orchestra off the entire CBS network. Its contract calls for seven musicians.

Earl W. Winger, one of the two WDOD owners, said the station will do nothing about its orchestra pending expiration of the contract in October, and has not planned its immediate future.

WDEF and WAGC, the two other Chattanooga stations, have contracts for smaller numbers of musicians.

(Continued on page 84)
**TWO 15-MINUTE SHOWS ON ABC GOING 1/2-HOUR PRECEDENT-BREAKING move, in which two favorite daytime ABC network serials—Sky King and Jack Armstrong—would be expanded from 15 minutes to a half-hour on a daily alternating basis, is nearing completion.**

The two shows, sponsored by Derby Food Division of Swift & Co. and General Mills, respectively, are aired from 8:15–6:30 p.m. and 5:30–6:45 p.m. on sustaining basis during the summer under the new setup, serials would alternate blanket half-hour period, now covering two programs, from day to day on a continued sustaining and test basis until September, end of hiatus.

A spokesman for ABC Central Division said the date for the new schedule would be either Aug. 4 or 25, pending ironing out of hitchers involving stations carrying two other programs and their respective sponsors. Derby Foods and General Mills already indicated their approval commending with fall schedule.

The two other shows are Jerry & Pictures and Tennessees Jed, sponsored by Quaker Oats and Ward Baking Co., respectively, in 16-minute segments immediately preceding and following serials scheduled for change.

Purpose behind move to present serials on half-hour basis, with each episode complete in itself, is to direct appeal to adult as well as children's audiences.

**Tells Why ABC Decided On Whitman Disc Show**

WHEN repeated surveys showed that 50% of available daytime listenership was most interested in music, live or transcribed, ABC decided to do something about it. There is a show behind the five-weekly Paul Whitman Club, Charles (Bud) Barry, vice president in charge of programs and television, told members of Hollywood Ad Club on July 7.

Mr. Barry explained that careful study of various available surveys indicated decided listener switch to independent stations offering daytime music as against network serials. When further study showed NBC Fred Waring Show was the lone exception, he said that ABC determined on a music course, live or transcribed, and Mr. Whitman's disc m.c. strip was involved.

**KFV Sold to Theatremen, Ken Brown for $700,000**

SALV OF KFV Wichita Falls, Texas, by Joe B. Carrigan and his family to interests headed by Edward H. Rowley and H. J. Griffith, both motion picture exhibitors in the southwest, and Kenyon Brown, director of operations of KFVTF, for a net figure of $700,000 was announced last Thursday by Mr. Carrigan. The transaction is subject to FCC approval and transfer applications will be filed probably this week.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KFVT, holding a majority of the stock of a new corporation, KFVT Incorporated, now in process of formation. Mr. Brown, who became director of operations of KFVT last May 1, would hold a substantial minority interest and would be made managing director. Mr. Brown resigned in March as vice president and general manager of KOMA Oklahoma City after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KFVT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in the San Angelo while Mr. Griffith owns the KXEP El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston [BROADCASTING, May 12].

The $700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those include stocks and bonds, oil interests, and quick assets totaling roughly $225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan, Simpson of Boston, Mass.

Mr. Carrigan has operated KFVTF, a CBS outlet on 620 kc with 5000 watts fulltime, since he founded it in 1936. He has been active in radio since 1912—first as an amateur operator.

**PharmacO Co. Buys Nearly Two Hours Total Cost of Three Programs On MBS to Be $1,200,000**

PHARMACO CO., INC., Newark, N. J. (Feen-a-Mint and Chooz gum), has bought an hour and three quarters weekly, to be used for three package shows—two half-hour evening programs and one day show three times weekly—on MBS at a cost of approximately $1,200,000.

Contract, the largest Feen-a-Mint has ever signed in radio, becomes effective Sept. 7. The first half-hour program starting on that date in the Sunday 9:30-10 p.m. period will feature Jim Backus, comedian, who will also use some musical records.

The second half-hour program on Monday nights 8:30-9 p.m. is scheduled to start Sept. 28, and is planned as a half-hour sustaining. The advertiser also is still considering three or four other shows to place in that period, including Scotland Yard and Johnny Modern.

The thrice-weekly daytime strip to be heard Mon.-Wed.-Fri., 3:30-4 p.m. will feature Brett Morrison in a narration and musical show titled Song of the Stranger. Program will be sustaining on Tuesday and Thursday.

Ruthrauff & Ryan, New York is the agency.

**Radio to Be Used by Hat Foundation in Campaign**

RADIO will be used for the first time, together with newspapers and class magazines in a major campaign against hatlessness which the Hat Research Foundation will start through its agency, Grey Adv., New York, this fall.

The campaign will run for three months, September, October and November. The yearly advertising budget is $350,000 with a shift made in the allocation of the budget to include radio and newspapers.

Spot radio will be used with direct testimonials of important persons. Markets and cities for the radio schedule will be planned at a meeting of the Foundation and the agency July 17.

**Yankee Football Games Are Signed Up by WINS EXCLUSIVE broadcast rights to New York Yankee football games have been obtained for the second year by WINS New York, Willard Schroeder, station manager, announced last week.**

All Yankee games will be carried live by WINS, with Mel Allen and Russ Hodges giving play-by-play descriptions. WINS reported that the Yankee team will pay live, engineering and announcing costs as well as an additional fee for each broadcast. The station also hopes to sell the games to a sponsor.

**"Whaddaya expect—a homemade set should be perfect?"**

**Drawn for Broadcasting by Sid Hee**
New NAB By-Laws Ready for Vote

Ballots Will Be Mailed This Week; Answers Due by Aug. 8

MEMBER stations of NAB will vote within a week on complete rewriting of the association's by-laws. The new rules governing the association's meeting operations were adopted by the board at its May 21-22 meeting and require approval by the membership.

Legal wrinkle in the new by-laws were worked out last week. Ballots and explanatory material covering the entire charter and by-laws are being printed and should be in the mail by the end of the week. Present plans call for Ernst & Ernst, auditors, to submit a report on the membership's vote by Aug. 15, 30 days before the Atlantic City NAB convention. Ballots must be mailed by voters by Aug. 8, according to the schedule.

Cover 12 Articles

The new by-laws replace a patchwork accumulation that had become almost unworkable. The new by-laws provide for 10 instead of six directors-at-large; alternative methods of electing directors-at-large; add more power to the office of president; specify new classification for dues purposes.

The ballots will cover the 12 articles.

Articles I and II cover name and object of the association, and are not basically changed. Article III provides definitions of active and associate members. It was separated from previous articles and became operative July 1. Main changes involve transfer of network functions to the board by the end of the previous year and clause preventing an owner of more than one station to enjoy a scale of dues based on a lesser station in the group.

The article provides that membership is effective from date of application, subject to board approval and for dropping of members for failure to pay dues over a three-month period.

Rules for Dropping Members

Loss of membership may be directed by two-thirds vote (secret ballot) of the board, with member entitled to answer charges before final action. Cause such action is willful violation of charter by-laws.

Conventions may be held each year, with the board authorized to call a business meeting of the membership each year. If an annual meeting has not been held by Dec. 1 the secretary-treasurer is required to call such a meeting, held between Dec. 15-23. The board must call special meetings on written request of 100 active members, with their requests specifying subjects to be discussed at such a meeting. A quorum of active membership constitutes a quorum at meetings. Members may not be represented by proxy.

Article IV gives the board power to specify boundaries of the 17 NAB districts.

Dues of members are still based on net receipts from time sales during the previous calendar year (billings based on gross rate for broadcasting service, less frequency and volume discounts and commissions). A new clause provides that in the case of an associated AM-FM operation, the dues are based on combined net receipts of the two stations.

The scale of dues ranges in $25,000 classes up to $35,000,000, removing inequities in the previous scale. Dues for each class are fixed annually by the board. Information in certification of income is confidential.

Article VI lists powers of the board. Main changes are refinements in language and duties. Provisions are set up for nomination of directors-at-large by all advance of district meetings as well as from the floor. Majority vote of members at district meetings is required for members to be held by even districts in every year, odd districts in odd years as at present.

Ten directors-at-large, instead of six, are provided for. The board, with one each for FM (A) and FM (B), one for faceplate and one for television when a group has stations in each of these areas. Elections will be held by even districts in every two years, odd districts in odd years as at present.

Directors-at-large thus serve one-year terms, starting at the close of an annual meeting. District meetings may vote two weeks apart. The board must meet at least three times a year. The board may fill vacancies in its membership.

Article VII defines duties of the NAB officers. The president, elected by the board, has added powers over association policies, affairs and personnel. The executive vice president is appointed by the president and performs duties of that office when the president is absent.

The secretary-treasurer is elected by the board for two years under supervision of the president.

Article VIII specifies that the board shall encourage organization and associations. The executive vice president of the board, or the board, elects a representative to attend under supervision of the president.

Article IX contains definitions and membership rights. Article X specifies Delaware incorporation, with executive offices in Washington. Article XI covers the association seal. Article XII provides for amendment of by-laws and was approved at the 1946 convention.

FMA Selects New York Site For Sept. 12-13 Convention

FMA Selects New York Site For Sept. 12-13 Convention

FIRST national convention of FM Association will be held in New York at the Roosevelt Hotel Sept. 12-13. J. N. (Bill) Bailey, executive director, announced last week.

The date was selected to permit FM Association members of NAB to attend the FM as well as the NAB convention, which begins Sept. 15 in Atlantic City.

Mr. Bailey predicted more than 500 delegates would attend the FMA convention. He said special effort would be made to encourage FM members of NAB to attend the FMA and vice versa.

Although program details were not yet set, Prof. Edwin Armstrong, inventor of FM, and FCC personnel will be among the featured speakers. Chairman Charles R. Denny, of the FCC, may also address the convention.

Max Balcom, vice president of Stromvama Electric Products Co. and recently elected president of Radio Manufacturers Assn., has been invited to speak.

MBS Has 431

MBS has announced 12 new affiliates bringing its total to 431; WREX Duluth (Sept. 15); KQOL Phoenix (fortnight ago); KVNI Coeur d'Alene, Ida.; KCSJ Pueblo, Colo. (July 14); KXOB Stockton, Calif.; KAKE Wichita (July 15); KTYP Topeka (July 1); KCNA Tucson (June 22). Joining in December are North Carolina affiliates—WIXL North Wilkesboro, WJFI Lenoir, WMNC Morgantown, WSIC Statesville.

HEADACHE AT NAB

Everybody Wants Suites and Singles at Convention

"PASS the aspirin," NAB pleaded last week as C. E. Arney Jr., secretary-treasurer, looked over advance reservations and discovered applications for 10 times as many suites and single rooms as Atlantic City hotels can provide. Members are being asked to take twin-bedded rooms, of which the seaside resort has a plethora.

Mr. Arney said many registrants want to attend the Sept. 16 clinic sessions. He suggested that an extra $5 registration with the $27.50 general fee. This general fee advances to $30 after Aug. 15, NAB's options on hotel rooms expire Aug. 15.

NAB stations cannot reserve rooms at convention hotels except in the case of stations attending the NBC affiliates meeting Sept. 13-15, but must apply only prior to 9 a.m. Sept. 14.

NAB is arranging through Pullman cars from key railroad centers. Rail reservation forms will be mailed in a short time.

STANDARD OIL FOOTBALL SPONSORING PLANS SET

EVIDENCE that Standard Oil Co. (of Indiana) will be football minded this fall was indicated today (June 14) by Tom Gann, an advertising manager, who revealed that the company has contracted to sponsor several 1947 season college football games over six Midwestern stations.

Schedule includes broadcasts of all of Iowa games over WHO Des Moines, all of Michigan games over WJR Detroit, all of Nebraska games over WHO Omaha, KODY North Platte and KOLT Scottsbluff, Neb., and away-from-home games of the U. of Minnesota, as well as football previews and reviews, over WCCO Minneapolis.

In addition, company will sponsor series of "Game-of-the-Week" football broadcasts over KMOX St. Louis. Standard of Indiana signed a contract more than a month ago for sponsorship of all regular season professional football games of the Chicago Bears, to be aired over WIND Chicago, WQUA Moline and WDZ Tuscola, Ill.

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Microwave Video Net Details Told

**Hourly Cost to Eight Outlets $5.15 Each**

**Du Mont Plan**

REITERATING that AT&T television relay rates are too high, Allen S. Du Mont in Philadelphia released details of its plan for a "closely knit" microwave relay network serving eight stations 28 hours a week at $5.15 per hour per station.

Du Mont also released AT&T estimates putting the cost of comparable AT&T services to substantially the same cities at about $34 per station per hour, and said about $2 should be added to this estimate to cover "certain local charges" not included.

The Du Mont plan was disclosed during FCC's informal television network engineering conference a few weeks ago, when that company and others presented feasibility of operating under the rates proposed by AT&T [BROADCASTING, June 16]. Details were given in a report sent last week to FCC and others presented at the informal conference.

Estimates of both Du Mont and AT&T were made on the basis of inter-city relay service to eight cities: New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore and Washington. AT&T's proposal anticipated use of microwave, coaxial cable, radio and radio relay in others. Du Mont planned to use microwave relay exclusively (five stations) and expressed a preference for operation on 1400-Mc channels.

Du Mont anticipated two-way service for major cities, such as New York, Philadelphia and Washington. Restricted service was asked for other cities, but the company said these points might also originate network programs "by making use of the broadcast matter itself." AT&T's most nearly comparable proposal was based on two-way transmission at New York, Philadelphia, Baltimore and Washington, and reception only at Trenton, Wilmington, Reading and Lancaster.

Relay Stations Proposed

Du Mont proposed relay stations at Mt. Rose (serving Trenton); Gwynedd (serving Philadelphia); Honeybrook (serving Reading); and to the north and Lancaster to the west; Havre de Grace (serving Wilmington), and Odenton (serving Baltimore) each.

The total relay investment cost was estimated at $226,500, for a $1,887 monthly average based on 10-year amortization. Operating costs were estimated at $1,900 a month. The monthly cost to all stations thus would be $4,874. Average cost per hour (28 hours a week; 121 hours a month) was placed at $41.20, or $35.15 per hour for each of the eight stations.

By pooling facilities for five networks covering the same general area, Du Mont said, the hourly cost per outlet couldn't be too high. AT&T estimates, submitted to Du Mont and released with the Du Mont report, included figures assuming (1) two-way transmission on four points and one-way to four others; (2) two-way transmission at all cities, and (3) one-way at all points.

With four cities receiving two-way service, AT&T estimated the cost would average $44 per station per hour for four hours' use each day (28 hours a week) and $17 for eight hours' use (56 hours a week). Assuming transmission in both directions for all stations, the estimate was $14.80 per station per hour for four hours a day, and $20.90 for eight hours. With transmission in only one direction, the cost was placed at $20.90 per station per hour on a four-hour daily basis and $10.46 on an eight-hour basis.

Du Mont said its own plan "could also affect certain rate changes by changing the extent of service or changing the terms for a longer schedule than 28 hours per week."

Would Use Coaxial

AT&T's plan involved use of its coaxial link between New York and Washington, with radio relays at Trenton (from Princeton); Reading and elsewhere (from Philadelphia, via Wyndmere and Honeybrook); and Wilmington (from Elkton).

The Du Mont report declared: It isDu Mont's position that the average carrier relay relay rates as presently suggested by the telephone company are too high to be feasible at the present status of television broadcasting, where relatively few receivers are in the field. Consequently, it may be necessary to utilize a closely knit pool network operated by the telephone company for its own use as to provide a service until such time as a large number of stations are on the air, thus justifying sharing between the services in each of the eight cities, "many stations will, of course, supplement this program with further transmissions of local origin. There is some flexibility over certain sections of the network with these facilities."

Thomas T. Goldsmith Jr., Du Mont vice-president, research, issued the company's report and the accompanying AT&T estimates, which he said had been supplied by the telephone company upon request.

**Plans for California Assn. Move Forward**

FINAL plans for formulation of California State Broadcasters Assn. are expected to be set within a month, with incorporation papers to be filed this week. Comprising broadcasters in north, central and southern areas, membership of the single state body is expected to number approximately 70 stations, it was said.

Restricted to commercial stations only, membership is dominated by AM at present, but FM and video outlets are to be eligible. Group will have nine directors. Four will represent the southern stations and four the north and central areas. One representative of a northern station will round out the board.

Directors, in turn, will elect a president, one or more vice-presidents and a secretary-treasurer. Elections are expected to take place at the first meeting.

At present little is known of the budget to be available, but financing is to be shared equally between northern and southern segments. No determination has been made on full-time personnel. Current thinking indicates retention of part-time representative at Sacramento for advice on legislative matters, with membership in Hollywood, at least for present.

**ABC Reports Large Gain In Sale of Co-Op Shows**

NEW SALES by the cooperative program department of ABC in June were 80% more than the total reported in June a year ago, said Fred M. Stearns, ABC sales manager, last week.

ABC made 45 new co-op sales in June 1947, compared with 20 co-ops in June 1946. ABC reported that as of last week it had 388 sponsors of co-op shows, an overall gain of 29% above the 494 advertisers represented a year ago.
IABA Protests Closings By Peron

Calls Action Forcing 3 Stations Off Air Threat to Radio

DISTURBED OVER recent closure of three Argentine stations by the Peron government as a threat to free radio enterprise in the Americas, the Inter-American Broadcasters Assn., through its executive council meeting in Atlantic City, last week dispatched to the Argentine president a plea to protect the sanctity of radio in this hemisphere through a full investigation looking toward reinstate ment of the deleted outlets.

The IABA Board, meeting in conjunction with the International Telecommunications Conference, held a four-day session July 4-7 to discuss the Argentine situation—the first overt threat to free radio on the continent since formation of the organization in Mexico last year—and to dispose of other matters in the conduct of the affairs of the organization as a permanent organization. The board meets semi-annually and, under its by-laws, must hold a membership meeting each two years. The convention tentatively is scheduled for the first quarter of 1948 in Buenos Aires.

United States broadcasters are not full members of the association and have no representation on its board, but have contributed to its establishment through the NAB and the networks. NAB assigned to the organization meeting last September in Mexico City two of its board members—Campbell Arnaux, WTOR Norfolk, and Hugh A. L. Half, WOAI San Antonio. Mr. Half also has resigned from the board. Canada likewise had observers at the organization meeting but does not yet enjoy full membership.

The lengthy telegraphic plea to President Peron, couched in diplomatic language, recited that the authorities of the Republic “have necessarily deprived several broadcasting stations of their frequencies and have suspended in abeyance the operation of another station, until the truth of the accusation is investigated.”

'Political Incidents' [Editor's Note: Largest of the three stations closed was Radio Belgrano, operating in Buenos Aires, which was suspended following an incident involving President Peron himself several weeks ago during a broadcast by the Argentine president, a “ghost voice” broke in on the line shouting “Mueran Peron,” meaning “Down with Peron.” This was said to be purely political sabotage over which the station ownership has no control. No official explanation ever has been given for the suspension. In the two other stations deleted likewise were allegedly charged with “political incidents.”]

Advises were received last Tuesday by the executive council that Radio Belgrano had been restored to active operation after an investigation into the situation. The two stations nevertheless, however, two additional stations identified with Yankele-

SEMI-ANNUAL MEETING of Inter-American Broadcasters Assn. Executive Council in Atlantic City July 4-7 was highlighted by telegraphic protest to President Peron of Argentina over closure of three privately-owned stations. Seated (l to r): Raoul Fontina (Uruguay); Goor Mestre, owner of CMQ Havana, vice president who presided in the absence of President Lorenzo Baliero Sicco (Uruguay); Emilio Azcarraga, owner of XEW and XEQ Mexico City and one of the association’s founders. Standing (l to r): Dr. Luis de la Rosa, Mexico, attorney; Jose Luis Fernandez, Mexico, attorney; Eneas Machado de Assis, Brazil, secretary, and Justino Jimenez de Arechaga, Montevideo, Uruguay, attorney, recently named managing director of the Assn. Others present but not in the photograph were Marco A. Gandasegui, of Panama and Ramon Bonachea, Cuban attorney.

EXPAND RADIO' FACILITIES
UN to Spend $200,000 at Its Lake Success Headquarters; Work Already Under Way

PLANS for a $200,000 expansion of broadcasting and recording facilities of the interim United Nations headquarters at Lake Success, New York, were disclosed last week by Sanford Major, technical assistant to Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer.

Construction already has begun on three sound studios, a recording laboratory, a 1-kw “ham” station and a recording vault. All equipment and facilities, according to Mr. Major, are being installed with an eye to incorporation in the radio center to be built at permanent UN headquarters on Manhattan’s East River [Broadcasting, June 30.]

RC-11 Raytheon receivers will be used in the intercom buildings, Mr. Major said. Largest of the three studios will be equipped for simultaneous use by several speakers, as in a roundtable discussion or dramatization, and will have a dual console. All studios will be air-conditioned. The amateur radio station is intended for use by visiting, licensed “hams.”

Recording facilities at Lake Success will be “equal to if not superior” to those in use anywhere in the U.S., according to Hugo J. Allen, UN sound and recording engineer. Mr. Allen, who is assistant to Robert Vincent, UN sound and recording section chief, said the UN recording laboratory will be capable of cutting up to 12 records simultaneously. The system was designed by Mr. Allen with the assistance of M. A. Swoboda of the UN engineering staff.

The UN record library, it is hoped, eventually will rival that of the Library of Congress. In addition to popular and classical music items, it includes transcribed excerpts of all important UN speeches and proceedings. Some of these are used intact for future broadcasts and others are dubbed for dramatizations and other purposes. The entire UN record library, according to officials, is open for use by networks or independent stations.

Recalling that the communication emphasized the need for “an atmosphere of security and freedom” for radio in the democratic nations, he said, “It is therefore understandable,” continued the telegram, “that this news has caused great concern to all the radio broadcasting stations of the continent in light of the unexplained closures by close links of solidarity and sympathy as well as by common objectives and interests.”

Asking the Argentine chief of state “to give due consideration to the facts that have been presented,” the executive council said it spoke on behalf of an organization representing broadcasters of the British system of noncommercial state corporate control.

In addition to the distribution of free transcriptions of BBC overseas and empire programs, it was stated that daily printed program schedules of BBC overseas and empire programs are mailed gratis to individuals in virtually all of the Latin nations to encourage shortwave listening.

Private broadcasters in Latin America, it was said, resent this interference, and that the governments themselves dislike the effect to foster the European influence upon nations of the Americas.

Arrangements for the first annual convention of IABA, tentatively scheduled for Buenos Aires, also were discussed at the council meeting. Present at the sessions was Justino Jimenez de Arechaga, Montevideo attorney and law school professor, who recently was named managing director of the UN association. Dr. Arechaga will visit Washington to discuss association affairs with NAB officials. He conferred with Canadian delegates to the ITC while at Atlantic City.

In the forefront of the Atlantic City meetings was Emilio Azcarraga, president of XEW Mexico City’s radio station and a affiliate XEQ. A director of IABA and one of its founders, Mr. Azcarraga was temporary president of the organization and is here with the official Mexican delegation to the ITC.

Presiding at the sessions was Goor Mestre, owner of CMQ Havana, vice president of the IABA, who is a Yale-educated attorney, Mr. Mestre presided in the absence of Mr. Lorenzo Baliero Sicco, of Uruguay.

Others in attendance included: Enrique Machado de Assis, Brazil; Marco A. Gandasegui, director, Panama; Raoul Fontina, director, Uruguay, substituting for President Baliero Sicco; Jose Luis Fernandez, assistant director, Luis de la Rosa, Mexico, and Ramon Bonachea, Cuba, attorneys for IABA.

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Senate Favors Capitol Radio Rooms

$25,000 Would Be Given For Facilities With Coar in Charge

APPROPRIATION of $25,000 for two radio rooms in the Capitol was approved by the Senate last week. Beneficiary of the action would be Robert Coar, who, with his wife, has been providing transcription services for Members of Congress for 11 years. In addition to the cost of facilities and salaries, members would have to pay, as they do now, approximately $5.60 for a 16-inch record.

Included in the appropriation is an item of $5,600 for the salary of "coordinate"—a position which would be held by Mr. Coar. He had originally asked a salary of $9,600. Another item of $5,240 is earmarked for a studio director—presumably the title to be held by Mrs. Coar.

Correspondents Object

The Senate action would give the radio rooms official Congressional sanction for the first time since Mr. Coar moved to the Capitol. Hereofore, he has had, in effect, a concession which consisted of a room in the Old House Office Bldg., where he used his own equipment to make the recordings. He has not previously been paid by Congress, but only by individual Congressmen.

The wording of the bill was opposed by the Radio Correspondent's Assn. on grounds that the title "Joint Senate and House Radio Information Facility" was misleading and a misnomer. They maintain that Mr. Coar operates only a recording facility which should be so designated.

Mr. Coar plans to "continue, broaden, and improve the present service." He claims more than 300 individual and group representatives are now using the service, finding that it provides an essential contact with constituents in home towns through local radio stations.

Mr. Coar also claims his service provides a substantial savings in costs of transcriptions.

Benefits Claimed

He told the committee he has provided out of his own pocket over $30,000 worth of equipment and will continue to provide replacements. He said that out of charges made to members 10% will go toward "depreciation."

His proposed plan, still to be approved by the economy-minded House, would, according to his statement before the Appropriations Committee:

1. Obtain radio time for the members on networks, regional networks and community stations in their districts.
2. Provide an announcer to introduce the members, interview them in the production of panel and round-table discussions.
3. Provide assistance on matters pertaining to radio and television.
4. Produce recordings of testimony at the hearings of certain committees.
5. At one point during the hearing he commented that "many radio stations and networks have requested the privilege of broadcasting hearings and in some cases some members of the committees have been embarrassed because of the method in which the broadcast was handled."

If Mr. Coar's suggestion were to be adopted by the Congress, according to his figures, it might effect a partial monopoly of the privilege of covering hearings by recording or direct broadcast. The association held a meeting last Thursday to discuss implications of Mr. Coar's proposals, but no action was taken except to protest wording of the bill itself.

WHN PLANS EARLY 1948 MOVE TO 711 FIFTH AVE.

The removal of WHN New York from its present quarters at 1540 Broadway to 711 Fifth Ave., onetime home of NBC and its headquarters of World Broadcasting System, sometime after the first of the year was announced last week.

The Marcus New Booking Agency, operator of the independent station, signed a $10-year lease at a total rental reported to be more than $1,000,000 with the 711 Fifth Ave. Co.

WHN announced it would spend $500,000 for new equipment and alteration of the premises. Occupying the 19th, 20th, and 21st floors of the Fifth Ave. building, WHN will use about 36,000 square feet of floor space for offices and seven broadcasting studios.

World Broadcasting System's lease on its Fifth Ave. quarters expires Dec. 31, and WHN is expected to move in soon afterward. A WBS spokesman said last week that it had not been decided where World would move, but it would be into one of several New York offices occupied by its parent company, Decca Records Inc.

World Broadcasting System also reported that it had contracted with WOR New York to make master recordings and pressings for WHN. The world pressing plant will continue to operate at its present location, 660 First Ave., New York. World's plating facilities, now at the Fifth Avenue address, will be moved elsewhere, probably into space now held by Decca Records Inc., World's parent company.

New Yoell Radio Audience Measurement Index Considers Daily Living Habits

WILLIAM A. YOELL, research counselor, has announced a new radio audience measurement index which takes into account the disposition of the audience to listen to a particular program as well as the size of the audience.

Formerly associated with Dr. George Gabor Coar & Rubicam and presently research counselor for Cecil & Presbrey as well as director of his own research organization, Mr. Yoell explained his method as follows:

"The index is arrived at by correlating the results of a specific program or time survey with our continuing study of living habits throughout the country, which, of course, directly affect listening habits. People are quick to slip into patterns of living and listening because of the demands made upon them by their families and work. The housewife has to get the children fed and off to school every morning by a certain time, the husband has to either milk the cows at 6 a.m. or catch the 8:05 to the city. From then on the housewife's duties take on a relentless same continuity. Children proceed through the chores of the day until children and husband are back in the room. These patterns of life have a tremendous effect on radio listening, and should have a greater effect on both programming and local, national spot or network time buying."

The Yoell index corrects the numerical audience rating by considering such factors as what the listeners were doing when the set was turned on, their location in relation to the receiver, who turned it on and why, whether they listen regularly and the number of times the dial was turned during the life of the broadcast. These factors allow the ability to wish the listeners to listen to any particular program, enabling the advertiser to plan his programs and commercials to keep up with the moods and living habits of the listeners he wants to reach.

Weaver Takes Post At Young-Rubicam

Rejoins Agency He Left to Head Tobacco Firm's Advertising

SYLVESTER L. (Pat) WEAVER Jr. last week was elected vice president in charge of radio and television and a member of the plans board of Young & Rubicam Inc., replacing Tom Lewis who recently resigned.

Mr. Weaver is resigning as advertising manager of American Tobacco Co., New York, and will rejoin the agency Aug. 16. Previous to joining American Tobacco he was with Young & Rubicam's radio department.

Mr. Weaver started in radio in 1932 as a writer-producer for the Don Lee Broadcasting System, later becoming program director. He then joined the Fred Allen show as a producer. In 1938 he first joined Young & Rubicam, as manager. Later he worked for the army and then for the National Tobacco Co.

In 1941 Mr. Weaver took a leave from the company to become associate communications director and later director of radio for the executive committee of the American Tobacco Co., filling the position left by the late William S. Clifford, Jr.

Mr. Weaver has been named at the latter firm but an announcement was expected at the end of this month.

COMMITTEE CHAIRMEN NAMED AT RADIO MEET

COMMITTEE CHAIRMEN for the plenary sessions of the International Telecommunications Conferences at Atlantic City (BROADCASTING, July 7) have now been appointed as follows:

Committee A (general)—Charles R. Denny, USA, chairman; F. Colt De Wolfe, USA, vice chairman.
Committee B (credentials)—Dr. K. Lu, China.
Committee C (organization)—Alexander Fortoushenko, USSR. Special subcommittee on finance and personnel of Committee C is headed by M. I. Shustenkov.
Committee F (general regulations)—Albert Mocklin, Switzerland.
Committee G (drafting) —Jean Lafay, France.
Special committee on voting—Hans Kari August Sterky, Sweden.

Pope Pius Televises

TELEVISION came to the Vatican last Wednesday as RCA put on a special demonstration for Pope Pius XII and some members of the diplomatic corps. After the demonstration, the Pontiff looked over the equipment and asked questions of the technicians. He then the evening highlighted for the Pope was when he televised himself before the camera and saw his image on a nearby screen.
Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President 
Represented Nationally by Headley-Reed

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Request FCC to Approve WNGO License Transfer

CONSENT to assignment of license of WNGO Mayfield, Ky., to a new group by WORP Paul River, vice president is requested of FCC in an application tendered last week for filing. P. M. Mullins, retiring partner, receives $25,000 cash for his 49% interest while H. M. Suthard, 51% owner, receives stock to that amount in West Kentucky Broadcasting Co., as signee.

West Kentucky is composed of the following: Mr. Suthard, president; Boyce Swann, farmer, vice president and 5.9%; Alpha Dyer, wife of Connie Dyer, active in farm cooperatives, secretary-treasurer, 19%; Edgard R. Wheeler, farmer, also employed by Merit Clothing Co., Mayfield, president and 8.9%; Noble H. Ford, employed by Merit Clothing, 5.9%, and M. O. Weed, mail carrier, 5.9%. As signee authorized stock of $10,000, 160 par.

WNGO is assigned 1 kw day on 1320 kc.

Bracken Named President Of Western Electric Co.

STANLEY BRACKEN, former executive vice president of Western Electric Co., has been elected president of the firm, it was announced last week. Mr. Bracken succeeds Clarence G. Stoll, who is to retire September 1.

Mr. Bracken became a vice president of Western Electric in 1942 and was named executive vice president last June. He joined WE in 1912. In 1937 he was elected president of the Telteype Corp., a WE subsidiary. He resigned that post in 1941 to become Western Electric's general manager of manufacturing. Mr. Bracken was also director of the parent company at that time.

Mr. Stoll's retirement ends 44 years of service with WE. He was elected president of the firm in 1940.

New FM Radiator

THE WORKSHOP Assoc., Newton Highlands, Mass., has announced a new FM "tower" antenna, type F-1, which is said to eliminate costly and complicated feed systems coupled with elaborate mechanical structure. Production is beginning on the unit which is under test by WRIP-River Park, Mass. WRCP will replace the experimental unit with a production unit shortly. The new antenna is self-supporting, having no protruding components and a minimum of anchor ice load. The manufacturer states that complete section can be installed by two men, the total weight being 83 pounds. Gain is said to be equal or superior to a 3-bay half-wave spaced array of conventional types and sections may be stacked. Antenna is horizontally polarized, using a new "wave guide" principle of radiation on which patent is pending. Unit includes beacon.

"NOAH'S ARK" design enables WKLY Louisville to protect its transmitter building from worst possible Ohio River flood conditions. Building is on land subject to flooding when back water is forced up nearby creek (water 25 feet over site in 1937). Three concrete piers 27 feet by 6 inches support two surplus Army pontoon barges (25-ton capacity). A top deck of barges was erected a pre-fabricated structure 16 x 24 feet, in which all equipment was installed. "Ark" arrangement puts transmitter (Western Electric 443-A) about 15 feet off ground, far above average water phase mark. In event of future flood and event is watertight. Barges are moored with cables fore and aft.

NLRB Gives WATL Decision On Most of AFRA's Charges

WATL Atlanta was victorious in most counts in a decision announced by the National Labor Relations Board last week on charges of unfair labor practices brought by AFRA.

In one phase of the extended proceedings did NLRB decide in favor of the union. It ordered WATL to reinstate Lawrence M. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946 to make way for the return of the man who had held Mr. Mellert's job before entering military service. Mr. Mellert, according to his testimony, hearing of a vacancy in an announcer's position at WATL, sought reemployment there in June 1946, but the station refused.

NLRB said it was convinced WATL was motivated at least in part by the fact that "Mellert caused to be filed charges of unfair labor practices by the respondent before the Board, and that the respondent thereby violated Section 8 (4) of the Act."

Rights of Employer

On another phase of the charges brought by AFRA—that WATL had violated the law in appealing to employees to ignore the union's appeal for support—NLRB ruled that an employer legally can make such an appeal. Specifically, it said: "The right of an employer to appeal individually to employees to ignore the union's appeal for support is recognized as proper conduct under the constitutional right of freedom of speech, so long as there is no threat or coercion, hidden or apparent in the appeals."

AFRA's charges in this connection revolved its efforts to have Stanley Raymond become a member after he had been employed by WATL on Sept. 1, 1946 as director of news, sports and special events. The Board said Walter P. Speight who was WATL manager at the time Mr. Raymond was employed, had advised him (Raymond) that it was the studied opinion of newspaper-owned radio stations that a news man should not be subservient to either management or labor and that he should have a free mind to process the news fairly and without bias. NLRB said further that Mr. Speight "categorically denied that he at any time told Raymond that his future with the respondent might be jeopardized if he joined the union."

NLRB ruled that charges that WATL had discharged and refused to reinstate two announcers, Theodore D. Fenster and James Lurie, because of their union membership and activities could not be sustained.

Another point made by NLRB was that "prevailing Board and court decisions give an employer the right to employ any man he chooses to employ." AFRA's complaint charged that WATL threatened and assailed its (AFRA's) officials in the presence of WATL employees in further violation of the National Labor Relations Act. Here again NLRB ruled in favor of WATL. Regarding sharp verbal exchanges at one stage of the NLRB hearings between John F. MacLean, a member of AFRA's negotiating committee, and J. W. Woodruff Jr., representing WATL—exchanges which nearly led to fisticuffs—

WRVA Switching To CBS Radio Sales

Richmond Affiliate Will Join Representative Group Oct. 1

OPENING GUN in a campaign by CBS Radio Sales to sign up the network's affiliates for sales representation was fired last week with the decision that WRVA Richmond, Va., will enter the fold effective Oct. 1.

J. L. Von Volkenburg, CBS general sales manager, told Broadcasting it is an effort to line up the network's other affiliates for representation will take the form of "a modest expansion" rather than a radical one. He added, however, that CBS is "vigorously interested" in concluding representation deals with its affiliates.

WRVA is currently represented by the Paul H. Raymer Co. The other affiliates already represented by CBS Radio Sales are WBT Charlotte, formerly owned by the network, and WAPI Birmingham, in which CBS has a 45% non-voting interest. Radio Sales also represents all CBS-owned stations.

Several reasons were cited for WRVA's impending switch from Raymer to CBS. Among these was the fact that the network makes its full research facilities available to the affiliates. Another point, according to official sources, is that CBS makes available to affiliates its wider experience in programming and its "stable" of local talent.

It was understood that two or three other large CBS affiliates were on the verge last week of following WRVA's lead in switching to CBS radio sales representation in the near future.

Newspaper-Radio Group Leaves on Orient Tour

TEN editors and publishers, three of them affiliated with radio stations, left last Wednesday on an Army-conducted tour of Japan, Korea, China, the Philippines, Guam and Hawaii. The trip is expected to take 32 days.

Included in the group are Wright Bryan (Herald-Citizen, Bristol, Tenn.); Joseph J. Packman, managing editor, Milwaukee Sentinel (WISN); Walker Stone, Washington editor, Scripps-Howard newspaper chain, WPNO Cincinnati; WNCN Knoxville; WMC Memphis; Marshall Dana, editor, Portland, Ore. Oregon Journal (KALE); Lee Hillis, managing editor, Miami (Fla.) Herald (WQAM).

NLRB said "it is not uncommon for such heated arguments to develop during bargaining negotiations, and for insulting remarks to be exchanged. The WATL hearings were conducted in Atlanta Jan. 14-15-16 and April 17.
BIRD OF PEACE
...that earns its own keep

The primary purpose of an air transportation system is a peaceful one...to provide a swifter, more efficient means of travel, of delivering the mail, of shipping cargo. But it is likewise a vital arm of defense in time of national emergency.

Air transportation is thus unique. It is largely maintained and expanded not by public taxation—as though it were an item in the budget for national defense—but through its day-to-day contribution to public convenience.

In short, this nation keeps itself strong in the air—as she must—by exercising that strength in the pursuits of peace.
Today’s Facts...

Average rating of all local originations,
6:00 to 10:00 a.m., Mon. thru Fri.
“The Pulse of Boston” (March-April 1947)

1. station W
   1.3

2. station X
   1.7

3. station Y
   2.2

4. station Z
   2.3

5. station WEEI
   3.9

Total locally originated quarter hours 6:00-10:00 a.m. Monday through Friday
There's a new yardstick for measuring the relative popularity of Boston radio stations. Since January, 1947, "The Pulse of Boston" has been gauging the listening habits of the 750,890 radio families living in Boston's home county—Suffolk—and the four other adjacent Eastern Massachusetts counties. That's the lion's share of your total potential audience on any Boston station.

The single most important fact to be culled out of "The Pulse of Boston" is that—between 6:00 a.m. and midnight, seven days a week—WEEI commands an average of 25.2% of the listening audience—a larger share than any other Boston station!

Of particular importance to local and national spot advertisers is the relative popularity of each station's local originations—the programs built for and bought by local and spot advertisers. The "Pulse" shows WEEI's local programs are way out front in popularity—topping the local shows of all other competing stations.

From 6:00 a.m. to 10:00 a.m., Monday through Friday, for example, 92% of all broadcasting by Boston's eight stations is originated locally (94% in the case of WEEI). During these four hours, the locally produced programs on WEEI score an average rating of 3.9. As shown on the adjoining chart, that's 70% higher than the average rating of the local originations on the second ranking station...as high as the combined average ratings of local programs on the third and fourth ranking stations...three times as high as the average rating of local shows on the fifth ranking station!

Or read "The Pulse of Boston" another way...by comparing quarter-hour "firsts." Monday through Friday, WEEI originates fifteen quarter-hours of local programming between 6:00 and 10:00 a.m. During fourteen of these fifteen quarter-hours, the WEEI origination is a walk-away winner...with more listeners than any other competing local program.

Want to share our success? You can get the big Boston market to buy your product by advertising on WEEI—Boston's best buy.

*March-April 1947 †Sixteen hours on Sunday
Not the top 15 shows on the air reach Utah listeners over KDYL

... and from this you might draw a fairly logical conclusion that KDYL is the station most Utahns listen to most!

In addition to these top network shows, KDYL brings its listeners — advertisers' customers — sparkling local productions of unusual interest.

JOHN BLAIR & CO., National Representative

New N. Carolina Outlet, WILX (1450 kc), Starts
WILX, new MBS affiliate at North Wilkesboro, N. C., commenced operations July 1 on a 17-hour daily schedule with 250 w on 1450 kc.

U. S. Marshall Edney Ridge, president and general manager of WBIG Greensboro, N. C., is president of the Northwest Carolina Broadcasting Co., licensee of WILX. Studios of the new station are located in the Wilkes Bldg. in North Wilkesboro.

RADIO EXPORTS SOAR, SAYS COMMERCE DEPT.

IN VOLUME production for the first time since 1942, radios are being exported this year at a record rate, "practically certain" to exceed $60,000,000 by the end of 1947," says the Commerce Dept.

Exports totaled more than $31,175,055 during the first four months of 1947 or more than five times the total in the corresponding period in 1946 and equaling 85% of the amount for the entire year of 1946. If the pattern were to continue throughout 1947, exports would reach a record total of $93,566,000. But Commerce Dept. officials predict it will be closer to the $60,000,000 figure.

The greatest obstacle to continuing the current rate, according to Commerce, is the depletion of dollar reserves in foreign countries.

In 1946, Latin America accounted for 60% of our shipments, with Brazil and Mexico being our largest individual customers. But these two countries, plus Colombia, Uruguay, Ecuador, Argentina, Peru, China and India have taken steps to restrict the importing of radios.

Knowlson On Tour

James S. Knowlson, chairman of the board and president of Stewart-Warner Corp., left Chicago last week for a tour of England, France, Belgium, the Netherlands, Italy and Germany. Mr. Knowlson, a member of the Business Advisory Counsel for the Dept. of Agriculture, of which he is vice chairman, will accompany W. Averell Harriman and Clinton P. Anderson, secretaries of Commerce and Agriculture, respectively.

Purpose of trip, being made at request of War Dept., is to find out how respective departments "can best assist in carrying out U. S. occupation policies" and "to assist in getting American business to extend activities in Germany." Frank A. Hiter, senior vice-president of Stewart-Warner, will serve as head during absence of Mr. Knowlson.

CLIMAXING months of classes and preparation, 150 high school students eagerly took over WTAG Worcester, Mass., for the day July 2.

The whole thing started last fall when the station called together representatives of 25 high schools in the area to see what type of radio fare they liked. The enthusiasm was so great the station decided to give the students a chance to actually participate in radio. Thus came about the WTAG Radio Club, a project undertaken as a juvenile delinquency preventive.

With station personnel as instructors, the students were allowed to pick two of the following courses: Announcing, acting, scripting, music, talent and engineering. Of the 450 students who attended the initial meeting, an average of 350 came to the weekly evening classes.

All phases of operation were handled by the boys and girls, including station breaks, spots, music-and-padding programs, farm bulletins, advice to women, and several 15-minute dramatic shows. Although briefed by station personnel, writing and producing also was done by the students.

Commenting on the performance, the New York Times said, "There wasn't much doubt that they were teenagers, but they were teenagers who knew a lot more about radio than they had six months before."

Hawaiian Ratings

SPRING Hooperatings from Hawaiian Islands showed Everybody's Hour, local Honolulu program, in first place with 21.5. Show is full-hour music and variety produced in Hawaii by Lambert Pharmacal Co. over KGMB Honolulu. Other shows follow in this order: Lux Radio Theatre, Burns & Allen, Judy Canova, Bob Hope, One Man's Family, Red Skelton, Jack Benny, Charlie McCarthy and Bing Crosby.

Salem N. Baskin

SALEM N. BASKIN, 53, head of Chicago advertising agency bearing his name, died July 4th in his home. Death resulted from a heart ailment. Prior to heading his own advertising agency in 1933, offices of which are located at 333 N. Michigan Ave. in Chicago, he was head of the Baskin Clothing Co. for more than eight years. Before World War I he was advertising manager of the Hub, Chicago loop clothiers, and after the war was associated with another clothing company, B. Kuppenheimer & Co. Mr. Baskin is survived by his wife, two daughters and a son.
The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.
Spot Radio Impact Called 'Terrific'

Petry Co. Executive Tells Results of His Firm's St. Louis Survey

Spot radio's audience is tremendous and its impact terrific, H. E. Ringgold, assistant manager of Edward Petry & Co., New York, believes. Mr. Ringgold also is a believer in research, but he says that the one thing broadcasters, advertisers and agencies who spent between $3,000,000 and $5,000,000 for research in 1940—forgot to measure was the commercial.

His own firm, Mr. Ringgold reports, with the cooperation of eight national advertisers and using a method developed by Alfred Politz, winner of the American Marketing Assn.'s 1946 award for developing a scientifically random sampling technique, made a thorough study of commercials in a 1,000-square mile area in and around St. Louis—results that demonstrated not only the tremendous speed with which spot radio builds but also the breadth of its penetration.

The eight advertisers cooperating in the project were: Transcontinental and Western Airlines, Brown and Williamson Tobacco Corp. (Kool and other cigarettes), Johnson and Johnson, Paramount Pictures, Cheesbrough Manufacturing Co., General Mills, Absorbine Jr. and duPont. All of them agreed to buy time on various St. Louis stations of their own choice and to broadcast during January and February (1947) commercials never before heard in the area.

The method of approach to listeners was the same as that applied in a survey conducted in 1946 under Petry auspices in the city of St. Louis alone. This later survey, however, was expanded to include small towns and rural areas, and the area covered has a population, according to the 1940 census, of 1,071,383.

The three principal steps in the Politz method of measuring commercials were outlined by Mr. Ringgold as follows:

1. Play the new commercials to be measured on an electronic phonograph in the homes of a scientifically random sample of people before these commercials ever go on the air.

2. Broadcast the commercials for a month.

3. At the end of the month play the same commercials to an identical sample.

Then, said Mr. Ringgold, the difference between the scores of the first survey and the second must have come about because the commercials were broadcast. Further, the difference between the first and second surveys, properly adjusted, must indicate the number of people who heard the commercials with enough intensity to recognize them.

In order to find out if there was a difference in listening between cooperators and non-cooperators (people showing a disinclination to be interviewed), the Politz investigators made 8,324 calls to obtain 3,229 interviews—often calling at the same house four times before finding someone at home—Mr. Ringgold said.

Among the interesting facts revealed regarding disinclination to be interviewed were that 96% of the refusals were women and that people less than 30 years old cooperated to a greater extent than those in the middle or older age groups.

Stresses Good Copy

Commercial used in the survey were the 15-second station breaks or the one-minute combination singing-talking commercials. One of the things the study brought out, Mr. Ringgold said, was that it is not necessary to buy premium time to do a top spot job. Another was that the spot copy that good copy can do in inexpensive late nighttime periods.

Still another point made by Mr. Ringgold was that none of the eight advertisers participating in the survey had as high a percentage of listening inside the city as in the suburban and outlying communities. On the basis of 1940 census population figures, listening in the city of St. Louis should have been 61%, but instead all advertisers had greater concentration of listening in the outlying areas where only 39% of the people live. DuPont, for example, had 63.2% of its total listeners in the outlying areas, and Kool 59.2%. Among the other participating advertisers the percentage of inside-the-city listening was somewhat greater. Mr. Ringgold emphasized that wherever people live "you can plan your schedules to reach the group you want to reach."

With respect to results of the survey in connection with listen-

(Continued on page 30)
For Your Listeners: A BONUS IN STUDIO QUALITY! . . .

THE GATES MODEL 31-B
SPEECH CONTROL CONSOLE

The GATES CB-4 Studio Combination

Has a Console with a wide range of flexibility—capable of handling 2 or 3 studios and a control room with complete ease; and with circuits to spare. It has a high gain overall of 114 decibels, uses Stromberg standard telephone keys throughout, and has a big bonus in built-in, satisfying quality. At the same time, the GATES 31-B Speech Control Console is smartly business-like in appearance—with a new all cast-aluminum tilt-back cabinet. It's a fine piece of equipment—built to do the job. Best of all, its price is still only $1060.00; complete and ready to operate. This is in keeping with the GATES policy of giving you your full money's worth of equipment for every dollar you spend!

Let us send you complete data about it.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.

25th Anniversary Year

Broadcasting • Telecasting

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Petry Survey
(Continued from page 28)

ing of persons in three rent groups
(those paying low rents, those in
the middle bracket and those pay-
ing high rents), Mr. Ringgold said
the assumption that radio does its
best job in the low income group
was disproved—at least, so far
as the eight participating adver-
tisers were concerned. Radio, he
asserted, does a good job in the
low income group, "but just as well
in the high and middle one-third
of the population."

Marginal Time Effective

Figures revealed by the survey on
the effectiveness of so-called
marginal times—early morning
and light night—also were inter-
esting, Mr. Ringgold observed.
The conclusion reached was that mar-
ginal time, which most stations
offer at very low rates, is effective.
Kool, for example, with average
time at 11 p.m. and almost one-
half of its schedule at 11:30 p.m.,
reached 386,000 adults. In the
case of duPont, with one-half of
its schedule before 7 a.m. and run-
ing as early as 6:20 a.m., 196,000
adults heard and could recognize
the commercials after 30 days of
broadcasting.

Spot radio, Mr. Ringgold is con-
vinced, is a mass medium ap-
pealing to and reaching all ages
and rental groups. It offers excel-
rent opportunity for the advertiser
to emphasize his messages to a
particular group through a com-
bination of proper copy and time
selection, he said. And, he added,
"if buyers are not handicapped by
dicts to buy ratings but instead
can couple their knowledge of
your product with their knowledge
of the medium—to exercise intel-
ligent judgment instead of being
bound by artificial arbitrary stand-
ards—they are in a far better
position to accomplish your sole
objective, which is to sell mer-
chandise."

Mr. Ringgold explained his view
on spot radio and discussed the
results of the Petry St. Louis
survey in an address on "What Ra-
dio Research Forgot" at the five-
day convention of the Advertising
Assn. of the West at Sun Valley,
Idaho, late in June.

WTNB to Start Building
New 50-kw FM Station

CONSTRUCTION will begin
shortly on a 50-kw FM outlet for
WTNB Birmingham, Ala., it was
announced last week by Mrs. Eve-
lyn S. Hicks, vice-president and
general manager of the station.
WTNB, which has an application
pending for 5 kw, will duplicate its
programs on the FM station.

The station also announces the
promotion of David Lovenman to
assistant manager, replacing J. D.
Shacklett, who has joined the Bal-
boa Radio Corp. in San Diego.

COMMERCIAL SET-UP for U. S.
Rubber Co. sponsorship of the
WCBS-TV New York telecasts of
the Professional National Cham-
pionship Tennis Matches, June 20-
22 at Forest Hills, Long Island,
comprised one chair, on which the
product name signs were placed;
one girl, Jean French, who modeled
the company’s Keds while demonstrat-
ing tennis strokes, and one
television camera to pick-up the
images of both girl and signs. Not
shown in the picture, but included in
the company’s commercial set-
up, were a male model, other plac-
ards and an assortment of CBS
video announcers, producers, cam-
eramen and engineers, plus a con-
tingent of officials of CBS, U. S.
Rubber and Campbell-Ewald Co.
of New York, agency for the rub-
ber company.

WJLK-FM Will Be Ready
To Take Air on Sept. 26

SEPT. 26 has been set as comple-
tion date for WJLK-FM, "Radio
Voice of the Asbury Park (N. J.)
Press." Studios, located in the As-
bury Park Press Bldg., were com-
pleted last week and work at the
transmitter site two miles west of
the city is well under way, accord-
ing to the station.

A continuing FM set census in
Asbury Park, the station reports,
shows 783 new band FM receivers
as of June 1, and it is estimated
that 1,000 will have been installed
by WJLK-FM’s opening date.

Magnetophone Report

NEW REPORT put on sale by
Department of Commerce describes
12 models of the magnetophonet-
German-developed device using
magnetic tape as the medium for
recording and rebroadcast of
speeches and music [BROADCASTING,
May 26]. Price is $5 for a photostat
and $3 for microfilm. It is 133 pages
long, including illustrations, and is
titled "The Magnetophone Sound
Recording and Reproducing Sys-
tem." Requests should be addressed
to the Office of Technical Services,
Department of Commerce, Wash-
ington 25, D. C. and checks or
money orders made payable to the
Treasurer of the United States.

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Portland’s a great, and growing, market area... as indicated by these significant statistics from Sales Management’s 1947 Survey of Buying Power:

“Gain in population since 1940: 6% for the nation, 33% for Portland.”—p. 36

“Third in per capita effective buying income.”—p. 17

“1946 gain in wholesale volume: 29%.”—p. 41

“Ability to purchase: 35% above national average.”—p. 41

“Among 201 largest cities, Portland ranked 17th in sales of general merchandise.”—p. 104

“Deserves increased advertising pressure.”—p. 36.

For the increased advertising pressure that Portland deserves, alert advertisers are using KEX. Consult our Sales Representatives.

Westinghouse Radio Stations Inc
KYW KDKA WBZ WBZA WOWO KEX
National Representatives, NBC Spot Sales — Except for KEX + For KEX, Free & Peters

KEX
ABC Network Affiliate

Broadcasting • Telecasting
July 14, 1947 • Page 31
FCC Says It Checks Only Interference; Denies Monitoring of Radio Programs

FCC DENIED last week that its 22 monitoring stations listen to radio programs.

Their "chief concern" with broadcast operations, the Commission said in a two-page news release, "is to keep check on the technical aspects of the operation of transmitters."

FCC said:

One of the most popular misconceptions of FCC activities is that it monitors or otherwise listens in on program broadcasts. The fact is that the Commission does not maintain surveillance of the day-to-day program operation of broadcast stations. Because programing is primarily the responsibility of station licensee, the Commission does not pass on individual programs, and does not require the filing of radio scripts before or after the programs go on the air.

Monitoring, FCC said, is designed "to see that all types of radio stations stay on their assigned frequencies, detect and identify interference and, in general, police the technical aspects of the growing other traffic. They do not listen to radio programs."

With the spectrum growing more crowded, FCC said, the job of tracking down interference is becoming more important. The Commission said it handled 1,012 major interference cases requiring personal investigation during 1946 and 379 during the first quarter of 1947. In addition, 1,065 "minor cases" were cleared at FCC field offices and stations during the first three months of this year.

Monitoring Networks

To do this work, FCC explained, there are 10 primary and 12 secondary monitoring stations linked into nationwide network by leased teletypewriter service as well as radio. They employ 184 persons.

The Commission said it regards the present monitoring setup as the "minimum peacetime level for maintenance of order in the radio spectrum." During the war, it was pointed out, there were 192 stations "which at that time were used to locate espionage stations all over the world, to give bearings to aircraft which had lost their position, and to run down interference."

W. M. HARRIS, WHOB MANAGER, IS DROWNED

WILLIAM M. HARRIS, station manager, WHOB Gardner, Mass., met sudden death while on a family picnic July 5 in Gardner. Mr. Harris was fishing from a raft and was evidently seized with a sudden fainting spell. He toppled into the water and drowned. His wife, mother-in-law and brother-in-law were preparing a picnic supper on the bank when the tragedy occurred.

Mr. Harris was 28 years of age and had been in radio for 7 years. He served as time salesman with WSPR Springfield, Mass., and WHAI Greenfield, Mass., later becoming commercial manager for WNOC Norwich, Conn. Last March he was appointed station manager for WHOB.

Surviving is his widow, Mrs. Marcia Harris, who prior to her marriage, was employed at WHAI.

David Owen Dies; Former Radio Director-Producer

DAVID OWEN, former director and producer of radio productions for NBC and CBS, died in his home at Ann Arbor, Mich., July 4 following a prolonged illness. Mr. Owen, who was 48, was a professor of speech and a lecturer in radio broadcasting at the U. of Michigan.

Mr. Owen formerly was associated with many daytime serials, as well as the Fibber McGee and Molly program. He is credited with having introduced the first New York originated daytime dramatic program as well as CBS's first venture into productions in Chicago.

Entering radio as an announcer and writer upon graduation from Stanford U. in 1922, Mr. Owen became an associate professor at Northwestern U. in 1927, later joining the faculty of the U. of Michigan in 1941.

He is survived by his wife, Elizabeth, and a daughter, Rosemary. Funeral services were conducted in Ann Arbor, with burial scheduled in Falmouth, Mass.

AFRA Fees

QUESTION of increased fees for record show guest appearances has been referred to the Aug. 14 AFRA convention by New York membership.

NOW

Here's a package packed with plenty of selling punch! . . . Three "hometown" stations with a plus of a rich farm market now available as a package network. Just one low rate to reach an area equal to 57% of the people, 64% of the buying power of the entire state of Nebraska. Here's almost a Billion Dollar Market you can reach . . . for less, with the Inland Group. Wire or write for immediate availabilities.

THE INLAND BROADCASTING CO. — General Offices. Saunders-Kennedy Bldg. Omaha 2, Nebraska Paul R. Frv. Vice President and General Manager

WEBB & COMPANY, National Representatives
That's right—185% above the national average.

That's what WKBN delivered (17.1) on the Gene Autry Show.*

A freak rating, you say? Not at all. WKBN's Hooperatings for 19 CBS programs more than doubled the national average!

Let's go further: WKBN's Hooperatings were 81% above the national average on 58 out of the 60 CBS Hooperated programs in Youngstown—a total of 419 bonus Hooperating points!

Want the full story with facts and figures? Write us—or see your nearest Raymer man.

*Source: Youngstown, Ohio, Fall-Winter Report, Oct. '46 thru Feb. '47, of C. E. Hooper, Inc.
ATLANTA AND FARGO OUTLETS TO JOIN ABC

AFFILIATION of two 5 kw stations now under construction in Atlanta, and Fargo, N. D., was announced last week by ABC. The network will have 257 affiliates.

Effective Oct. 1 KFGO Fargo will join ABC as a member of the Northcentral group. Owned by the Northern States Broadcasting Co., the station will operate fulltime with 5 kw on 560 kc.

Effective Dec. 15 WCON Atlanta will join as a member of the Southeastern group. Owned by the Constitution Publishing Co., the station will operate fulltime with 6 kw on 550 kc. WCON replaces WAGA Atlanta which recently left ABC affiliation to join CBS.

The Atlanta network situation is affected by litigation involving WGST and WAGA [Broadcasting, June 28, 30].

CAMPBELL SOUP COUP involving two CBS half-hours got under way with the beginning of Club Fifteen, 7:30-7:45 p.m. (EDT), Double Or Nothing, 8-8:30 p.m. (EDT). Programs originate in Hollywood and supplement Robert Trent With The News Till Now, 7:45-8 p.m. (EDT). Gathered for kickoff are (1 to r): Harry Witt, assistant general manager, CBS Western Division; Arthur A. Bailey, vice president and general manager of Ward Wheelock Co., Philadelphia; Diana Bourbon, radio director of Ward Wheelock Co., Hollywood; Donald W. Thornburgh, network West Coast vice president.

KOOL PHOENIX IS NOW MBS-DON LEE OUTLET

FIRST ENTRY of MBS-Don Lee into Arizona took place June 22 when KOOL 960, Phoenix, took the air with 5 kw on 960 kc.

Unusual welcome was given the station when KRUX in nearby Glendale broadcast spot announcements for four days prior to the KOOL opening, advising listeners to tune to KOOL "for the newest and best in radio entertainment." Mrs. Gene Burke Brophy, KRUX owner, explained: "Our listeners have a right to be informed on all matters of importance to the community."

Staff of the new KOOL, according to its owner, Maricopa Broadcasters Inc., represents a total investment of $100,000. Temporary station manager is J. A. Murphy, member of board of directors. Verne Sawyer, former programming supervisor for the Pacific Northwest Network, is program manager, and Owen J. Ford, a West Coast radio and electronics engineering consultant, is chief engineer.

Studios and offices are located in the Hotel Adams in downtown Phoenix. A four-tower directional antenna array is used to cover the state's population centers.

WKBC Begins Operation
In North Wilkesboro, N. C.

WKBC North Wilkesboro, N. C., went on the air at 5 a.m., June 27, operating on 810 kc, 1 kw. The station is owned and operated by the Wilkes Broadcasting Co., Mrs. Doris B. Brown and John T. Cashion principal owners.

Mrs. Brown has been active in radio since 1937, formerly affiliated with WRAL Raleigh, WGKV Charleston, W. Va. and WAIR Winston-Salem. She is secretary-treasurer of the Chesapeake Broadcasting Corp., owners of WASL Annapolis, Md. Mr. Cashion has been with Western Electric, Winston-Salem since his release from Army Air Forces communications section in the Pacific.

Bill Staubner, program director, was formerly with WPWF Raleigh. Roland B. Potter, commercial manager, was with Vick Chemical Co., Greensboro before joining WKBC. His assistant, G. C. Yarbrough, was formerly with WJRI Lenoir, N. C. Chief Engineer Dennis C. Long has been with WJRI and WGNC Gastonia, N. C. Ray Meadows, assistant engineer, is a Navy veteran. Announcers include Michel West, formerly of WASL Annapolis and Morris Eiler, U. of N. C. radio school. Mrs. John T. Cashion is receptionist.

WKBC uses AP news and World Broadcasting transcription service, in addition to local programming. Transmitter and partial equipment is by Collins, with a 265 foot Lehigh tower located two miles from the studios.
On CFRB you can reach

MORE LISTENERS PER DOLLAR

than on any other Toronto station

2,795 potential radio homes after 7 p.m.
3,475 potential radio homes between 6-7 p.m.
5,195 potential radio homes at other times

Yes, on CFRB your advertising dollar buys a dollar’s worth of listeners and more!

Ask the advertisers who use this station . . . who keep on using it year after year. Ask them why!

Here’s the answer! They stay with CFRB because they can reach an audience that’s been growing in size and loyalty for twenty years . . . that will continue to grow for the next twenty years. They keep on advertising over CFRB because, and only because, they get results!

CFRB

TORONTO

Looking forward to the next twenty years!

REPRESENTATIVES

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!
Nine CBS Stations Adopting Two Percent Cash Discount

ADOPTION of the 2 per cent cash discount principle by seven CBS-owned stations and two affiliates also represented by CBS Radio Sales was announced last week at the network's New York headquarters.

The 2 per cent discount, in the form of a penalty clause similar to that in use by the four national networks and approved by the American Assn. of Advertising Agencies, which has been campaigning for industry-wide adoption of the discount, becomes effective with new station rate cards July 27.

Frederic R. Gamble, president of the AAAA, told Broadcasting that the association was "very pleased with the recognition by CBS of the principle of the 2 per cent cash discount." He pointed out, however, that it was not as satisfactory, from the agency point of view, as that given by other media.

In the new rate cards for the CBS owned stations and the two represented by the network's Radio Sales, the discount provision reads: "Bills rendered and payable weekly unless satisfactory arrangements are made for monthly payments. If such arrangements are made, allowance of the first 2 per cent of gross billing for broadcast facilities or for participations included in the aggregate amount of discount to which any advertiser may be entitled, will be contingent upon payment of charges for such facilities or participations on or before the 18th day of the month following the completion of the broadcast week."

Mr. Gamble pointed out that the AAAA-endorsed discount plan contemplated a 2 per cent discount off net billing as an inducement for prompt payment, and differed from the policy practiced by networks and now adopted by the CBS stations granting 2 per cent of the gross.

The AAAA, he said, still intended to plump for its basic proposal.

CBS-owned stations adopting the discount on the new rate cards are WCBS New York, WEEI Boston, WTOP Washington, WBBM Chicago, KMOX St. Louis, WCCO Minneapolis, and KNX Los Angeles. All are AM. WAPI Birmingham and WBT Charlotte, N. C., are the stations not owned by CBS but represented by Radio Sales.

J. L. Van Volkenburg, general sales manager of Radio Sales, reported that the new rate cards reflected no increase in the base rate of any station. Rate revisions, he said, were restricted to time, announcement and participation adjustments.

B. W. Keightley

BERTRAM WILLIAM KEIGHTLEY, 63, supervisor of advertising, Canadian Industries Ltd., Montreal, died suddenly at Montreal June 30. Born in Halifax in 1884, he was educated in Scotland. Shortly after returning to Canada he went into the advertising department of the Quebec Telegraph, later becoming advertising manager. In the United States as New England and Canadian representative of Standard Pub. Corp. of New York and Chicago, returning to Canada in 1939 after a trip to Europe to study advertising methods. He joined Canadian Industries Ltd. in 1932 as advertising supervisor. His services to Canadian advertising were awarded the gold medal of the Association of Canadian Advertisers in 1944. He was president of ACA for three terms.

R. L. Heald Joins Firm Of Welch, Mott & Morgan

WASHINGTON law firm of Welch, Mott & Morgan last week announced the association of Robert L. Heald. Mr. Heald has been employed in the office of Chief Justice Lawrence Groner of the Court of Appeals, and previous to that was an FBI special agent. He is a graduate of George-town U., where he received the Father Francis E. Lucy medal for attaining the highest grades in his four year period.

With the addition of Mr. Heald and the recent association of Mr. Morgan [Broadcasting March 17], the firm plans to expand from its specialization in radio communications to courts of the U. S. and commissions and agencies of the federal government. In line with these changes, the firm name has been changed from Welch & Mott to Welch, Mott & Morgan. The address has also been changed to 710 14th St., N. W. in Washington.

JOHN H. PERRY ASSOCIATES
310 EAST 45TH ST., NEW YORK CITY
CHICAGO DETROIT PHILADELPHIA ATLANTA

ALSO REPRESENTATIVES OF

also-WALT--Tampa, Florida
WCCO-Pensacola, Florida
WDNL-Bradenton, Florida
WDL--Panama City, Florida

WFRP--Savannah, Georgia
WJHP--Jacksonville, Florida
WTAL--Tallahassee, Florida
WTMC--Ocala, Florida

Annual retail sales for Palm Beach county amount to $87,561,000.00*. Effective buying income for the county is $128,907,000.00 (net)*. Palm Beach county is a "plus" market in Florida with its consistent base market of 125,300* population, plus the greatest concentration of key business, industrial and social leaders of any area in the United States.

* Copr. 1947, Sales Management Survey of Buying Power; further reproduction not licensed.
INGRAINED INFLUENCE

A persuasive influence can rise overnight...and can fall as fast. But the influence of WSM has been firmly embedded, through 21 years of sympathetic broadcasting, in the minds of the folks in this market of five million radio listeners. Result? A station which can deliver this five million listener market, single-handed—the only medium which can do so.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
Gimbel's Likes TV

Gimbel's Philadelphia store has concluded that it is "becoming enthusiastic" about results of television advertising. David Aaron, store publicity director, said 2,500 replies were received to single television offer giving away bubble gum. Offer was made by Jack Creamer on June 20 telecast over WPTZ Philadelphia.

Said Mr. Aaron, "Since there are now about 6,000 television receivers in Philadelphia area, not all in private homes, and not all turned on for any one program, this return of about 40% from a single casual announcement is truly phenomenal."

FBI Check on Employees of Contracting Stations Forseen Under Mundt Bill

FBI-INVASION of broadcasting stations and offices is foreseen by Senator H. Alexander Smith (R-N.J.) if the so-called Mundt bill becomes law. This bill, introduced in the House and recently approved by the lower chamber, would grant specific authority to the State Dept. to conduct the "Voice of America" and other activities now carried on without authorization by the Office of International Information and Cultural Affairs.

One of the strongest security clauses ever written into American legislation provides for FBI examination of all personnel engaged in these projected cultural relations activities. Senator Smith, Chairman of a Foreign Relations subcommittee considering the bill for the Senate, said the security provisions would apply equally to private broadcasters who undertake any part of the "Voice of America." He said that if the bill is passed as it stands now, broadcasters will have to accept as part of their contracts with the State Dept. the provision that all personnel working on the "Voice of America" be screened by the FBI.

At present almost 50% of all programming is done by private broadcasters under contract to the State Dept. But the Mundt bill goes even further to require that the State Dept. contract out as much of its programming as practicable.

Senator Smith saw no objection to the application of the security clauses of the Mundt bill to private broadcasters. He pointed out that it was just as dangerous to have subversive or disloyal personnel working on our cultural relations programs whether those programs are disseminated by private or governmental agencies.

The Foreign Relations Committee was scheduled to meet on the Mundt bill either last Saturday or today (July 14). Senator Smith said there was some doubt as to whether the Senate would be able to pass the bill before it recesses. If it does not pass, he declared, the State Dept. will not be able to get any more than the $15,000,000 now proposed for its cultural affairs activities. Passage of the bill would permit the submission of a supplemental appropriation which would be otherwise impossible.

Open Mike

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

Treasury Radio Head
Thanks Broadcasting

EDITOR, BROADCASTING:

Upon my resignation as Director of Radio for the Savings Bonds Division, effective July 5, I take this opportunity to offer sincere personal thanks to you and BROADCASTING for the unusually fine cooperation which you have given me throughout my tour of duty with the Treasury Department.

My successor will be Mr. Nathan P. Colwell, and his office will be located in Washington in the Washington Building, 16th and New York Avenue, N.W., Washington 25, D. C.

Brent O. Gunka,
Director, Radio Section
Treasury Dept.
Washington, D.C.
July 2.

Graham Rule On How
To Figure Out Channel

EDITOR, BROADCASTING:

The enclosed rule is probably not the answer to the FM engineers' prayer, but it was a lot of fun to devise. There is no copyright on it and you can make what use of it you care to . . .

H. Underwood Graham
Consulting Engineer
Bond Building
Washington 5, D. C.
July 3.

Rule for Changing FM Channel Number to Frequency and Vice Versa:

Example

A. Given Channel No. 478
1. Divide Channel No. by 5 = 95.6
2. Add 473 = 937 mc

Example

B. Given Frequency 911 mc
1. Subtract 479 = 432
2. Multiply by 5 = 2160

Editor's Note: Prior to Feb. 14 Mr. Graham was chief of the information utilization section of the FCC Engineer Dept.'s Technical Information Division.

PROSPECTS, crop, and advertising

The U. S. Department of Agriculture crop report for June forecasts a North Dakota wheat crop this year of almost 170 million bushels—far exceeding any year in history. Already basking in the wealth of three successive record-breaking crops, NorthWestern farmers bid fair to become the richest group of consumers in the U. S.

And prospects are for a record crop of advertisers on KFYR—for smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with an intense listener-loyalty, is a combination that can't be heat for moving merchandise from dealers' shelves to farm (and city) homes.

A few good availabilities remain, but they're going fast. Better see your nearest John Blair man—quick.

KFYR
Bismarck, N. D.

5000 Watts
NBC Affiliate
550 Kilocycles

5 M B Daytime Circulation: 277,540
National Representative: JOHN BLAIR & CO.
The Critics have 21 words for us

Below are 21 adjectives, carefully culled from the long list of citations which ABC has received in the past few months. We print them here for two reasons: (1) because it gives us a chance to say, "Many thanks for the bouquets—and may we live up to them;" and (2) because it is interesting to realize that critics of radio have such a surprisingly large number of complimentary words in their vocabularies.

- IMPORTANT
- CHALLENGING
- UNIQUE
- TOP
- COURAGEOUS
- PROVOCATIVE
- INFORMATIVE
- BEST
- OUTSTANDING
- SUPERLATIVE
- STIMULATING
- MERITORIOUS
- EXPERT
- CONSISTENTLY EXCELLENT
- Are These Our Children?
  Ohio State Univ.: First Award
- Bing Crosby
  Motion Picture Daily: 4 Awards
- Boston Symphony Orchestra
- Bruno Walter, guest conductor
- Metropolitan Opera
- Milton Cross
  Musical America: First Award
- The Greatest Story Ever Told
  Variety: Special Award
- America's Town Meeting of the Air
  Ohio State Univ.: Honorable Mention
- Elmer Davis
  1946 Du Pont Radio Commentators' Award

Do we print this list of 21 pats on the back simply because it's our back that's being patted? No; we have a better reason than that. The significant thing about this list is that it is RADIO that's being praised. The critics (and the public) are acclaiming the mature and stimulating things that are happening more and more these days on all networks. Radio has grown up—with press notices like the ones on this page to prove it. And, you know, when you feel like an adult, there's nothing more gratifying than being told you're acting like one.
Four New AM Stations Get Grants Making Final Earlier FCC Rulings

GRANTS for four new AM stations were issued by FCC last week in actions giving finality to earlier proposed decisions.

1. Volunteer State Broadcasting Co., Nashville, Tenn., was granted a 1 kw license in the 1460 kw band, using directional antenna fulltime.

2. Monroe Bay Broadcasting Co., Newnan, Ga., 1460 kw with 250 w (when WALT Atlantic City, N.J., is off the air).

3. Monterey Bay Broadcast Co., Santa Cruz, Calif., 1460 kw with 1 kw, directionalized.

4. San Jose Broadcasting Co., San Jose, Calif., 1500 kw with 1500 w, directionalized.

The West Coast case three other applicants for new or improved facilities in the 1460-1500 kw area—KSAN San Francisco, KTYW Yakima, Wash., and Mission Broadcasting Co. of San Francisco—were given denials. Their proposed operations, FCC explained, would conflict with these authorized stations.

The denial to KTYW, which was seeking to increase from 500 to 1 kw on 1460 kw, was issued without prejudice to the filing of an application for a fulltime directional array protecting the Santa Cruz operation, KINY Juneau, and any other existing station. KSAN was seeking to move from 1460 kw to 1450 kw and increase power from 250 w to 5 kw. Mission Broadcasting was seeking a new station on 1490 kw with 250 kw.

Nashville Action

In the Nashville-Newnan case it was the second time the grants had been issued. Both applicants originally applied for 1500 kw. FCC concluded that Newnan should get the station but agreed to award the regional frequency to Nashville if a local channel could be found for Newnan (BROADCASTING, Jan. 29).

It was then agreed that Newnan should take 1450 kw when that frequency is vacated by W Atl, which is moving to 1380 kw, and grants were issued on that basis (BROADCASTING, Feb. 3).

Then WATL claimed its 1380-kw operation might receive adjacent channel interference if Newnan were granted a station on 1450 kw. Opelika contended it might be troubled by co-channel interference. FCC called for further hearing. In its supplemental proposed decision the Commission concluded the interference would be insufficient to block the grants (BROADCASTING, June 9).

Last week's order effectuated the decision.

Ownership of the grantee firms:

Volunteer State Broadcasting Co., Nashville, Tenn., James E. Haslam II, owner, is a Kentucky radio and newspaper man; has experience in building and operating radio stations. Staggs, General Manager, has 24½ years experience, and will be chief engineer.

Executive officers: Fred Johnson, Manager, San Jose, Calif.—Joe E. Leavitt, San Jose radio and electrical appliance store owner, who is president and owns 71.2%, and will be general manager; Harvey G. Miller, attorney. 11.95%; Nos. B. G. Baker, banker, 9.05%.

Widespread Circle Help To Mark WHAM Birthday

WHAM Rochester, N. Y., celebrated its 25th anniversary July 11 by sending pieces of its birthday cake to local civic and agency organizations, clients, and other friends of the station. A card enclosed explained that WHAM 's friends were so many and so widespread that it wasn't possible to have them all at the party, but the 50 kw station wanted them to be in on a part of the celebration, anyway.

Max L. Smith, WHAM vice president in charge of broadcasting for the station, owned by Stromberg-Carlson Co., is William F. Charles W. Siverson is program director; the low key, Kennedy Jr., commercial manager. WHAM is an NBC affiliate.

ASCAP Board

NEW MEMBERS elected to ASCAP at last board meeting include: Claude Thornhill, George F. Tipples, Tommy Tucker, Larry Vincent, and Steve Vincent. Dot S. Joe Kopps was called Rosie, and when Steve couldn't think anything else to do he'd get hold of Yarnell, the genial Negro mahout from Genghis Khan. Now Steve and I would have me show up with a huge wooden key to the City and we'd have Rosie hold the key in her trunk and hand it to Bernhard Ginzel or Gene Tunney or Eddie Kienbacker or some other celebrated gent or lady. I was a political offecheiro at that time and had to do my stuff.

One of the most cherished of memory photos that I possess is one of my Uncle, then Miss Collier; later the child bride of my youth, posing with Rosie for the benefit of Paramount, Pathe, Fox, and Steve's insatiable desire for Miami Beach credit lines.

The "Skipper" taught me all I know about publicity and showmanship. I think, if Rosie was the red sow, he was my first "Bird Dog." He was hustling for some Miami Real Estate subdivision outfit.

The "Skipper" owned an elephant called Rosie, and when Steve couldn't think anything else to do he'd get hold of Yarnell, the genial Negro mahout from Genghis Khan. Now Steve and I would have me show up with a huge wooden key to the City and we'd have Rosie hold the key in her trunk and hand it to Bernhard Ginzel or Gene Tunney or Eddie Kienbacker or some other celebrated gent or lady. I was a political offecheiro at that time and had to do my stuff.

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GEARED TO SERVE!

KAYX

Waterloo's NEW Daytime Station
★ News, Sports, & Music
★ News - Every Hour
  - - - On The Hour
★ Solid Coverage
  - - - Northeast Iowa

REPRESENTED NATIONALLY BY
UNIVERSAL RADIO SALES

WATERLOO BROADCASTING COMPANY
THE CONNECTING LINK WITH THE RICH AGRICULTURAL MARKETS AND PROSPEROUS INDUSTRIAL AREAS OF IOWA
C. R. MILLER, Pres.  OTTO KOHL, Sr., Vice Pres.  OTTO KOHL, Jr., Treas.  A. W. TRIGGS, Jr., Manager

BROADCASTING • TELECASTING

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Examiners Face Possible Removal

FCC employed "careful selection" in making its appointments. But, he said, FCC's list may have to be revised if the standards now proposed are not amended to give weight to the appointees' legal experience.

He emphasized the need to recognize experience and demonstrated ability in a highly specialized field, and suggested that admission to the bar be substituted for three years' experience as one of the qualifications.

Urges Separate Register

Leonard H. Marks, chairman of the Federal Communications Bar Assn.'s Committee on Practice & Procedure, also testified on the proposed standards as they would affect FCC.

He urged that a separate register be set up from which to select FCC examiners, that appointments go only to attorneys, that technical knowledge be required, and that, in order to acquire and retain "good men," the minimum salary be raised to $7,102 (P-4) from the proposed $4,902 (P-4).

Upper limit as proposed is $9,976 (P-6).

He recommended that "all applicants for the position of examiner be considered on an equal basis," but said that "if civil service privileges are to be given, then such status should be afforded only to those who have achieved civil service rights as a lawyer rather than as a clerk or administrator."

The nature of the examiner's function in FCC, he asserted, requires legal training.

Experience requirements proposed by CSC stipulate that applicants must have had at least six years of "progressively responsible experience in legal proceedings, in one of the categories" listed below:

(a) Experience as judge of a court of record, or
(b) Experience as member, officer, or employee of a governmental regulatory body, who was responsible for the preparation or presentation of cases; or had administrative charge or responsibility for the successful completion of cases conducted before a court of record or governmental regulatory body; or
(c) Experience which has included responsibility for the preparation or presentation of cases conducted before a governmental regulatory body or a court of record.

Comr. Hyde suggested that credit also be allowed for experience in administrative and regulatory activities requiring specialized knowledge; experience in reviewing proposed findings, hearing records, etc., and experience in informal hearings.

He proposed that "knowledge and experience in the technical subject-matter field involved" be emphasized in assigning ratings.

CSC's proposal would not require written examinations. CSC would review applications, retaining those meeting the requirements and returning the rest. As vacancies occurred, applications which had been retained would be reviewed to find the applicants best qualified for the particular positions. Confidential inquiries regarding the applicants' records might then be made, and supplemental information might be required.

Salary schedule proposed by Civil Service is shown below. Over-time would be paid for work above 40 hours a week. Figures identified as "periodic increases" would be added after 18 months' service until the figure shown as "maximum basic salary" for each grade had been reached:

- Grade P-4: Entrance salary $4,902; periodic increase $250.80; maximum basic salary $5,953.20.
- Grade P-5: Entrance salary $5,953.20; periodic increase $250.80; maximum basic salary $7,006.60.
- Grade P-6: Entrance salary $7,102.20; periodic increase $250.80; maximum basic salary $8,155.60.
- Grade P-7: Entrance salary $8,155.60; periodic increase $250.80; maximum basic salary $9,209.00.
- Grade P-8: Entrance salary $9,209.00; periodic increase $250.80; maximum basic salary $10,262.40.

The CSC hearing, with FCC as the first of many government agencies represented, was held before Civil Service Commissioners Harry B. Mitchell, president; Frances Perkins, and Arthur S. Fleming.

Video Jingles

SINGING COMMERCIALS were introduced into television advertising July 11 by General Foods Corp. The company's opening and closing credits in the telecast of the Dodgers baseball game on WCBS-TV New York, were cartoon film strips singing the praises of Post Cereal. Jingles were produced by Ben Harrison Productions and singers were chosen from the Radio City Music Hall Choir. Benton & Bowles, New York, handles the advertising of the breakfast food.

Building an ever-increasing audience for your sales message is WIBW's "Flying Rooster." Equipped with tape recorder, it hops over millions of acres of golden grain to record on-the-spot accounts of all important agricultural events, news, and developments and speeds them back to the waiting ears of the First Families of Agriculture that make up WIBW's responsive, ready-to-buy audience.

Over two decades of similar carefully planned service has made WIBW the preferred station of farm families in five wealthy states ... and the preferred station of result-conscious advertisers.

Serving the First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.
AN important G-E development, the aluminum-backed direct-view screen used on Type 10FP4 has greater brilliancy of image, increased clarity, and sharper definition. Here is the cathode-ray tube that is helping television "come into its own"!

The aluminum backing is a film of microscopic thickness, which not only permits free passage of the electrons to the screen, but by its reflective qualities increases their light-giving effect. At the same time, there is no ion penetration. Therefore, no ion spot can develop on the screen, and no ion-trap magnet is required. Cathode glow is invisible because it is intercepted by the aluminum film.

Widen the market for your television receivers—increase their popular appeal—by installing 10FP4's! General Electric tube engineers will be glad to work closely with you, to help you profit by applying this new bright-image tube. Write Electronics Department, General Electric Company, Schenectady 5, New York.

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**TYPE 10FP4**

**CHARACTERISTICS**

- Max bulb diameter: 10½ inches
- Min useful screen diameter: 9 inches
- Heater voltage: 6.3 v
- Heater current: 0.6 amp
- Focusing method: magnetic
- Deflecting method: magnetic
- Max deflecting angle: 50 degrees
- Screen fluorescent color: white
- Over-all length: 18 inches (max)
- Bulb contact: recessed small-cavity cap
- Base: small-shell 7-pin duodecal

**Maximum Ratings** (design-center values)

- Anode voltage: 10,000 v
- Grid No. 2 accelerating electrode, voltage: 410 v
- Grid No. 1 control electrode, voltage: -125 v

**Typical Operating Conditions**

- Anode voltage: 9,000 v
- Grid No. 2, voltage: 230 v
- Grid No. 1, voltage for cut-off: -45 v
- Focusing coil current, d-c, approx: 100 ma

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**GENERAL ELECTRIC**

**FIRSt AND GREATEST NAME IN ELECTRONICS**
Sponsor Refuses to Pay, Charging Station Shorted Him a Half Minute

ATTORNEYS for K TOK Oklahoma City are preparing an answer to a suit filed by R. H. Hise, doing business as R. H. Hise Custom Tailors in the Oklahoma capital, charging the station with repeatedly using approximately one-half minute of the time for which Mr. Hise had contracted on a quarter-hour program "for spot announcements for other advertisers, including competitors of the plaintiffs, or for advertising promotion of the defendant station...."

The Hise petition, filed in the District Court at Oklahoma City by the law firm of Byrne A. Bowan, asserts that the plaintiff paid to the defendant (K TOK) under terms of a contract entered into May 9, 1946, $3,748.50 and that because "failure (of K TOK) to render full performance was deliberate" the plaintiff is entitled to recover...the full amount paid. K TOK, although its formal reply to the Hise suit is not yet ready, has indicated through its general manager, Robert D. Enoch, that the Hise action actually was a counter-suit filed to collect all monies paid by Mr. Hise to K TOK after the station had sued him for a balance due on his account.

In a prepared statement Mr. Hise said that the station had brought suit against him in the Common Pleas Court of Oklahoma County, Oklahoma, for $664.30, but explained he had filed an answer denying that he was liable and, further, that he was filing suit in the District Court of Oklahoma County "for $3,748.50 to recover from K TOK everything I had paid under the contract."

K TOK agreed, the Hise petition sets forth, "to furnish plaintiff a broadcast for advertising purposes one quarter of an hour long, from 7.30 to 7.45 each morning, Monday through Saturday, six times a week, commencing May 20, 1946, and expiring May 19, 1947, the program to be known as Howser Hot Shots (a transcribed feature)."

"Defendant," the petition continues, "did not render full performance of said contract in that it did not furnish plaintiff a broadcast for advertising purposes a full one-quarter of an hour long and in that it used approximately one-half a minute of plaintiff's time, after giving its call letters, for spot announcements for other advertisers, including competitors of the plaintiff, or for advertising promotion of the defendant station itself, the actual dates, times and advertisers being shown on the schedule which is attached hereto. The schedule listed by days and in considerable detail the alleged violations by K TOK of its contract with Mr. Hise."

In a statement elaborating on details of his attempt to collect the entire amount he has paid to K TOK Mr. Hise said that at the invitation of a salesman for the station he has visited the K TOK studios before his program was aired to listen to a sample of it. "In this sample," he added, "they did not have any station announcements or any other announcements of advertisers. They just told me it was 15 minutes. When I signed the contract, there was nothing said about their using a few minutes of my time at the end of the program for other announcements."

Mr. Hise relates that he "finally told them (the station) to take it (his program) off the air" and continues with his side of the case as follows: "They came down to my office with a statement, figured at a short rate, which included billing for the month of February 1947, and I paid it. The check I gave them was for $931.50, which was the amount of the bill they had submitted to me. They had wrote something on the bill saying that they would give me at no charge announcements or programs until a credit in the amount of $183.50 had been used. Then I looked at my books and found that I had already paid them for February, so stopped payment on the check. By that time I was sick and tired of the whole thing and told them that I wasn't going to pay them the short rate since they had treated me the way they did."

Mr. Hise concludes his statement by explaining that K TOK had then brought suit against him for $664.30, that he had filed an answer denying he was liable for same and that he had also filed suit in District Court to recover the $3,748.50 from K TOK.

W. L. Smith Leaves CKEY For New Calif. Outlet

W. L. (Len) Smith, commercial manager, CKEY Toronto, has resigned to join K GIL, new 1 kw San Fernando, Calif., station on 1260 kc., in similar capacity. Station expects to be on air by mid-September. Bob Seal, executive producer of Truth or Consequences for past year, joins KGIL as program director. Previously, he was a producer for Ruthrauff & Ryan Inc., Hollywood, and prior to that on NBC production staff, that city. Other personnel announced: Harry Caldwell, agricultural director, previously with KSRO Santa Rosa, Calif.; Harvey Horwitz, previously with K STP St. Paul, account executive; Jim Wildman, announcer-producer; and Mrs. Lou Loughrey, secretary.
The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
THE SIZE OF THE OUTSIDE* AUDIENCE WILL STARTLE YOU
on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Count the people and the dollars in this big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent $1,716,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

**ONLY DON LEE** offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of inside and outside coverage.

**DON LEE IS A BETTER BUY** than any other Pacific Coast network because it not only delivers more listeners but does so at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

Watch the reactions of this impressive outside audience when your show's on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
3515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
No More Munichs
LIKE AN episode plucked from a comic opera Mein Kampf, AFM czar James Caesar Petrillo has started his new war of nerves against radio even before the full impact of the new labor reform laws has been digested. He has used as his sounding board the House Labor Subcommittee which set out to determine how the laws could be tightened to thwart further Cesar- sian trickery. The hearings would up last week on an Alphonse-Gaston note, after Jimmy descended to work out a “deal” with the music schools over their activities.

But Jimmy earlier had told the Committee:

(1) All recording will stop when current contracts expire Dec. 31.

(2) He will terminate musical programs on networks when contracts expire Feb. 1.

(3) He may put AFM in the record-manufacturing business, so the musicians can reap all of the rewards.

Jimmy is looking for another Radio Munich. For peace in these radio times, he wants radio again to knock under to his demands for standbys, make-work, welfare funds, and secondary boycotts. He wants this accomplished by acquiescence, so the Lea Act (the anti-Petrillo Bill) and the Tax laws will supply.

Will he achieve this? Not if broadcasters, transcribers and record manufacturers demonstrate the kind of courage and fortitude displayed in the anti-ASCAP fight-to-the-finishing of 1937. As James says, AFM must be matched with that, but he’s bluffing because he feels the networks and transcribers (not to mention record manufacturers) won’t risk work stoppage.

But Jimmy perhaps hasn’t reckoned far enough. For the first time he has forced all in radio to work together. In the past he has worked on the “divide and conquer” technique, dealing first with the networks, then with the transcribers and record manufacturers, and through them, by the use of the secondary boycott, with independently-owned stations.

Moreover, radio was never in a better position, by dint of the law, public opinion, and now the fortuitous grace of Petrillo himself, to resist his pressures. If radio and the recording arts stand together, victory is certain. If they split—the split that Jimmy is counting upon—the music czar becomes the radio czar—with liberal political overtones.

Petrillo argues that his men can’t be forced to work. That isn’t a strike, he contends. Broadcasters got along without ASCAP for a year. They can get along without AFM, if it must come to that. And we venture it won’t be for anything like a year. The recording companies always are building up musical backlogs. They can speed up. Two networks have no fetishes against transcribed music.

Most of the network music and the bulk of the transcriptions are made by about 400 top-flight musicians in the key centers. Let them take the time off and clarify their thinking, if need be. The Petrillo threat of going into the recording business, as a union, is nonsense.

AFM is a wealthy union. It has upwards of $4,500,000 in its treasury. It has a welfare fund of about $300,000. How long would those funds last if strike benefits were paid out to some 3,000 musicians which Jimmy says radio employs? Jimmy knows better than anyone else how a union can commit economic suicide.

Radio will not want those funds; it’s too high a price for those musicians it needs. Under the revised laws radio (and recording) is under no obligation, legal or moral, to capitulate to make-work, featherbedding, secondary boycott or welfare fund demands.

The NAB Employee-Employer Relations Committee meets in Washington next week. It has an important work—the most important confronting radio since ASCAP. Its thesis must be unity at all costs—and no more Munichs.

Our Respect To—

VICTOR ADAM SHO LIS

THERE is a strangely apt door sign in the corridor leading to Vic Sholis’ offices in Washington’s Shoreham Bldg. It reads: “Route of the Burlington Zephyr.” It could refer to the train, but then again it could mean Vic Sholis.

The vice-president director of the Clear Channel Broadcasting Service, who has just become director of WHAS and WJCT (FM) Louisville, has one of those irrepressible personalities and a mind to go with it—that would stamp him for success no matter what his field. He succeeds W. Lee Coulson, retired because of ill health after long and outstanding service.

He was born June 10, 1910, in Glasgow, Scotland, of Lithuanian parents. They moved to Chicago in July 1911—“with me, of course,” he adds. He was educated in Chicago schools and was graduated summa cum laude by the U. of Illinois in 1931 with a B.S. degree in Journalism.

For two and a half years after graduation he worked as a reporter on a community newspaper in Chicago. Then in 1934 he joined the staff of the Chicago Daily Times. He hadn’t been there a year before he was made political editor, covering not only city and state politics, but also the national conventions in 1936 and the subsequent campaign.

He travelled with both President Franklin D. Roosevelt and Alf Landon during the ‘36 campaign. He later made most of the cross-country trips on the Roosevelt train. During this period Mr. Sholis also was becoming acquainted with Washington, when he was sent there on several assignments for the Times.

His first radio experience came in 1937 on WLS Chicago. As political editor of the Times, he was asked to speak on Roosevelt’s so-called packing of the Supreme Court.

“I took as my subject ‘What Abe Lincoln Would Have Thought of the Supreme Court Packing,’” he recalls. “And I received the lowest Hooper ever accorded a human voice on the radio. However, Glenn Snyder holds no ill will toward me.” (Mr. Snyder is WLS general manager.)

During the campaigning trips, Harry Hopkins had become acquainted with the keen intelligentsia of the young political writer, and also was aware of his liberal political views. So when Harry Hopkins was appointed Secretary of Commerce in 1939 he brought Vic Sholis to Washington as his special assistant.

In on many of the big plans and conferences of those days, Vic Sholis soon became known as one of the brighter young men around Washington political circles.

He served throughout Mr. Hopkins’ term of office at Commerce and, at the request of Mr.

(Continued on page 50)
WHAT'S ON THE AIR

By JULES MAITLAND

Some 20 years now, KOIN has been a great force in Portland radio. Now a part of Marshall Field's vast enterprises, the station is climbing up radio's success ladder—but fast. Its staff is one of the most capable on the Coast, with the youngest announcer having six years apprenticeship with the station. Its programs are many, including White Fires of Inspiration, Northwest Neighbors, Koin Klock, the Duncan Singers, Five Star Final and others. There isn't an Oregonian who hasn't heard the pleasant voices of Art Kirkham, Marc Bowman, Johnny Carpenter, Duncan Macleod, Bob Henderson, Stan Warwick and others. Behind the scenes you can find such able men as Ted Cooke, program director; Bill Mears, production chief; Owen ("Red") Dunning, orchestrations; and Chet Duncan (beloved to Portland's school kids), who now heads KOIN's famed Duncan Singers. Harry Buckendahl manages the station, located in the beautiful New Heathman hotel—and a capable one he is, for is it not he and his staff that conceived one of Portland's finest and noblest radio shows—White Fires of Inspiration. It was a big job to tackle, this show of network proportions. But through the production of Bill Mears, the original orchestrations of Owen Dunning and the acting of some of Portland's finest radio artists, the show has been a success during its 21-week stay in the

BROADCASTING A Telecasting

KOIN A Marshall Field STATION PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
Reflecting the cultural level—but not too high," he believes. "I don’t think you can enact culture, legis-
late art or repeal human nature." Mr. Sholis’ testimony has been
substantiated by that of ex-Col. John H. DeWitt, technical super-
visor of the CCBS, and the man who "shot the moon" with radar for
the Army. They shared an office at CCBS Washington head-
quarters before Mr. DeWitt returned to WSM Nashville as
president [Broadcasting, June 30].

Entering the office, it was diffi-
cult to believe that it was the quiet
man in the corner who made head-
lines across the country with his
fabulous moon feat, and not the
ebullient Sholis who did it. Mr. Sholis’
rapid, witty patter would begin
before the visitor got past the
door, and it flowed on like the
brook while the colonel chuckled
silently to himself. Occasionally
Mr. DeWitt, one of the most re-
spected engineers in the business,
played straight man for a Sholis
act, always with hilarious results.
A sponsor looking for a good—but
highly unusual—comedy team
would do well to look into the
Sholis-DeWitt possibilities.
Mr. Sholis’ CCBS work was in-
terrupted in January 1942 by the
Army. He entered as a private and
was assigned to a radio intelli-
genious company, managing Japa-
nese military communications traf-

Strike the Master Note!

KFDM strikes the master note... covering the three major cities along the Rich Shiner Area of the Gulf Coast! The ONLY major network station which really penetrates this vastly important area. KFDM can get results for you from the ever-cirulating $54 million dollar effective buying income. KFDM does an OUTSTANDING job of covering ALL THREE!

KFDM is affiliated with American Broadcasting Co., Inc.

Lewin to Manage KTER, New 1 kw at Lufkin, Tex.

RICHMAN LEWIN, until recently
with the Lufkin (Tex.) Daily
News, has been named general
manager of KTER, new 1 kw out-
let in Lufkin which expects to
begin operations about Oct. 1.

Mr. Lewin began his radio care-
er with KFDM Beaumont in 1938,
moving to KRBA Lufkin as
commercial manager and program
director in 1939. He remained there
until Dec. 1946, when he be-
came advertising manager
and promotion director of the
Daily News.

RADIO PRIME SOURCE ON ATOM INFORMATION

RADIO has been the primary source of the American public for information about the atomic bomb and its significance, a survey made public last week by Cornell U.
disclosed.

Results of the survey were con-
tained in a 510-page report titled
"Public Reaction to the Atomic
Bomb and World Affairs." The
report was prepared by a three-man
committee working with funds
donated by Carnegie Corp. of New
York and Rockefeller Foundation.

Those polled were asked three
questions by the Cornell re-
searchers: Where would you say
that you have gotten most of your
information about the atomic
bomb? In general, which of these
ways of getting information has
given you the best idea of how
destructive the atomic bomb is?
And which of these ways has been
most important in helping you
make up your mind about who
should have the secret of the bomb?

Radio was the most frequent
answer to all three questions, with
newspapers second. The report
added: "As many as 10% of the
people... have obtained their
information about the bomb through
only one of these media; most com-
monly this single source has been radio."

WJIV, Miami, has issued a book-
et "Radio Listening in the Farm
Home" based on the findings of a sur-
vey made by Elliott-Haynes Ltd., To-
ronto, for CJOA.

The DOUBLE-DUTY
STATION

WGN
ST. PAUL

NOW-WTCH-FM!

ABC... plus High-listener locals!

BROADCASTING • Teletasking

Page 50 • July 14, 1947
Your Message on KSL is Backed by 25 Years of Broadcasting Leadership

Utah’s Centennial Finds KSL Still Pioneering in Better Radio

IN ENGINEERING

One of KSL’s finest engineering achievements was the construction of the West’s first Poly-acoustic studios, which have served as a model for many other stations. Another was the planning and installation of KSL-FM, Utah’s first Frequency Modulation Station.

IN AWARD

KSL was the first station in the Intermountain West to receive the coveted Peabody Award, which was presented in 1944 for the Tabernacle Choir and Organ program on CBS. In 1945 KSL’s farm program won first place at the Ohio State University conference on radio.

IN STATION POLICIES

KSL is proud of its high commercial standards and record of community service. The KSL Public Affairs Department, one of the first in any station, has planned many notable program series and special events. Pictured is the KSL broadcasting booth at the U.S. Weather Bureau, one of KSL’s earliest services.

IN PROGRAMMING

“KSL Reports The Washington Scene,” with specially recorded talks by Western Congressmen and Washington news is a current example of the high-quality programs constantly being developed for commercial and public service purposes by KSL.

THROUGHOUT ITS 25 YEAR HISTORY, KSL has held a position of leadership in every phase of broadcasting operation. Through its high standards and widespread public service, KSL has achieved great popularity among the 1,391,370 radio families within its nighttime coverage area. The high percentages of listening reported by BMB attest to this fact. You, as an advertiser, can take advantage of these facts by making sure that KSL is included in your next radio schedule.

*Broadcast Measurement Bureau, 1946

KSL NIGHTTIME COVERAGE

Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

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

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

50,000 WATTS • CLEAR CHANNEL

SALT LAKE CITY

Edward Petry & Co., Representatives

If you haven’t received KSL’s new BMB Map and Market Data folder, send for your copy today.
Amateur Rules

A RULES AMENDMENT liberalizing eligibility for Class A amateur radio operator's license was announced by FCC last week, effective at once. Henceforth any U. S. citizen who at any time in the past has held an amateur operator's license for as much as a year will be eligible to apply. The rule previously required the applicant to have held a license for a year or more within the five years immediately preceding his application.

CFRB Asks 1010 kc

CFRB Toronto has applied for use of 1010 kc with 10 kw power, it was revealed at the Parliamentary Radio Committee hearings at Ottawa. This is the first intimation that CFRB is contemplating moving to another frequency following notification that its 860 kc clear channel is to be taken over by CJBC Toronto, for its new 50 kw station. Subject of this appropriation by CBC for its second Toronto 50 kw station has been before the Parliamentary Committee since last year. William Caton of Radio Branch, Dept. of Transport, Ottawa, told the committee on June 26 that CFRB has applied for 1010 kc, not used by CJBC, and that the CFRB brief is now being studied from a technical standpoint for assignment under the Havana Treaty.

SERIES OF BROADCASTS conducted for the second time in two years by WPAT, Paterson, N. J., to aid the Army Recruiting Service won for James V. Cosman, WPAT's president and former Navy commander, a citation from the First Army.

WPAT's efforts on behalf of the Army recruiting drive were centered around a broadcast series entitled "Miss North Jersey Recruit Contest." The contest—to select North Jersey's prettiest girl—was conducted with the cooperation of 27 daily and weekly newspapers and magazines. Many of Northern New Jersey and culminated in a "Night of Heroes" celebration attended by more than 4,000 people.

Under guidance of WPAT and their local newspapers, various communities staged "heroes' nights" of their own at which local "Miss Recruits" were chosen. The local winners became eligible to enter the finals at the Army. To the winner of the "Miss North Jersey Recruit" title went a contract from the Convoy Model Agency and to the U. S. Army dozens of new recruits from northern New Jersey.

The citation given to Mr. Cosman was by Lt. Col. Frank J. Byron (1), Paterson recruiting officer, on behalf of the Military Personnel Procurement Service of the First Army. It praised Mr. Cosman "especially for his unselfish donation to the recruiting agencies of the area of radio time and the services of station personnel."

Du Mont Lists Prices

TELEVISION type cathode-ray tubes are priced at $28.25 for a 12-inch model, $60.75 for a 12-inch, $129.50 for a 15-inch and $270.00 for a 20-inch tube in a new price list issued by Du Mont Laboratories, effective June 30. List also covers other types of tubes and instruments on which "a few prices have been reduced and many prices have been increased," according to G. Robert Metzger, manager of technical sales for the company. Mr. Metzger explains in a letter accompanying the new list that Du Mont had maintained prices since well before the end of the war in spite of increased labor and material costs, but "this condition cannot continue indefinitely and the change thus indicated has been made." Consequently, Du Mont has assumed the cost of transportation of its equipment to its customers.

WPAT AIDS ARMY RECRUITING

Beauty Contest, Sponsored in Cooperation With 27 Newspapers, Stirs Interest

ARMY CITATION goes to a former Navy commander, James V. Cosman (right), president of WPAT Paterson, N. J., for his "patriotic cooperation in aiding the Army Recruiting Service, particularly by his efforts as civilian chairman of WPAT North Jersey Recruit Contest." Presenting citation to Mr. Cosman is Capt. Frank J. Byron (1), Paterson recruiting officer.

EARL RUTLEDGE, for more than a year account executive at KOB in Long Beach, Calif., has been named sales manager of station. Prior to joining KOB, Mr. Rutledge was a member of the ABC network when it goes on the air about Sept. 1.

ERNEST WATSON, former commercial manager of WJXN, Jackson, Miss., has joined commercial department of WQSB, new station in Jackson which went on the air on June 29. Mr. Watson previously was with WJXN, Jackson, and with newspapers in Mississippi, Louisiana and Texas. His wife, THERESA WATSON, who for two years was office manager for WJXN, has resigned to become publisher and advertising manager of WQSB. The station is owned by the Army Recruiting Service.

ROBERT W. STANDART, account executive at WRAY General Gables, Fla., has been appointed commercial manager of that station, succeeding the late NORMAN MAC KAY, who was killed recently in a plane crash (BROADCASTING, June 9). Mr. Standart, Navy veteran, previously was program director at WIRA Port Peirce, Fla., and at one time was with WCNR Pontiac, Mich., WJLB and WSB Atlanta.

Mr. Standart
WJBE Detroit.

MALCOLM O. O'MARA, veteran in representative field, replaces WILLIAM CLARK, who resigned as manager of New York office of Clark & McGehee, station representatives. Firm name changed to McGehee & O'Mara.

BOB WEBSON, local and ABC Spot Sales representative at KGO San Francisco, has resigned to become national sales manager of KHQ Spokane. He has been replaced at KGO by TOM DAVIS, formerly of KVOA San Francisco.

IDA MARIE MCDONALD, has joined KOA Denver, replacing JO ANNE VAN CISE, resigned, as traffic assistant.

ANN KALINYAK has joined WARD Johnstown, Pa., as traffic manager.

THE CHUNKY CHEESE SHIP Silver 100 lb.

FREEMANTLE OVERSEAS RADIO Inc. has been appointed exclusive U. S. and British representative for the four stations of Estudios Unidas, Sao Paulo, Brazil.

EARL RUTLEDGE, for more than a year account executive at KOB in Long Beach, Calif., has been named sales manager of station. Prior to joining KOB, Mr. Rutledge was a member of the ABC network when it goes on the air about Sept. 1.

ERNEST WATSON, former commercial manager of WJXN, Jackson, Miss., has joined commercial department of WQSB, new station in Jackson which went on the air on June 29. Mr. Watson previously was with WJXN, Jackson, and with newspapers in Mississippi, Louisiana and Texas. His wife, THERESA WATSON, who for two years was office manager for WJXN, has resigned to become publisher and advertising manager of WQSB. The station is owned by the Army Recruiting Service.

ROBERT W. STANDART, account executive at WRAY General Gables, Fla., has been appointed commercial manager of that station, succeeding the late NORMAN MAC KAY, who was killed recently in a plane crash (BROADCASTING, June 9). Mr. Standart, Navy veteran, previously was program director at WIRA Port Peirce, Fla., and at one time was with WCNR Pontiac, Mich., WJLB and WSB Atlanta.

Mr. Standart
WJBE Detroit.

MALCOLM O. O'MARA, veteran in representative field, replaces WILLIAM CLARK, who resigned as manager of New York office of Clark & McGehee, station representatives. Firm name changed to McGehee & O'Mara.

BOB WEBSON, local and ABC Spot Sales representative at KGO San Francisco, has resigned to become national sales manager of KHQ Spokane. He has been replaced at KGO by TOM DAVIS, formerly of KVOA San Francisco.

IDA MARIE MCDONALD, has joined KOA Denver, replacing JO ANNE VAN CISE, resigned, as traffic assistant.

ANN KALINYAK has joined WARD Johnstown, Pa., as traffic manager.
In The Public Interest

Ball Club Supporters

WHEN the Clovis, N. M., baseball team, the Pioneers, were deep in the season with only 9 wins and 50 losses to their discredit, KICA Clovis, decided to honor the players with a city-wide breakfast. The breakfast was broadcast and 250 citizens attended. R. B. McAlister, KICA's manager, introduced players, praised them and razzed them. The players in turn made apologies and before the end of the breakfast, the listeners indicated they would support the ball club in a big way. The Pioneers responded to the "lift" and began playing real baseball, winning by wide margins and loosing by small ones. To keep support and interest at a high pitch, KICA urged a motor caravan to accompany the team on a recent 100-mile trip. The team was escorted by 50 cars with great enthusiasm and fanfare, station reports.

* * *

All Out for Safety

DESIGNED to help cut down Virginia's large traffic death toll, a safety campaign has been started by WRVA Richmond, in cooperation with the JCC and Richmond Police Dept. A safe driver is selected daily by traffic captain and announced by William R. Wilson on his 6:06 p.m. commentary. The driver receives two permanent awards: License tag attachment saying "Jaycee Safe Driving Award," and a pocket-sized safe-driver card award. Each Sunday, 10-10:15 p.m., WRVA presents a safety drama written by its continuity department. Once a week a ten minute recorded broadcast titled "Scout Car 47" is aired, emphasizing hazards of traffic violations. Plans are being made in which WRVA will do numerous special events in connection with the safety programs both in Richmond and Norfolk.

* * *

Stamps for Veterans

RARE and unusual stamps, over 36,000 in number, 125 albums and a wide selection of philatelist tools and equipments poured into KNX Los Angeles, as a result of a two week campaign to make available to wounded veterans the therapy of stamp collecting. The listeners responded to public service announcements broadcast on KNX and stamp tongs, watermark detectors, and perforation gauges were turned over to regional office of "Stamps For The Wounded," a volunteer organization. Saul S. Scher of the organization, interviewed by Nancy Holman, KNX director of public relations and education, on a special broadcast June 12, accepted the gifts on behalf of the veterans.

BROADCASTING • Telecasting

July 14, 1947 • Page 53
“... and that, Gentlemen, puts you in a class by yourselves!”

—James L. Howe
President & Manager
Station WCTC
New Brunswick, N. J.

FLANCIS E. (Pete) WINTER, formerly with City News Bureau, Chicago, has joined newscast of KGO, San Francisco. He replaces ED FRIBBIE, resigned. Also joining KGO news staff is TOM FARHOUR, former newscaster of radio division of the AP in San Francisco. He replaces FRANCES KRAUSS, resigned.

BERNIE BRACHER, former sports director for WPRN, Iowa City, has joined KSGO, Des Moines.

CHIEF RENDLER, former pitcher with Philadelphia Athletics baseball club, made his debut as radio sportscaster on WPJ, Philadelphia, June 30. Sponsored by Bantam Beer Distributing Co., that city, distributors of Goebel Beer, he’s heard Mon.-Fri. 11:15-11:20 p.m. on “The Goebel Sports Reporter.”

MOE SPIEGEL has joined WARD Johnstown, Pa., as coordinator of local news.

GEORGE T. CALLISON, formerly with KVOA Tucson, Ariz., has been appointed director of news and special events at WFRN and WENY-FM Rochester. N. Y. Mr. Callison also was with WXYZ Detroit, and WPTF Jamestown, N. Y.

DONALD EUGENE BROWN, new editor of WHO Des Moines, will join D. of Illinois School of Journalism staff in the fall as assistant professor.

DAVE DRISCOLL, WGR New York, news and special events department head, left with Mrs. Driscoll last week for vacation and six months in Europe. They are due to return July 14.

CLIFTON UTLEY, NBC commentator, will leave Chicago July 24 for five-week tour of several European countries, flying from New York to London on July 25. Countries included in itinerary are occupied Germany, Austria, Switzerland.

Honors Employes

TEN EMPLOYES of NBC’s Washington office were inducted into the NBC Ten and Twenty Year Clubs, July 8 at a dinner at the Statler Hotel, Washington, honoring employees who have completed 10 or 20 years continuous service with NBC. Those inducted into the Twenty Year Club included: Virginia Pattison Birgford, Dorson Ullman, William Chess and Nicholas Fugazzi. New members of the Ten Year Club are: Walter Godwin, John Hogan, John Rogers, Harold Thomason, Madeleine Day and George Y. Wheeler.

MOORE INHERITS

DAVE MOORE, of WBBM Chicago publicity department, has received a check covering his 1/112 share in the estate of a distant cousin whom he had never met. Letter accompanying the check explained: “The property consisted of one piece of real estate which was required to be sold to pay debts and the enclosed check is your 1/112 of the remainder.” The fortune—something to be sneezed at, you might say—amounted to $4.94!

F. Francis E. (Pete) WINTER, formerly with City News Bureau, Chicago, has joined newscast of KGO, San Francisco. He replaces ED FRIBBIE, resigned. Also joining KGO news staff is TOM FARHOUR, former newscaster of radio division of the AP in San Francisco. He replaces FRANCES KRAUSS, resigned.

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These Big 6 “Extras” at No Extra Cost Recommend Your Consideration of Lingo

1. Moderate initial cost  
2. Optimum performance  
3. Low maintenance cost  
4. 5 years insurance  
5. 50 years experience  
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.  
EST. 1897  
CAMDEN, N. J.
More Money Recommended for CBC

Full $2.50 License Fee Would Wipe Out Deficit

A RECOMMENDATION that Canadian Broadcasting Corp. receive full $2.50 annual listener license fee, was made to the House of Commons, Ottawa, by Ralph Maybank, chairman of Parliamentary Radio Committee, on July 4. Currently CBC receives $2.15 of annual license fee, remainder going to collection and administration costs. Recommendation would add $530,000 to CBC revenue annually, allow CBC to operate without a deficit and without curtailment of services.

Hearings of the committee during the last week of its sessions included cross-examination of D. A. Dunton, CBC board chairman, and Dr. A. Frigon, CBC general manager, on finances, expansion plans, use of frequencies, second French network, possible CBC publication like BBC's The Listener, and hearing W. W. Murdoch, Toronto, Canadian executive of AFM.

In dealing with finances, CBC executives pointed out that CBC could increase its commercial revenue by the sale of spot announcements, "but we do not think it is the type of broadcasting we are supposed to carry out ...

Report Tabled

MAJORITY REPORT making a series of recommendations, including one for increased license fees for Canadian independent stations, was tabled by the Parliamentary Radio Committee at Ottawa July 8. Other recommendations in the tabled report were: Granting of station licenses on three-year basis, lifting of 5-kw power ceiling, holding of public hearings by CBC board of governors, speedup of CBC expansion and a second French network, use of more live talent by independent stations, stricter CBC review of independent stations' public service activities, immediate granting of television experimental licenses to private interests, dropping of ban on multiple station ownership and discrimination against newspapers applying for stations, granting of FM licenses to any qualified applicants, no fundamental changes in radio legislation. Recommendations of the Canadian Assn. of Broadcasters and the Canadian Daily Newspaper Assn. for an independent quasijudicial tribunal were turned down.

Question of listener publication was thoroughly discussed in connection with estimates of $195,000 for CBC press and information department. CBC told committee subject had been thoroughly studied and could not be presently financed.

Dr. Frigon pointed out that the cost of a second French network was too high for the CBC's budget. Regarding the present and future expansion plans, he stated that "the expansion program as it stands now is a plan to allow us to reach listeners almost anywhere in Canada through those stations that are part of the Trans-Canada network.

AFM Executive Murdoch strongly defended Petrillo, castigated the private stations for not using more musicians, asked that use of transcriptions be limited, and complimented CBC on its use of live talent. Asked about U. S. legislation against Petrillo, Mr. Murdoch is reported to have answered: "If any MP (member of Parliament) ever proposed some of the dumb legislation proposed in Congress, he would be laughed out of Parliament."

'Magnificent Job'

He emphasized that the CBC was doing a magnificent job except that it was "rather benevolent" with private stations on the matter of broadcasting recordings. "The great bulk of the private stations just want to bleed their franchises for everything that's in it without any contribution to the development of musicians," Mr. Murdoch stated.

He singled out CFRB and CKLY in Toronto, and CHML Hamilton, for their employment and encouragement of live talent.

There are 31 locals of AFM in Canada with 10,000 members. He refused to say whether AFM in Canada will charge dual rates for programs being used simultaneously on AM and FM stations. Canadian locals would receive $74,000 out of royalty payments from recordings, which would be spent on free concerts, Mr. Murdoch told the committee. For transcriptions for radio stations made in 1946, the Canadian branch of AFM receives $19,000 in royalties, none of which has been touched yet.

Canadian Association of Broadcasters sent a telegram to the Parliamentary Radio Committee on the last day of its sittings, July 3, pointing to what it thought were incorrectness in rebuttal briefs filed earlier by Messrs. Dunton and Frigon of CBC, pointing out that CAB stations were not consulted in advance of international radio conferences, that proposed impartial judicial tribunal have handling of all radio matters in Canada and should be along lines of FCC, that CAB brief was concerned with freedom of expression on the air.
DAVID W. STALLARD has resigned as secretary of R. B. LeQuate Adv., New York, after 12 years as an account executive with that firm, specializing in grocery product advertising and has joined George P. Bunten Inc., New York, in similar capacity.

GEORGE WEISSMAN, general manager of Lawrence Boies Hicks Inc., New York, has been named director of media for the agency.

J. M. HICKERSON Inc., Cleveland office, has moved to new and larger quarters on fifth floor of Buley Ridg., 1501 Euclid Ave.

WALTER GORMAN, recently appointed head of production for Kenyon & Eckhardt, New York, has resigned effective immediately. His successor has not yet been named.

JAMES THOMAS CHIRBug Co., New York branch, now located at 245 Madison Ave., will move to larger quarters at 409 East 43rd St. on Sept. 1. They will take over entire fifth floor.


HARLOWE ROBERTS, vice president and general manager of Goodkind, Joice & Morgan, Chicago, will address students of NBC-Northern U. Summer Radio Institute July 16, on radio salarymanship.

CARL F. GREYER, former vice president and art director of recently dissolved Shaw-LeVallee Inc., Chicago [BROADCASTING, July 7], has opened own studio at 4 E. Ohio St., Chicago.

F. B. RYAN, Jr., president and L. G. FRIERSON, vice president of Rutherfurd & Ryan, New York, have left for England to study conditions abroad in connection with anticipated expansion of the agency's operations in that country.

SMALLEY, LEVITT & SMITH, Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

FEDLAR & RYAN, New York, is conducting negotiations for a fall program to be sponsored by Procter & Gamble's Camay soap. Product

sponsored Hedda Hopper last season. No radio time has been bought and program may not start until October.

FAIRFAX M. CONE, chairman of executive committee of Foote, Cone & Belding, Chicago, has been appointed head of public relations committee of Community Fund campaign this fall. Committee's executive group includes about a dozen other advertising men, among them HARLOWE ROBERTS, vice president and general manager of Goodkind, Joice & Morgan, Chicago, and STUART DAWSON, radio director of PCB.

JOHN L. McGUIGG, vice president of Geyer, Newell & Ganger, New York, has been named manager of agency's Detroit branch. He continues as agency group director, supervising Wash, Kentucky and Leonard refrigerator accounts.

DEANE WEINBERG Jr., recently released from the Army, has joined production staff of Briggs Co., Van Norden & Staff, San Francisco.

BILL MANHOFF and LEN HOLTEN are writing weekly CBS "Arthur's Place" for Kenyon & Eckhardt Inc., agency selling Borden Co. account.

DON CLARK, on production staff of BRBO Hollywood, for past two years, resigns effective Aug. 15 to freelance. He will continue for agency to produce "Let George Do It" sponsored by Brandt & Clark, City of Calon, on Don Lee Western stations.

SHERMAN & MARQUETTE discontinues its operations this month.

LEWIS J. C. SPRUNCE, former vice president of John H. Bloomer Co., Los Angeles, has joined Liddeke Adv., that city, as account executive.

JOHN O'BURKE & Assoc., San Francisco, has moved to new offices at 654 Buah St. EDWARD J. (Ned) BURNS, president of Burns & Warner, Los Angeles, has joined staff as account executive.

HAROLD GRAINGER, formerly with California Wine Advisory Board, has joined San Francisco office of Van Norden & Staff as field representative and merchandising counselor.

HARRIET LONGBRIDGE, formerly with State Steamship Co., has joined Mac McGee & Roedr as field representative.

H. B. RUPERT, formerly with the recently discontinued "From the Farm" program to H. B. Rumsey Co., New York, effective Aug. 1.

DON CLARK, former member of Mary Quiller's staff, has joined Kaplan & ATac, New York, as vice president.

WARNER S. SHELLY, vice president of N. W. Ayer & Son, has been appointed chairman of public relations committee for forthcoming 1948 Community Chest campaign in Philadelphia. He served in like capacity last year.

RUPERT THOMAS resigned as a vice president of Harford & Co., New York effective July 1. No future plans announced.

MARVIN IR A RUDWICH, former vice president of Edelbrock Brewery, in charge of advertising, has joined Kaplan & Bruck Adv. of New York, as vice president.

GEORGE ROESLER, formerly with Santa Monica Press Co., has resigned, July 12, to become assistant advertising manager of the firm, Newspapers of Los Angeles, Inc.

DAVID R. SHOWALTER, vice president of Hollywood & District Music Hall, New York, has been named manager of the radio department of Wilson-Laughlin-Wilson and Assoc., Hollywood.

JOHN LUCAS, formerly in ABC Hollywood Adv., Los Angeles, as account executive and merchandising representative.

DEAN SIMMONS, owner of Dean Simmons Adv., Hollywood, is on a three week business trip to Utah, North Dakota and New York.

SHOWALTER & SINGER Inc., Hollywood, has discontinued office on West 24th St.

STUART HEINEMANN, production manager for ABC agencies, Amalgamated, and Jan Fellows were married July 7.

SAMUEL C. FULLER, director of radio for Paramount Pictures, and Minette L. Homburg, Hollywood, has resigned, effective July 26.

GEORGE C. HOKINS, Assoc., Chicago, has resigned with the firm of McCarty Co., Los Angeles.

JOAN RICHMOND, freelance copywriter, has joined Robert B. Bahrebeck Adv., Hollywood.

TYLER G. GREGORY, formerly on production staff of A & R Agency, Los Angeles, has joined Gordon, E. steroids Adv., that city, in similar capacity.

Y. M. KLITZOFF, former writer of McCarty Co., Los Angeles, has joined agencies that capacity.

MARTIN L. GARBVEY, account executive of Adv. Inc. of Washington, D. C., has been appointed head of agency's radio production department.

CURTIS DEAN, formerly of Cinema Arts Inc. as executive of production service, has joined Atherton & Co., that city, as production manager and art director.

THEODORE FISCHER, former account executive with Wade Adv., Chicago, has joined Hyde Park Adv., Chicago, in similar capacity.

GEORGE ROESLER, staff member of Tobacco News, Radio News and Tobacco Leaf, Chicago, resigns Aug. 21 to join Henry, Huntington, Farnsworth & Co., Los Angeles, as copywriter and member of timebuyer and assistant to W. E. JONES, radio director.


HAROLD ISAACS, former partner of Shriram & Isaacs, New York art service, has joined Schirrer & Palmer, New York, as an account executive.

Gen. Melasky Appointed Agency Assn. Director

MAJOR-GEN. HARRIS M. ME- LASKY, retired, has been appointed executive director of Southern California Advertising Agencies Assn. according to announcement by David R. Fenwick, organization president, and executive vice-preside of Dunn-Fenwick & Co., Los Angeles agency.

The association, a trade organization of more than 65 advertising agencies in Los Angeles area, was formed six months ago to improve advertising trade practices and relations.

They Say...

"FROM all four networks comes a continuous flow of timely public-interest broadcasting. . . . There are at present 50 such programs. If you are a critic of radio, it is your duty to familiarize yourself with these 150 cultural programs and to ask your local station owner-managers to have your name added to those of four new networks always being made. It isn't obvious, but it adds to the broadcast as a harp, without being obtrusive, adds to an orchestra."

Clifton Utley, NBC commentator, in an address to students at the annual NBC, Northwestern U. Summer Radio Institute.

"THE DANGER of newscasting is that the pressure of routine can lead to a retarding of 'mental growth,' a danger which can be overcome by constant study of all views of all subjects, so that preparation for anything newsworthy can be made. It isn't obvious, but it adds to the broadcast as a harp, without being obtrusive, adds to an orchestra."

Columnist George E. Sokolsky writing in the June 20 New York Sun.

"NOW I COME to the White bill, a monstrous document which is to amend the communications act of 1934 and the like of which has not been seen even when the FCC was seeking to tighten its control over radio. The White bill outdoes the wildest imaginings of those seeking to control broadcasting as an industry and to nationalize existing networks and stations. . . ."

"You're in good company on KMPC*"

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Maltino Foods
J. L. Newberry
Oldsmobile

Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Relxall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC*

710 KILOCYCLES • LOS ANGELES

G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*Peoples Choice

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Radar Licenses

FCC ISSUED a warning last week that licenses are required for operation of "all apparatus, including radar, which is to be used for communication or transmission of signals or energy by radio." The warning, FCC explained, was prompted by the "current sale of surplus radar and other electronic devices capable of radio emissions."

The Commission said apparently "some firms, organizations, and individuals purchasing released wartime radio transmitting devices have a mistaken idea that they can operate them without further ado. It asked retailers to cooperate by tagging such equipment with a warning, obtainable from FCC, that unauthorized operation may lead to a $10,000 fine or two years imprisonment, or both."

Studio Space

CHANCES of turning Earl Carroll's Hollywood Theatre-Restaurant into a radio studio are currently being considered by showman. Meeting has been held between representatives of four networks and himself to explore potential if he decides to close his Sunset Blvd. night club Aug. 31 as announced earlier. Several regional and network programs already use facilities for daytime broadcasts.

TEMPO RECORDS Co. of America, Hollywood, has announced use of heat-sealed cellophane wrappers for its records to feature quality of recordings and point up harm to records through dust. Wrappers are appropriately imprinted to advise public of value of their use.

HERB GORDON, program producer-manager of World Broadcasting System, switches over to Decca Records where he will work with DAVID CAPP, vice president, in charge of handling artists and repertoire in addition to continuing as program producer-manager with WBM.

RADUFR FRIML Jr., band leader and son of noted composer by that name, has been packaged as a disc m.c. and is being offered to advertising agencies and prospective sponsors.

BOB HENDRICKS, formerly of NBC Hollywood recording department, is in New York to join Broadway production of "Oklahoma!" in starring role of Jud Fry.

ROBERT MORTON, assistant supervisor of transcription department in NBC Central Division, is the father of a girl, Susan Ann.

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS - 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

July 14, 1947 - Page 57
C.
WOR NEW YORK, assistant
Western Electric
of WON-
Mr. Feasley previously
maintained his own radio production
agency and in 1944 directed radio ac-
tivities of National Community Chest
drive, handling its Philadelphia radio
appeals for five years.

GEORGE ALLEN, director of CBS Paciific
network programs, has become commer-
cial program manager of KWKX Holly-
wood and CPW programs, with elimin-
ation of station program manager func-
tion. MAURIE WEBSTER, assistant
production manager of CBS Western dis-
tribution division, becomes executive assistant to
Mr. Allen, in charge of administrative
detail and overseeing announcer and
assistant announcer staffs.

WILLIAM E. OTTO, pianist, joined staff of
WGN Chicago, July 6, replacing MARI-
OLD TURNER, staff pianist since 1936, who
will become staff organist.

HENRY STRAKER arrived from Lon-
don July 3 to begin his duties as as-
istant program director of BBC's New
York office. Mr. Straker has been with
BBC since 1938, with the exception of
time spent in the armed forces during the
war. In his new job he will as-
sist SAM J. BLATE, program director for
BBC in New York.

WOR NEW YORK, has instituted ap-
prentice training plan on junior ex-
ecutive level, according to announce-
ment by station's president, THEODORE
H. STREIBERT. FRANK MUCKENHAUPT
and FRANK SEDWICK, June
graduates of Columbia and Princeton
respectively, have been selected to "un-
derstudy" all WOR program department
jobs for one year.

Peter Roberts, staff announcer at
KYW Philadelphia, has resigned to join
NBC announcing staff in New York. He
has been with KYW since 1952.

M. P. (Bob) WAMBOLDT, ABC Western
division production manager, has re-
signed JOHN EDWARDS, in charge of
staff producers, has temporarily taken
over Mr. Wamboldt's former assign-
ments.

GABE MILLERAND, formerly at WHIM
Providence, R. I., is new announcer for WERE Boston, Mass.

GEORGE BALL and MILTON D.
PLATNICK have joined announcing sta-
aff of WHLI and WHNY-FM Hemp-
stead, L. I. Mr. Ball formerly was
chief announcer of WBBR Waterbury,
Conn. Mr. Platnick has been with
WOR, WCBS, and WOR New York.

JIMMY KISER, formerly of WHZE
Rock Hill, S. C., has joined announcing
staff of WSOQ Charlotte, N. C.

FRED KIDDER, announcer at WCOP
Boston, and Barbara Keen have an-
nounced their engagement.

HOWARD TINLEY, announcer-actor, has
started weekly series of poetry read-
ings over WOOW Silver Spring, Md.
Men has been formerly heard on WOAL
and WCBM Baltimore.

TED ROSS, announcer at WEZI Bos-
ton, is back at work after an opera-
tion on his hand.

ED COOPERSTEIN, producer of "Lu's
Tree," formerly of WBZ and WOR, has
announced his departure.

NORM BAKER, TV production super-
intendent of WKY Oklahoma City,
has resigned for a new position in
Atlanta.

EDWARD M. APPEL, former WOR
newscaster, has been selected to announce
programs and sports over WOR, New York.

MUCKENHAUPT, former Western
Electric engineer, has joined WNAC
Boston, as technical director.

"TAKE A DEEP BREATH and hold it," was heard by thousands of U. of Minne-
sota students and Minneapolis residents when they tuned into their favorite
Western Broadcasting Co. community-wide survey. First to go through the X-ray unit included KUOM staff mem-
er, Bill Boren, announcer; Ron
Rutledge, girl announcer, and Ruth Swanson, production director. Results of
university survey show that 16,157 students were free chest X-rays in one
of four units on the campus.

PHILIP BALDWIN, musical director
of CKNY New Westminster, B. C., and
formerly of Canadian Intelligence Corps, was among those present at Brit-
ish Empire Medal at Dominion Day In-
vestiture in Victoria, B. C.

WILLISON DAILY returns to KYW Phil-
adelphia, for the second year as sum-
mer relief announcer.

KEN CARNON, Hollywood an-
nouncer, has been signed to narrate
"Monkey Business," film short being pro-
duced by Jerry Fairbanks for Paramount Pictures.

JOHN RUSTAD, former staff announcer
of NBC Chicago, and more recently free-
landing, has joined ELSA Hollywood, in
similar capacity. He succeeds TED
BENTLEY, assigned commentator on the
weekly Thrifty Drug Co. "Sports Page of the Air."

JOCK THOMSON, formerly on Minne-
sapolis Daily Times, has joined CBS
Western division continuity editing de-
partment, Hollywood. He replaces BILL
BRENNAN, who has shifted to program
department as an assistant director.

JACK COOK has joined announcing
staff of WBS, Columbus, S. C.

JAMES S. McGECHALN has joined an-
nouncing staff of CPCH North Bay.

IRA DILWORTH, regional representa-
tive of CBC for British Columbia, has
been appointed for two-year term to
be general supervisor of CBC interna-
tional department. He has been
Manager of CKFY Services at Mon-
tréal. He succeeds ARTHUR L. PHILIPS,
who is leaving to join Mc-
Guil U. staff, JEAN-MARIE BEAUFORD,
CBC supervisor of music and director of
French networks.

MARIAN CHORICE, formerly with
Washington and WEAL Balti-
dore, has joined continuity depart-
ment of RMAC-KISS San Antonio, Texas

MAT MURRISON has joined announcing
staff of CKGB Timmins, Ont.

"He wants to be a tobacco auc-
tioneer on WFDF Fm."

Western Electric FORCED AIR COOLED FM TRANSMITTING TRIODES

Their filaments are of thoriated tungsten — most efficient emitter for power tubes of these ratings. Their brazed and welded metallic joints, Kovar-to-glass seals, protected metallic vacuum "seal-off," and self-supporting filament structure all contribute to long, dependable service. Their terminal arrange-
ments permit greatest flexibility of application. For full details, write Graybar Electric Co., 420 Lexington Ave., New York
17, N. Y., or . . .

[Image of Western Electric transmitting triodes]

THEIR TOPS FOR FM!
Charlotte Granted New 1-kw Daytimer

InCREASE in Power Is Awarded To KMD Medford, Ore.

AUTHORIZATION for a new standard station on 1600 kc, 1-kw day, at Charlotte, N. C., to Publix Broadcasting Service of Charlotte Inc., was reported early last week by FCC. Publix is headed by Francis M. Fisher, former general manager of WORD Spartanburg, S. C., half-owner. The Commission also announced reinstatement of the construction permit for WMIK Middleboro, Ky., 500 w day on 660 kc.

Taken by the Commission just before the Fourth of July weekend, the actions also include consent to KMD Medford, Ore., for increase of power from 1 kw to 5 kw, daytime, on 1440 kc. FCC last week had announced a proposed decision which would approve the $250,000-plus sale of the station from Mrs. W. J. Virgin to Medford Radio Corp., competing bidder to Gibson Broadcasting, under the Advanced Building division [BROADCASTING, July 7].

WTNS Roscoe, Ohio, was given consent to move studios from Roscoe to Coshocton.

Technical Regulations

The WMIK authorization had been made last December on condition that the applicant within 60 days file application for modification of its permit to specify certain technical requirements. This condition was not fulfilled in that time and the applicant subsequently petitioned for reinstatement of its CF. The same technical provisions attend the present grant.

Following is ownership of the new AM grantees announced early last week and in addition those grantees announced by FCC at the end of the previous week and already reported:

Charlotte, N. C.—Publix Broadcasting Service of Charlotte Inc., 1600 kc, 1 kw, daytime, engineering conditions. Principals: Mr. Fisher, to be general manager, president, and 50.25%; C. T. Brandon, assistant to the company, 24.75%; and G. C. Burden, to be chief engineer, vice president, 20%; J. Law Ewing, vice president Time Teller Telephone Service and ex-ealie representative WSFA Spartanburg.

HEIFY SWING is taken by Alf H. George, KOTA TV, and City, S. D., program director, in a kittenball game at KOTA’s recent staff picnic. Behind the bat is R. J. (Bob) Dean, KOTA president and general manager. Pictorial snapped by station’s chief engineer, A. E. Griffiths.

S. C., secretary-treasurer, 10%; Herb S. Glenn, president and owner Glenn Construction Co., directors 14.75%; Frank K. Simms and Fred H. Hasty, attorneys, and each 3%;

Apollo, Fa.—Tri-Borough Broadcasting Co., 910 kc, 1 kw, daytime. Co-partnership: Cecil C. Fyft, editor, and John T. West, radio producer, 90%; and Thomas W. West, refiling editor, 10%.


FARMINGTON, Mo.—Cecil W. Roberts, 950 kc, 1 kw, daytime. Grantee is editor-publisher weekly Farmington Press.

Antigo, Wis.—Antigo Broadcasting Co., 900 kc, 250 w, daytime. Principals: Art Tracy, editor and manager; Bruce W. Tracy, Jr., secretary, and Mrs. E. T. Tracy, Jr., president and owner.


KINGSTON, Wash.—King County Broadcasters, 1500 kc, 2 kw, unlimited. Co-partnership: Frank Krasska, commercial manager KNOM, vice president; Joseph Patterson, KNOM chief engineer, secretary; H. A. Johnson, secretary-treasurer.

LaCROSSE, Wis.—President and chief engineer to her husband, Ed Jansen, who has ownership interests in KANE, HAY, WYOD, AST, KBB, KEC, KCO, KIY, KFUW, KBB, KKN, etc.

The WMIK free daytimer, to be added to the station’s facilities, will be powered by a 1-kw generator which will provide a steady supply of power to the station during power failures. The station will be equipped with a 500-watt transmitter and a 250-watt receiver, and will be operated 24 hours a day.

For additional information, contact WMIK free daytimer manager, Ed Johnson, at 1400 W. Main St., LaCrosse, Wis.

NEW WLCX at La Crosse Becomes ABC Affiliate

WLCX La Crosse, Wis., which began operations June 20 as a 250-w unlimited time station on 1460 kc, became affiliated with ABC on July 1. Station is owned and operated by Berman Radio Inc., of which Margaret B. MacLennan is president. Studios are in the State Bank Bldg., La Crosse.

Officers of the corporation, besides the president, include Hector C. Berg, vice president, and E. W. Berg, secretary-treasurer. E. W. Berg also is station manager.

Manager Berg announces that the staff includes Joe N. Snyder, program director and production manager, formerly with WDSU, WMAQ and WBKB; Carlton Beau- dette, chief announcer, formerly with WLV, WDGY and KROC, and Albert I. Rauch,er, chief engineer, formerly with WDSM and KBZ.

Girard Associates

PAUL GIRARD, AP Radio Division executive producer, resigned last week to form transmission and producing firm, Girard Associates, 50 Rockefeller Plaza, New York. Alexander Leftwich Jr., former AP radio productions program director, joins new firm in charge of directing, casting. Successors not yet named by AP, whose future transmission plans are unsettled.

Baltimore Cash Man

CASH PRIZES come right to the door of Baltimore listeners on The Kress Cruising Cash Man, new give-away show devised by the Al Ballington Co. of Baltimore.

Format calls for a participant on Ladies Day at WCBD to pick at random several code-numbered cards. These determine the exact address where the Cash Man will make his call next day in his mid- day cruiser. Car after the program is on the air and the audience has been told he will call, he proceeds to the pre-designated address. There he asks the housewife a fairly difficult question, and if she can answer it she is awarded five silver dollars plus a free week’s supply of Kress Dairy Products. If she doesn’t know the answer, she still receives a free week’s supply, and a second lady in the block is approached.

The Cash Man then phones the winner in to the studio announcer who has been entertaining with music (and commercials), and the housewife is interviewed on the air if possible.

As an additional merchandising tie-in, listeners are told to stop the Kress delivery men and they will receive a "Hint List" which gives future questions and hints as to their answers.

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Coast p.m. Agency: STERLING DRUG

renews ROBERT SIMPSON p.m. Agency: Sullivan, NOXZEMA CHEMICAL Co. of Dominion network COLGATE - PALMOLIVE BORDEN "Canadian Cavalcade" on wax), Sept. 30, 1948, Harry Spitzer & Mills Ltd., Toronto.

Mr. Lovelace

Lovelace Is Manager, KIUL Garden City, Kan.

ED LOVELACE, formerly commercial manager, KRIG Odessa, Tex., has assumed his new duties as manager of KIUL Garden City, Kan. Mr. Lovelace began his career in advertising as a salesman for KPAC in his home town of Port Arthur, Tex. He then went to WHIS, Corpus Christi, to do special promotion work and returned a short time later to Texas and his new position at KRIG.

Towers Stops in N. Y.

HARRY ALAN TOWERS, head of Towers of London Limited, an international transcription company, arrived in New York last week on route to Australia and New Zealand for consultations with heads of his branch offices. While in New York he will confer with his U. S. representative, Oliver W. Nicoll.

WJEL, WJEM in Ohio

WJEL and WJEM (FM) two new Springfield, Ohio, stations which took the air June 29 were incorrectly reported in the June 30 issue as being in Springfield, Ill.

G. S. BRADY, former associate sales manager of Colatun-La France Div. of General Foods Corp., New York, has resigned to join the Chicago division of General Foods. In 1943, Mr. Brady was vice president of the latter company.

FRANK F. BELL, former vice president and general sales manager of Weco Chemicals & Plastics, has been appointed assistant director of sales of Grove Laboratories, St. Louis.

TED CATE, advertising manager of Western Air Lines, has resigned to establish his own advertising agency in Los Angeles with E. D. McLONE, formerly in advertising department of United Air Lines. KENNETH E. ALLEN, director of sales of Grove Laboratories, St. Louis, has been appointed advertising manager.

SOUTHWEST FOODS PRODUCTS Co., Santa Ana, Calif. (fruit, jams and preserves), which suspended radio advertising (due to sugar shortage), has resumed radio spon- sorship in behalf of its product "AGATE & ROSE" and its "DIDEA" and "AGGIE" brands, thru agency of T. B. Turner, Los Angeles.

GOLDEN GATE FOODS Inc., San Francisco, has launched impor- tant spot announcement campaign on four San Francisco stations. Trans- actions handled by one-man radio department are being used and will con- tinue throughout the year. When possible, radio spots will be extended to other Pacific Coast stations. Agency: Botofol, Constantine & Gardner, San Francisco.

LOUIS MILANI FOODS, Los Angeles (French Dressing), late in June started campaign in San Francisco with a total of approximately 400 spots being distributed weekly on KJRS, KGW, KFRC and KGO. Similar campaign is scheduled to start on stations in Seattle, August 10. NEL HEARD, account executive of Garfield & Gardner, San Francisco, which handles account, declared that radio spots will be used.

KALJOL Inc., San Francisco (msg. of Girls of the Golden West), during this week started radio campaign on approxim- ately 20 spots in San Francisco and Los Angeles. Fifteen-second live station breaks will be used. The spots have been started on KSFQ San Francisco, handled by John M. Gallagher Adv., San Francisco.

ITALIAN SWISS COLONY, San Francisco, which has just launched campaign using 13 stations in South Central, East and Southwestern areas of country. Transcribed 15, 20 and 30 second station breaks, are being used on all, but one of stations. "Music for Dining," a quarter hour program, is on KCMO Kansas City, Agency: Leon Livingston Adv., San Francisco.

SAFEWAY STORES, Oakland, Calif. (national grocery chain), June 29 started spot campaign in San Francisco with a total of approximately 25 spots, in Chicago, Las Vegas, Los Angeles, Portland, Portland, San Francisco and Seattle, thru agency of T. B. Turner, Los Angeles.

QUAKER CITY STORAGE CO., sponsor of "The Skipper and the Skipper" program over WPEN Philadelphia, has given up four of its 15-minute broadcasts to American Veteran's Co-Operative Co., Inc. The latter organization will televise the show.

LEWIS FOOD CO., Los Angeles (fresh dog food), July 7 started five weekly quarter hour "Sons of the Pioneers" from KMPC to KJH Hollywood. Contract is for 52 weeks. Agency is Riwwood J. Bouman Co., Los Angeles. For Dr. Ross' canned dog food, placing through Don E. Minot Inc., Los Angeles, has started three weekly hour quarter hour new- cast to ABC, KCOP, Phoenix, and KCNU Tucson. Contract is for 13 weeks.


CARTER PRODUCTS Inc., New York, has appointed Sullivan, Stauff, Cowell & Bayles, New York, to handle advertising campaign of its new de- odorant, Arrid, in Canada. Agency is handling products advertising in U. S.


TUCKER, California, has appointed Buchanan & Co., Beverly Hills, to handle advertising for new feature length comedy film, "Hai Roach Comedy Carnival," for which radio will be used.


BLOOMINGDALE'S No. 1 Disc Jockey

Doug Arthur with Danceland 10,000 Watts WIBG

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Milestones

CAPITOL RECORDS Inc. transcription division, approaching its first anniversary next month, boasts more than 500 subscribers paying the way for talent valued at a half-million dollars. Starting from scratch, firm now has close to 5,000 selections available in way of music and 22 program series. Walter Davidson, Capitol transcription sales representative, says 70 tunes a month are being added to the music library.

July 10 was 17th birthday of WJS Columbia, S. C., an NBC affiliate. One staff member, Leo S., sales representative, has been with outlet since start. Station Manager Walter Haase of WDRC Hartford, Conn., observes his 25th anniversary with first station this month. July 13 marked start of 14th year of WTOP Washington program, Labor News Review With Albert N. Dennis. Claiming no rival program now is transcribed for use by local stations across the country. Farm interview transcription series, Let's Go Visiting, sponsored on Midwest stations by Allied Mills, Fort Wayne, Ind., poultry and livestock feed firm, celebrates its fifth anniversary this month.

WWL New Orleans program, Just Home Folks, July 7 began second year on that station under sponsorship of Blue Plate Foods. Program first began on WWL in 1932, later moving to WGST Atlanta and WBT Charlotte, and finally returning to the New Orleans station [BROADCASTING, Aug. 12, 1948]. First station this also was noted July 8 by The American Theatre Wing School for Returned Veterans of the Entertainment World. About 2,000 veterans connected with show business, including radio and television, have attended the school during the year.

KOAD Omaha, Omaha World-Herald FM station, celebrates its first anniversary this month. With 16-hour daily schedule, KOAD is programmed separately from AM affiliate KOWH, except for three-hour afternoon duplication. Another FM outlet beginning its second year is WILF-FM St. Louis. Station is offering listeners a free booklet, FM Means For More Listening Pleasure for You. Public service program of KFVL Salt Lake City, Children's Friend of the Air, starts second year of broadcast in cooperation with the Primary Assn. of the Latter Day Saints Church. Others on first anniversary roster include KRIG Odessa, Tex., MBS affiliate, and the Alvin Epstein Adv. Agency, Washington.

C. L. (Chet) Thomas, general manager of KXOK St. Louis, has started his 20th year in radio. Bill Macdonald, farm service director of KFAB Omaha, has received a gold wrist watch from KFAB General Manager Harry Burke in appreciation of his 21 years in radio and farm service. Jack L. Cooper, veteran Negro announcer and m.c., has begun his 26th radio year with WSBC Chicago. He has been in show business for 46 years. Joe McCauley, who handles Dawn Patrol for WIP Philadelphia, has started its 11th year of broadcasting.

KTAR Phoenix, Ariz., fortieth anniversary marked its silver anniversary with special outdoor show featuring several NBC personalities. Increased promotion boosted event. Telegrams of congratulations

EXPERIMENTAL nibbler is Stanley Barnett, manager of WOOD Grand Rapids, Mich., on occasion of his silver anniversary in radio. Station staff presented cake.

PENSACOLA

Soon! 5000 WATTS!

Pensacola's WCOA will soon be on 5000 Watts... the most power-full station in Northwest Florida! Your advertising message on WCOA will blanket a primary and secondary area with population of over 507,000... where the spendable income after paying taxes last year was $277,5 million!

WCOA will deliver the business to its advertisers. Get YOUR share by telling your story over Northwest Florida's only NBC Station.

National Representatives: JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

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DON C. HOEPFLER, former staff engi-
ner of WCN, 1340, WOC, 1370, and WOCX, 1370, both in San Francisco, is now
staff engineer of WZBN in New York.

J. CLINTON NORMAN has joined the
engineering staff of KTHB Hot Springs, Ark.

ANTONY WRIGHT, former manager of
BBA Television Recorders, New York, has
been appointed chief engi-
ner of United States Television
Corporation, New York.

Mr. Wright was with the
company for 18 years and
is a member of the
raiding staff of RCA for
19 years.

Mr. Wright was
in
Chicago. He is a
turntable enthusiast and
has been in the business
for more than 10 years.

FRANCIS DUBOIS has joined the studio
control staff of WIS, Baltimore.

LOUIS WALTERS has joined the engineering
team of WIBU, New York, and
DOUG MOON, engineer of CKY
Winnipeg, is the father of a girl. Valerie Irwin.

CLAUDE SNIDER, equipment super-
visor of CKY Brandon, Man., is leaving
the station due to bad health and is
moving to British Columbia.

GORDON THOMPSON, engineer of CKY
Winnipeg, and DOROTHY LOCHT, of
commercial department, were
married June 14.

TED DAVIS, ex-KDKA, and
Canadian Vocational Training Radio
Course, has joined CKWQ Monticello, N. B., as
transmitter operator.

BOB FULLER, formerly with WHY
Choteau, Mont., has been with
WOC, Washington, D. C., as
transmitter operator.

BILL HUTTON, engineer at KBAP
Omaha, is the father of a boy, born July 3.

UST Sets in Use

VIDEO RECEIVERS made by
United States Television Mfg. Corp., New York, are currently in use in
13 states, the District of Columbia and Mexico, Huber Hoge,
UST president, reported, stating
that the demand for television sets outside of New York City now ex-
ceds the New York metropolitan
area demand by 20%. The UST
sets in Mexico City are being used
for experimental purposes by the
Com in electronic, he added.

New WREN Quarters

WOBK was begun last Tuesday on
a new transmitter building for
WREN Topeka, Kan. Located five
easts of the city, the building
will house a 5-kw Westinghouse
transmitter. Construction has also
begun on a new studio building.

Regardless of the building
opposite the Kansas statehouse
with completion expected in
August.

This will house the staff
pending completion of a model ra-
dio center planned by the station.

WAZL Raises Funds
To Erect New Plant
Community Project Is Expected
To Ease Unemployment

COMMUNITY leaders — domi-
nant force in the operation of
WAZL Hazleton, Pa. — is respon-
sible for a campaign which will solve
a substantial part of the city's un-
employment problem. Victor C.
Diehm, WAZL manager led a drive
to raise $500,000 to erect a plant
which will be operated by Electric
Auto-Lite Co., Hazlet. The drive
became concerned last year over the presence of 4,000 un-
employed in the city, with many of them jobless war veterans. The
future looked bad because anthracite mines have been closing shaf-
tines in favor of cheaper strip
mining, which employs fewer
people.

When the Chamber of Commerce
decided to do something about the
problem, Vic Diehm, its president,
wanted into action. Looking around,
he found Electric Auto-Lite was
planning to expand. Largely inde-
dependent in the electrical field,
the company wasn't interested but
agreed to send a group of execu-
tives to look over the town, highest
in Pennsylvania (1,900 feet).

When they saw the available la-
bor supply, they promised to come in
if the Hazleton group could help
finance the plant. That's where
WAZL entered the scene. The
plant led a drive to raise $500,000, to
be invested in a plant.

WAZL alerted the town by plac-
ing an announcement on every sta-
ton break — how the campaign was
progressing, what was needed,
where committees were meeting,
when mass meetings would be held,
everything to keep the public in-
formed and prodded into action.

The $500,000 was raised, and on
time. Auto-Lite will pay $800,000 a
year for 10 years, the plant
then becoming its property.

Mr. Diehm operates on the theory
that a station and its manager
should be community leaders. He
has just been reelected C. of C.
president, was Kiwanis president
as well as past District Governor, was
chairman of the Red Cross drive
and YMCA campaign.
JULY 3 TO JULY 10

July 3 Decisions . . .

BY A BOARD

Conditional FM Grants

Granted conditional Class B FM grants to three applicants; subject to further review and approval of engineering details. See story BROADCASTING, July 3.

Transfer of Control

WJLK Asbury Park, N. J.—Granted transfer of control from J. Lyle Rimmon, deceased, to Mable Briner Rimmon and Asbury Park National Bank and Trust Co., executors and trustees, aRising out of death of J. Lyle Rimmon, owner of 99% of capital stock.

FM CPs Granted

Granted CPs for nine Class B FM stations; cond. Also issued CPs to five Class B stations in New Hampshire. See story BROADCASTING, July 3.

Rules Amendment

Adopted amendment to Sec. 3.306 of Rules so that television Channel 9 is withdrawn from Desert metropolitan area in table showing allocation of television channels to metropolitan districts in U.S., effective immediately. Action taken to honor Canadian reservation of Channel 9.

—AM-910 kc

Tri-Borough Bestg. Co., Apollo, Pa.—Granted CP new station 650 kc 1 kw D; cond.

—AM-1350 kc

Pocono Record Inc., Stroudsburg, Pa.—Granted CP new station 1550 kc 1 kw D; cond.

—AM-1250 kc

Tri-City Bestg. Co., Bellaire, Ohio.—Granted CP new station 1250 kw D 1 kw; cond.

—AM-930 kc

The Daily News Bestg., Co., Bowling Green, Ky.—Granted CP new station 930 kc D 1 kw; cond.

—AM-1350 kc

Cecil W. Roberts, Farmington, Mo.—Granted CP new station 1350 kc 1 kw D; cond.

—AM-900 kc

Antigo Bestg. Co., Antigo, Wis.—Granted CP new station 900 kc 250 w D; cond.

—AM-1340 kc

Gillespie Bestg. Co., Fredericksburg, Tex.—Granted CP new station 1340 kw D 250 w; cond.

—AM-1250 kc

Benton County Broadcasting, Kanawha, Wash.—Granted CP new station 1250 kc 250 w D; cond.

Modification of CP

KTVT Rolla, Mo.—Granted mod. CP to change frequency from 1350 kc to 1400 kc, operating with 250 w D; cond.

Petition Dismissed

KXEO Mexico, Mo.—Dismissed petition requesting reconsideration of Commission's action of April 19, granting application of Show-Me Bestg. Co. for new station on 1340 kc, since above action renders issues moot.

Assignment of License

WTAL and WYAL-AM Tallahassee, Fla.—Granted consent to voluntary assignment of license and CPs from Capital City Bestg. Corp. to John H. Phipps, as outright awardee and sole stockholder of licensee.

WLAK Lakeland, Fla.—Granted consent to voluntary assignment of license of WNLK from The White Tower Bestg. Corp., partnership of H. Ross Perkins and J. Eric Williams, to H. Ross Perkins, and WYAM from The Central Bestg. Co., a partnership composed of same two individuals, to J. Eric Williams (i.e., dissolution of two partnerships to result in new station becoming sole owner and licensee of a station).

Assignment of Permit

KDSH Bole, Tex.—Granted assignment of permit to DFYS and conditional grant of permit for an associated FM station from Queen City Bestg. Co. to Boise Valley Bestg. Inc. where it will be controlled by assignor; cond.

Transfer of Control

WLOF Orlando, Fla.—Granted consent to voluntary transfer of control from George G. Oliver to Walter C. Shea and Wm. J. Sears for 650 kc 5000 for 50% interest.

Hearing Designated

WTOM Bloomington, Ind.—Designated for hearing application to change facilities of 1300 kc 10 kw w; to 1290 kc 250 w, and for extension of date of commencement and completion of construction; ordered WDAN WKBV would become party to proceeding.

The Montanna Network, Missoula, Mont.—Designated for hearing application for new station 1340 kc 250 w; cond.

Petition Granted

Adopted order granting joint petition of National Bestg. Co. and Ogden Bestg. Inc. Ogden, Utah, requesting Commission to withdraw their joint petition for reconsideration and dismissal order in response thereto, dated 11-29-46, setting aside grant made without hearing on 8-1-46 of application of Central Utah Broadcasting, for new station at Provo, Utah; 1400 kc 250 w D; should application from consolidated proceeding with petitioners applications, removed from hearing docket and reinstated grant of 8-1-46 to Central Utah Broadcasting, as certified record in consolidated proceeding held on petitioners applications in June 1946.

JULY 4

FOR 11 YEARS WBNS HAS PULLED A HUGE AUDIENCE FOR ATLANTIC REFINING SPORTS BROADCASTS

ASK JOHN BLAIR

In Columbus, Ohio's

COVERS CENTRAL OHIO

Recipient of 1946 AYER RADIO AWARD

BROADCASTING • Telecasting

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JACK THE BELL BOY

Drew 26,000 letters in one month.

3:30 to 6:00 P.M.

MON. THRU FRI.

Write or Wire for Details

JACK THE BELL BOY

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK

JAMES F. HOPKINS, INC.

CURLS BUILDING

DETROIT 2

DA-NON

ACCESS FOR FILING

AM-1600 kc

Baker Bestg. Co., Prescott, Calif.—CP new station 1600 kc 1 kw DA.

Modification of CP

WJID Chicago—Mod. CP, which authorized increased power, install new trans., and DA-DM, for extension of completion date.

Assignment of License

LAU Garden City, Kan.—Voluntary assignment of license to Kansas City Telegraph Pub. Co.

Modification of CP

KJAY Topeka, Kan.—Mod. CP which authorized new station to increase power from 5 kw to 5 kw D, to install new trans., and to change trans. locations.

WFOR Hattiesburg, Miss.—Mod. CP as mod. which authorized installation of new vertical ant., with FM ant., mounted on top, make changes in ground system, and change trans. loc., for extension of completion date.

—AM-1220 kc

Hub City Bestg. Co., Hattiesburg, Miss.—CP new station 1220 kc 250 w D. contingent upon WKBK McCrill, Miss.. being granted change frequency.


—AM-350 kc

Stratford Bestg. Corp., Rochester, N. H.—CP new station 930 kc 1 kw D.

—FM-Unknown

Harry D. Ferrand, Minn. 15 kc—CP new FM station (Class A) on frequency to be assigned by FCC, pending transfer.

AM-900 kc

Northwest Bestg. Co., Fargo, N. D.—CP new station 900 kc 1 kw D.

Modification of CP

WTAM Cleveland—CP, which authorized to install FM ant. on top of vertical ant., for extension of commencement and completion dates.
FCC Actions
(Continued from page 68)

Applications Cont.: WCOL Columbus, Ohio—Mod. CP, which authorized to move main
trans. to present location of main trans., be used at any time, with power of
250 w, for extension of completion date.

AM—580 kc
Charles L. Calm, Grand Prairie, Tex.—Mod. CP, new standard station 980 kc 250 w.
AMENDED to change frequency from 780 kc to 1200 kc increase power from
250 w to 1 kw, change type trans. and make changes in vertical ant.
FM—Unassigned
Earl C. Hankamer, Houston, Tex.—Mod. CP, new station (Class B) on 92.1 to 103.9 mc band, ERP 2880 w.

Modification of CP
KSL Lubbock, Tex.—Mod. CP, which authorized increase power, new trans. and change
trans. location, for extension of completion date.

AM—1620 kc
Williamson County Bstg. Co., Taylor, Tex.—CP new standard station 1200
kc 1 kw D.

AM—1460 kc
Apple-land Bstg. Inc. Wannetahe, Wash.—new standard station 1340
kc 250 w.

APPLICATION RETURNED
FM—Unassigned
The Southwestern Baptists Theological
Seminary, Fort Worth, Tex.—CP new FM
station (Class B) on 92.1 to 103.9 mc band, return FM, Sec. 30, CP not properly certifed nor verified.

TENDERED FOR FILING
Assignment of CP
WIL, Peoria, Ill.—Consent to assign-

AM—920 kc
Lewis Wiles Moore, Glendale, Mont.—
CP new standard station 1240 kc 250 w
D.

AM—980 kc
The Progressive Pub. Co., Clearfield, Pa.—CP new standard station 900 kc 500 w
D.

AM—1430 kc
Lydn Bestg. Co., Newar, Ohio—CP
new standard station 1430 kc 500 w.

AM—1320 kc
Hocking Valley Bstg. Corp., Lan-
caster, Ohio—CP new standard station
1320 kc 250 w D.

AM—960 kc
World Wide Television Corp. Bakers-
field, Calif.—CP new standard station
900 kc 1 kw D.

AM—1390 kc
WFBT Baltimore—CP to mod. DA oper-
ing at 1300 kc 500 kw D.

Assignment of License
KWXT Waco, Tex.—Consent to assign-
ment of license to KWXT Bstg. Co.

AM—1240 kc
WROV Rochester—CP to change
frequency from 1480 kc to 1430 kc using
250 w D. (Contingent on grant of pending application of WLSB).

July 7 Decisions

DOCKET CASE ACTIONS
(rop by the Commission)

Announced final decision granting ap-
plication of Monterey Bay Broadcasting
Co. for new station at Santa Cruz, Calif.,
1460 kc 1 kw unln. DA and of Cascade Bstg. Co. for new station at San
Jose, Calif., 1500 kc 1 kw unln. DA, and denial of applications of Golden Gate
Bstg. Co. San Franciono, to change
frequency of KSRN from 1450 to 1460 kc
and increase power from 200 w to 200 w
unln. DA; Cascade Bstg. Co. Inc.
Yorba, Calif., to increase power KTYW
from 500 w to 1 kw and appli-
cation of Bakersfield Bstg. Co. for
new station in San Sal Joaquin, Calif., 1490 kc 1 kw unln. DA, and denial of
applications of Golden Gate Bstg. Co. San Francrono, to change
frequency of KSRN from 1450 to 1460 kc
and increase power from 200 w to 200 w
unln. DA; Cascade Bstg. Co. Inc.
Yorba, Calif., to increase power KTYW
from 500 w to 1 kw and appli-
cation of Bakersfield Bstg. Co. for
new station in San Sal Joaquin, Calif., 1490 kc 1 kw unln. DA, and denial of
applications of Golden Gate Bstg. Co. San Francrono, to change
frequency of KSRN from 1450 to 1460 kc
and increase power from 200 w to 200 w
unln. DA; Cascade Bstg. Co. Inc.
Yorba, Calif., to increase power KTYW
from 500 w to 1 kw and appli-
cation of Bakersfield Bstg. Co. for
new station in San Sal Joaquin, Calif., 1490 kc 1 kw unln. DA, and denial of
applications of Golden Gate Bstg. Co. San Francrono, to change
frequency of KSRN from 1450 to 1460 kc
and increase power from 200 w to 200 w
unln. DA; Cascade Bstg. Co. Inc.
Yorba, Calif., to increase power KTYW
from 500 w to 1 kw and appli-
cation of Bakersfield Bstg. Co. for
new station in San Sal Joaquin, Calif., 1490 kc 1 kw unln. DA, and denial of
applications of Golden Gate Bstg. Co. San Francrono, to change
frequency of KSRN from 1450 to 1460 kc
and increase power from 200 w to 200 w
unln. DA; Cascade Bstg. Co. Inc.
a revolutionary new studio camera

Produces sharp, realistic television pictures without hot lights

This is it! RCA's new studio camera which does for indoor productions what RCA's super-sensitive field camera equipment did for outside events! Television pictures produced with this camera are sharp and clear, contain half-tone shadings needed for natural-appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles... functions down to 25 foot candles.

This studio camera opens new fields of studio production. Is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

STUDIO CAMERA CONTROL—one required for each camera... becomes part of video console... permits operator to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).

VIDEO CONSOLE—comprised of studio and film camera controls, a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance... permits adding extra units at any time.

Here, we believe, is a real aid to versatile, low-cost studio programming... brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements. Write Dept. 18-G-2.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
FCC Actions
(Continued from page 64)

Decisions Cont.: hearing on July 28, Washington to: (1) determine whether petition of Allen Lee Buss, Co. for leave to amend its application to show removal of Gene L. Cagle as director and stockholder of applicant corporation and to retain application as amended in hearing; (2) to determine whether applicant corporations or their respective officers, directors and stockholders, are legally financially and otherwise qualified to construct and operate proposed stations, and (3) to determine on comparative basis which, if any, of applications in proceeding should be granted.

July 7 Applications . . .

ACCEPTED FOR FILING

AM-1490 kc


Modification of CP

KSRO Santa Cruz, Cali.—Mod. CP which authorized new standard station to increase power from 1.5 kw to 500 kw, 1 kw D, change from D to unli., and add DA-N.

WWMW-FM Meriden, Conn.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

License for CP

The Western Connecticut Bstg. Co., Inc., Stamford, Conn.—License to cover which authorized new remote pickup station WILS

WDB Daytona Beach, Fla.—License to cover which authorized new FM station. AMENDED to change.ant. details.

Modification of CP

KTFI-FM Twin Falls, Idaho.—CP which authorized new FM station for extension of completion date.

KTFI Twin Falls, Idaho.—Mod. CP as mod. which authorized increase in power, install new trans. and studio location, for extension of completion date.

WGINA Chicago, Ill.—Mod. CP which authorized new commercial television station to change to color, to change to AM and FM and to extend completion date.

WLFI-FM Peoria, Illinois.—CP which authorized new FM station to specify trans. site and ant. systems.

KIMV Hutchinson, Kan.—Mod. CP as mod. which authorized increase in power to 500 kw, change in ground systems, and to extend completion date.

WTPS New Orleans, La.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WMAR Baltimore.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

Minnesota Bstg. Corp., Area of Minneapolis.—Mod. CP which authorized new remote pickup station KXOL, for extension of completion date.

FM-UNASSIGNED

Kennett Bstg. Corp., Kennett, Mo.—CP as mod. which authorized new FM station.

Union Bstg. Co., Elizabeth, N. J.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 1 kw and antenna height above average terrain 153 feet.

Modification of CP

KHV-TV Albuquerque, N. M.—Mod. CP as mod. which authorized new commercial television station for extension of commencement and completion dates.

WGR Buffalo, N. Y.—Mod. CP which authorized new FM station in DA-N to make changes in ant. and ground systems, and for extension of completion date.

AM—1380 kc

Benlee Bstg. Co., Patchogue, N. Y.—CP new standard station 1380 kc 250 w D.

AM—1380 kc

United Garage and Service Corp., Lakewood, Ohio—CP new standard station 1380 kc 500 w D.

Modification of CP

WPIL Philadelphia.—Mod. CP as mod. which authorized increase in power, install new trans. and DA-ON and change trans. location, for extension of completion date.

KQV-FM Pittsburgh.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

American Colonial Bstg. Corp., Ar-

TALK on "Child Discipline" by Mrs. Aline Auerbach (second from left), head of family counseling service of Child Study Assn. of America, featured June 25 broadcast of Second Mrs. Burton on CBS. Program, heard Wednesdays, is sponsored by General Foods Corp., which since April 30 has been devoting part of each Second Mrs. Burton broadcast to a counsel talk on some matter of interest to American housewives and mothers. With Mrs. Auerbach are Max Wylie (l), program manager for Young & Rubicam, agency handling show for General Foods; David Levy, daytime radio supervisor for Young & Rubicam, and Mrs. Viola Burns, director of Second Mrs. Burton.

(Continued on page 77)
PRINTED CIRCUIT SET IS DESCRIBED BY SCIENTISTS

POSSIBILITY of combining a phonograph amplifier, AM receiver, FM receiver and television set into one small cabinet is discussed by National Bureau of Standards scientists in the July issue of Domestic Commerce, monthly publication of the Dept. of Commerce.

The printed circuit, a method of printing the wiring and circuit components on an insulated surface developed by the Bureau, [BROADCASTING, Feb. 24] would be used in the new cabinet. Each circuit in the cabinet could be a separate subassembly built in plug-in fashion. Thus, the listener could plug in whichever circuit he desired at any particular time.

The printed circuit was developed in cooperation with electronic manufacturers for the tiny generator-powered proximity fuse and, according to the article, it promises to simplify production methods and to accelerate the manufacture of cheaper, more compact and more uniform electronic equipment.

**Promotion**

UNIQUE 14-page brochure has been prepared to promote its "Newreel Theatre of the Air" program. Cover of brochure is divided in center and represents stage curtains. When "curtains" are opened first "a.m." segment appears, reading "WHN Presents "Newreel Theatre of the Air" 6-7 a.m. Monday, 7-8 a.m. Sun.; 11-12 midnight, Mon.-Sun." Each page of brochure is covered with a "film" segment. Format of show is given, stating that 12 "film" segments are repeated five times during each show to enable listeners who tune in late to get all the news. Data on sales effectiveness of show is included along with reproductions of various promotion used for the series. Letter accompanying brochure states that some segments of show are now available for sponsorship.

Life Savers

SMALL PACKETS, each containing a roll of Life Savers candy, are distributed to the trade by Howard Kalisch, advertising manager, WJZ-Cincinnati. N. J. Promotional wrapper on the roll of candy reads, "There Are Times When the Right Answer Can Prove a Life Saver to a Show." Mr. Kalish is heard nightly on "After Hours" show on WHOM.

Philco Brochure

BROCHURE titled "A Revolutionary New Kind of Television From Philco Leader" is now being distributed by Philco dealers. It is its new television receiver ([BROADCASTING, April 14, 1947]. Booklet shot out of box as impressive remainder of station.

LISTENERS' PICNIC

PLANs are being made for "Listeners' Family Picnic" to be held July 21, sponsored by WBVA Richmond, Va. Participants will be able to watch, dance and sing, with music by cast of WBVA's "Old Dominion Broadcasts" program, along with hour-long broadcast of "Rancho Grande" and "Invisible Man." In addition, swings, trampolines, "hat" and "hat" and "hat" will be staged in the park.

Publishes History

HISTORICAL booklet has been published by Cedar Rapids Radio Council, formed by WMJ that city, in 1940 and composed of 21 educational organizations of the city. Booklet is titled "History of Cedar Rapids Radio Council" and includes, in addition to chronological history of organization, statements of council's purpose and growth. Twenty-page pamphlet contains pictures of members and events that were concluded with presentation of full constitution of the organization.

**Caravan at Harrisburg**

GREATLY INCREASED traffic was produced by the visit of RCA Victor-Hall Broadcast Caravan at Pomeroys' store in Harrisburg, Pa. According to Arthur Jerome, television sales promotion manager of Pomeroys', purpose of the Telecasting Caravan is to bring television to the people ([BROADCASTING, April 4, 1947]. June 16, June 9 and 16), and Mr. Jerome indicated that an increase of 30% in store traffic was noticed during the events. Representatives of sponsors whose products were televised at each of these done performances were pleased with the presentation. Mr. Jerome stated that television should definitely have a place in the promotional activities of department stores.

**Birthday Folder**

ANNOUNCEMENT of station's 15-weeks birthday is used as theme of latest promotion folder of WERK Pittsburgh, Pa. Cover of three free folder presents picture of baby holding large pie and card insertion, "June 16th Weekends Delivers Juicy Piece of the Pie For You." Inside folder presents data of station's advertising accounts, point-by-point advertising benefits for "Be Effective." Pictures and copy designed to encourage prospects to telephone "BORN WITH WEER" staged in conjunction with National Baby Week ([BROADCASTING, May 12]. Back of folder lists all present sponsors of WEEK and programs they present.

Letters to "Flack"

AS PART of promotion for NBC "Colonel Humphrey Flack" show, Arthur C. "Flack" Robinson, national advertising manager, KYW Philadelphia, sent out letters to all persons named Jack located in city and within three miles and asked them to listen to 8:30 p.m. each Thursday starting July 3. He also called each Flack family following letter, asking their opinions. Letters were sent to all local publicity men.

**Video Booklet**


Memo Minds

RECENTLY WSON Birmingham distributed plastic "Memo Minder" to the tune. "Memo Minder" are red and clear plastic carrying the letters "WSON-Alabama's Best Part" in gold.

Rule Books

BASEBALL rule books are being supplied to sports fan listeners who write in for them by CJCA Edmonton, Alta, in conjunction with baseball leagues and manufacturers. Baseball and local rule books are being distributed.

RCA Guide

A "QUICK Selection Guide" offering technical information on more than 200 RCA transmitting and industrial tubes is now available from RCA dealers. The RCA Tube Dept. has announced. In abbreviated folder form, guide presents dimensions, ratings and other information of interest to broadcast stations, laboratories, electronic equipment manufacturers and other users of these types of tubes.

**SHOPPING by Radio**

New Program Idea Creates New Audience

Last year, WDRC's Program Dept. gave you the "Market Baskets!", the successful morning show that's doing a real selling job for a full quota of advertisers. Now, "Shopping by Radio", another original program, already has captured the morning audience from 9:45 to 10:45 with an excellent rating in a few short months. "Shopping by Radio" will sell your product to Hartford shoppers. Ask for details.

WM. F. Malo, Commercial Mgr.
REPRESENTED BY RAYMER

**"NBCing you..." in INDIANAPOLIS**

"Sportsman's Corner" Comes On -and the Week-enders Are Off!

Among the outdoor enthusiasts of Indiana, the week-end officially begins Thursday evening at 7:45 (C.D.S.T.), when "Sportsman's Corner" comes on the air via WIBC. With Public Events Director Gordon Graham as guide and chief yarn-spinner, "Sportsman's Corner" provides a fast-and-fun-packed fifteen minutes of late information on where the bass are biting and what conservation clubs are doing in outdoor Indiana. There's a prize every week for the best true story about hunting or fishing... and always a word about some special spots for the family's week-end outing. "Sportsman's Corner" has a firm hold on the ears of Hoosier anglers, nimrods and other out-of-doors fans. So, if your product is designed for their use, contact your John Blair Man for complete details.

JOHN BLAIR & COMPANY  •  NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

JULY 14, 1947 · PAGE 69
UISING portable tape recorder, KJWB Globe, Arts, is planning new travel series along theme of "Post-War Vacation with KJWB to San Francisco." War correspondent and KJWB program's director, and associate will travel to Los Angeles International Convention in San Francisco latter part of July, and originate two broadcasts along the way on the recorder. Series will be sponsored by Globe Ford Dealer (trip will include in 1947 Ford convertible) and local Richfield Oil distributor. Newspaper campaign has been outlined using lead, "Go to Prisco With KJWB," and special pre-program announcements and features will precede trip to San Francisco. Globe to cover over 2,000 miles of automobile travel.

Table Talk

COMBINATION of audience participation, off-beat humor and musical show constitutes new program "Table Talk" heard on WLAI Lansing, Mich. Bud Kaufmann, m.e., in charge, is Lansing's Steak House, sponsor of series, asking questions designed to draw musical preference from listeners. Program is radio is used as studio call request by listener or line switch. Photographer takes pictures of each interviewee, who later receives print. "Table Talk" is a copyrighted feature and is aired five times weekly at 11:45 a.m.

News Features

INCREASING its news coverage and set, WLRB Lebanon, Pa., added three new features to its schedule. One, a local newsmagazine program from Harrisburg, state capital, has been added. Titled "Capital City Dispatch," this program consists principally of strictly local news. Because Harrisburg is the capital, news is presented only in headline or bulletin manner. News from six small communities in Lebanon area is presented in series of six weekly news programs. The program was set up recently as a development. News of one particular community is used each week. The show's feature is "Local News Review," sponsored by local discount store. Review is review of station's local news programs of the day and is meant to reach listeners who missed other programs.

Fashions In Music

LATEST FASHIONS and musical selections by world-renowned CKNW New Westminster, B.C., sponsored by W. C. Collister Ltd., local ladies ready-to-wear store. Titled "Fashions in Music," show is aired daily 11:45-12 noon throughout the station's territory, in contest in which listeners are asked to make as many words as they can from phrase. "Quality Pays." First, second and third prizes are $10, $5 and $10, respectively.

Race Coverage

ANNUAL 13-mile endurance ride of Range Riders from Billings, Mont. to Miles City, Mont., is known as the "Tallgrass Cattle Drive," June 23 and 24. Station broadcasts live from the race, covering the horses, riders and spectators. The "race" - equipped riders are moved to Custer, first lay-over point in the mile and a half of horses and departure described. From Custer, second lay-over point, to Miles City, XBRF forms a relay, riders passing, chasing running account of race to the starting point, with cover for the next 15 minutes each hour. Finish of the race and arrival of winner of $1,750,000, who is the winner, is aired as Queen of Virginia, queen elected on the "Queen for a Day" program, placed wreath of roses on winner.

Travel Tips

TIPS ON weekend travel is weekly feature originated by WTAG Worcester, Mass., called "Weekend Travel Guide." B. F. Thomas, who conducts show, motors to interesting places in New England on Sunday and on NBC-Network recommends various destinations that make ideal Sunday drives.

"Yock" Meter

IMAGINARY DEVICE for measuring quality of music is latest feature in "Broadway Bandwagon," record show over WJRH Jacksonville, Fla. Charlie Hargrove, WJRH engineer, conceived machine to be huge affair, capable of producing a number of words and noises and through devious processes, measuring in terms of "yocks." Listeners send in jokes and they are presented on "Broadway Bandwagon." Engineer Harris then utilizes his imaginary machine, judges Jokes. Any proposed noises issued from machine, he gives results of "yocks." Poor jokes receive sarcastic or humorous "yocks."
FCC Actions
(Continued from page 68)
July 8 Applications . . .
ACCEPTED FOR FILING

Modification of CP
KYSC Yuma, Ariz.—CP which authorized new standard station to make changes in DA.
AM—1230 kc.

KOTN Pine Bluff, Ark.—CP to change frequency from 1640 to 1230 kc and make changes in trans. equipment. Contingent upon KOTN being assigned 1550 kc.
FM—Unassigned
San Gabriel Valley Broadcasting Co., Monrovia, Calif.—CP new FM station on frequency to be assigned by FCC, ERP 106 kw and ant. height above average terrain 1550 ft.
License for CP
KANE San Jose, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
Assignment of License
WQQW Washington, D. C.—Voluntary assignment of license to Radio Station WQQW Inc.
AM—983 kc.
Mercantile Bstg. Co., Miami Beach, Fla.—CP new FM station (Class B) on Channel 85, ERP 134 kw and ant. height above average terrain 1550 ft.
AM—Unassigned
WMLT Dublin, Ga.—CP to install new ant. and mount FM ant. on AM tower.
Modification of CP
WMZ Macon, Ga.—CP which authorized increase power and changes in trans. equipment to install new trans.
AM—1533 kc.
Lake County Bstg. Corp., Hammond, Ind.—CP new standard station 1533 kc, 5 kw D and 5 kw B.
FM—94.7 kc.
Southwest Bstg. Co., Creston, Iowa.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 10 kw and ant. height above average terrain 667 ft.
Modification of CP
WHB Davenport, Ia.—CP which authorized new standard station to specify ant. and trans. location.
AM—95.5 mc.
Key Bstg. Corp., Baltimore—CP new FM station (Class B) on Channel 238, 105.3 mc, ERP 20 kw and ant. height above average terrain 977 ft.
Modification of CP
WBMD Baltimore—CP which authorized new standard station for approval of ant. and trans. location.
AM—1340 kc.
San Luis Obispo Bstg. Co., San Luis Obispo, Calif.—CP new standard station 1340 kc 250 kw ERP and 1500 kw ant. location.
AM—Unassigned
Mohawk Bstg. Co., Mason City, Iowa.—CP new standard station 1310 kc 1 kw D.
Assignment of CP
WKPG Binghamton, N. Y.—Consent to be assigned to WKBH Binghamton Bstg. Inc.
AM—430 kc.
WRRF Washington, N. C.—CP to change hours from D to unil., power from 5 kw-D to 1 kw-N 5 kw-D and install DA-N.
Modification of CP
W. Albert Lee, Houston, Tex.—Mod. CP to make changes in DA, omitting power of 5 kw unil. and DA-N on 5 kw D.
AM—490 kc.
WCVB Boston, Va.—CP increase power from 10 kw D and install new trans.

July 9 Decisions . . .

BY THE SECRETARY
KOMA Oklahoma City.—Granted license for increase in power to 50 kw ERP in new trans. and DA-N on 1590 kc.
KREAL Houston, Tex.—Granted license for new station 1590 kc 1 kw DA unil. WIKY Blackstone, Va.—Granted license for new station 1590 kc 250 kw unil.
WWQN Woosocket, R. I.—Granted license to use old main trans., at present location of main trans. for aux. purposes only with 250 watts. KCT Children, Tex.—Granted license for new station 1510 kc 250 D W to specify studio location.
KSEO Durall, Okla.—Granted license for new 5 kw D and 250 kw W.
WTW Nashua, N. H.—Granted CP change type trans. and make changes in vertical ant. and to specify studio location.
KSAC Manhattan, Kan.—Granted CP for extension of completion date to 9-21-47.
KUTC Barstow, Calif.—Same to 9-19-47.
WWON Woosocket, R. I.—Granted CP covering installation of new trans.
WCON Atlanta, Ga.—Granted CP for extension of completion date.
KVOX Moorhead, Minn.—Granted CP for extension of completion dates and to divide by 2.
WTSP St. Petersburg, Fla.—Granted CP for extension of completion date to 12-14-47.
KWK Lafayette, Ind.—Same to 8-14-47.
WLM Milwaukee, Wis.—Granted mod. CP to change type trans. for approval of ant. and trans. location and to specify studio location.
WKD Knoxville, Tenn.—Granted mod. CP to change type trans. and make changes in vertical ant. and to change name of applicant from Independent Bstg. Corp. to Independent Bstg. Co. WJDA Quincy, Ill.—Granted mod. CP for approval of ant. to change type trans. and for 750 kw W.
WLAM Lewiston, Me.—Granted mod. CP to change type trans. and make changes in DA, omitting power of DA, and to specify studio location.
WBTT Tallahassee, Fla.—Granted CP to change type trans. for approval and to specify studio location.
WKDN Kittson, N. C.—Granted CP for approval of ant. to change type trans. and for 750 kW.
WJHP-TV Lawrenceville, Ga.—Granted mod. CP for extension of completion date to 10-18-47.
WNRK-FM New Haven, Conn.—Same to 9-1-47.
WNK-FM Omaha, Neb.—Same to 11-6-47.
WCRT Louisville, Ky.—Same to 11-25-47.
KASO-FM San Francisco—Same to 9-14-47.
KFXD-FM Nampa, Ida.—Same to 1-7-48.
WGPA-FM Bethlehem, Pa.—Same to 10-19-47.
KSEI-FM Pocatello, Ida.—Same to 10-19-47.
WHA-FM Madison, Wis.—Granted mod. CP for extension of time to 9-1-47 in which to complete construction of non-commercial educational station.
Scripps-Howard Radio Inc. Mobile, Area of Cleveland—Granted CPs and license for two new exp. television relay stations.
WBOY-FM Roanoke, Va.—Granted mod. CP new FM portion to extend completion date to 1-20-48.
WMMC-FM McKeesport, Pa.—Same to 9-14-47.
WAFR-FM Winston-Salem, N. C.—Same to 8-24-47.
WNDR-FM Syracuse, N. Y.—Same to 9-13-47.

(Continued on page 72)
That very highly Hooper-rated Sales - Results Premeditated A B C Affiliated Station in Des Moines "THE STATION WITH THE PERSONALITIES" KRNT DES MOINES A Cowles Station Member Mid States Group Represented by The KATZ AGENCY

Gittinger to Head CBS Fall Promotion Clinic

WILLIAM C. GITTINGER, CBS vice president in charge of sales, will be in overall charge of the first CBS Promotions Managers Clinic scheduled to be held at the network's New York headquarters Sept. 8-10. This was announced last week by David Frederick, CBS director of advertising and sales promotion.

Co-chairmen of the clinic are Mr. Frederick and Thomas D. Connelly, CBS director of program promotion. The network's new department heads—research, sales, program, press information, etc.—will address the promotion-managers.

Time buyers and radio promotion and publicity directors of leading advertising agencies also will speak, according to CBS.

"School" Shows Rebroadcast

NINE of the best CBS "School of the Air" programs of last five years will be rebroadcast on Tuesday nights from 10:30 to 11 from Aug. 5 through Sept. 30. Series is intended as a "window" to acquaint adult listeners with the entertainment and educational value of such programs, CBS said.

And that's all for now, folks!

THE June issue of the magazine United Nations World features an exclusive interview with the publisher of La Prensa, liberal Buenos Aires daily. According to the article, Juan D. Peron, Argentina's strong-man president is fighting through Congress a bill which would place all advertising in Argentina under Government control.

Advertising would be thrown into a common pool set up under the Central Office of Advertising. It would then be distributed "equitably" to all newspapers. Thus Argentina's Fascist-tinged Government would be able to maintain an even closer rein on advertising than heretofore, besides the graft possibilities. And, the article adds, an advertisement earmarked for La Prensa might well be "mis-routed" and appear in Evita Duarte de Peron's Democracia instead.
extension of completion date to 180 days after

WKVL Napa, Calif.—Granted mod. CP to change type trans., for approval of trans. and studio locations.

WDRN Elkins, W. Va.—Granted mod. CP for approval of trans. and studio location and to specify studio location.

KEPE Paso, Tex.—Granted mod. CP for approval of trans. and studio location and to specify studio location.

KLOI Lake Charles, La.—Granted li- nence for new station 1500 kc 1 kw DA unal. and to specify studio location.

July 10 Decisions . . . .

BY A BOARD

FM Grants

ext.

icensed.

CF-816.

and San Diego.

FM-1490.

FM—Unassigned

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

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

Northern Californians are enthusiastic about KSFO's planned music . . . . and discrimin-ating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

FCC Box Score

FCC BOX SCORES OF actions as of last week stands as follows: Standard sta-

stations—1,294 licensed, 521 construc-
tion permits, 659 applications pending (of which 412 in hearing); FM-1350 licensed, 831 initial au-

amendments, 148 applications pending (53 in hearing); telecasting stations—six li-

licences, 59 CPs, 10 applications pend-

ing (3 in hearing); non-commercial educational FM-six licences, 33 CPs, 10 applications pending.

WIBL and conditional licence of WIBL-FM from Press Pub. Co. to WIBL Inc. ownership over by same persons; no money involved.

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WIBL and conditional licence of WIBL-FM from Press Pub. Co. to WIBL Inc. ownership over by same persons; no money involved.

Transfer of Control

WCCS Columbia, S. C.—Granted con-

sent to transfer of control of WCCS to 

many owners of licensed and outstand-

stock of licensee to Radio Colum-

nia for consideration of $80,513 cash 

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licences, 59 CPs, 10 applications pend-

ing (3 in hearing); non-commercial educational FM-six licences, 33 CPs, 10 applications pending.
RESULTS COUNT—

A Lazarus Department Store selected the "Sportsmen’s Club"—another WILK studio-built production—to introduce new sports shop to the fishermen and hunters of Wyoming Valley—Pennsylvania’s 3rd largest market.

See Adam J. Young Jr., Inc., for information about the job that can be done for you by

WILK
Wilkes-Barre’s ABC station

INVEST YOUR AD DOLLAR
WCKY
WKB

L.P. Wilson
WCKY
50,000 WATTS
OF SALES POWER

WCKY
WKB

BROADCASTING TRENDS
BASED ON A POLL BY AUDIENCE SURVEYS, INC...

TABLE III
"As now set up, approximately what portion of your fall spot expenditures will be for programs and how much will be for announcements?"

<table>
<thead>
<tr>
<th>% for program announcements respondents</th>
<th>% for announcements respondents</th>
</tr>
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<tbody>
<tr>
<td>100 % and 0 %</td>
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</tr>
<tr>
<td>90 - 99</td>
<td>7</td>
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<tr>
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<td>3</td>
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<tr>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>No answer</td>
<td>15</td>
</tr>
</tbody>
</table>

Average 49

Summary

| 100 % and 0 %                         | 6 %                           |
| 75 - 99                                | 21                            |
| 70 - 79                                | 16                            |
| 60 - 69                                | 14                            |
| 50 - 59                                | 10                            |
| Under 25                               | 22                            |
| No answer                              | 15                            |

100 %

NARBA Changes

CHANGES and proposed changes of several stations in Mexico have been noted by FCC in accordance with the provisions of the North American Regional Broadcasting Agreement. The new assignments are:

1750 kc—KJXG Jalapa, Ver., 250 w unlimited.
1310 kc—KXEMS Montemorelos, N. L., assignment of call.
1390 kc—KXEA Culiacan, Sin., 500 w unlimited. Wuitilas assignment, 500 w night, 1 kw day.
1450 kc—KXEQG Culiacan, Sin., 250 w unlimited.

Trends
(Continued from page 13)

to between 50 and 78% of its budget over one-third of the panel (37%) knew about where between 75 and 99% of its radio money would be spent. 15% had completed plans for fall time purchasing.

When asked:
"How does this compare with this time a year ago?"
The agency man replied:

More already planned—35 %
Less already planned——21 %
Same already planned——38 %
No answers——6 %

100

More than one-third (35%) of the panel reported that they had already planned more of their radio expenditures for the fall than were alone at the same time last year. 21% reported that they were behind last year’s schedule, and 38% that they were about as far ahead on expenditures planning this year as at the same time last year.

The next question asked takes on additional significance. More of the fact that a majority of the panel expect to spend more money on spot business this year than last (question 1 above).

"As now set up, approximately what portion of your fall spot expenditures will be for programs and how much will be for announcements?"

Agency plans for dividing their fall spot budgets between programs and announcements show considerable range of variation, (See Table III.) On the average, they expect to spend about as much spot money on programs as on announcements.

Few agencies plan to use either programs or announcements exclusively; only 6% expect to spend all of their spot money on programs, only 1% expect to devote their entire budget to announcements.

About as many (21%) will devote three-quarters or more of their money to programs (and only 25% or less to announcements) as say the opposite—22% will spend over 75% in announcements and under 25% in programs.

Some 16% expect to spend the major part of the budgets (50-75%) in programs, leaving 25-50% for announcements; while a few more (20%) will spend between half and three-quarters on announcements, leaving between 25 and 50% for programs.

Fifteen percent of the panel either were unable or refused to answer the question:

"Does this apportionment between programs and announcements differ from last fall? If so, in what way?"

Of all respondents

More Programs——22 %
More Announcements——34 %
No Difference——19 %
Indefinite or no answer——25 %

100

Twenty-two percent reported fall plans for spot time call for more program purchases than last year, while 34% will buy more announcements. About one out of five (19%) agency executives report that their budgets will be spent in the same way as last year. One-quarter of the panel were indefinite or failed to answer.

Second report on the fall business survey will appear in July 28 issue of BROADCASTING.

=FMA Pick=

SELECTION of "FM Day" (Wednesday, Oct. 29) during National Radio Week Oct. 26-Nov. 1 was made by the FMA Assn. instead of by W. B. McGill, advertising director of Westinghouse stations and chairman of the National Radio Week Committee, as announced in Broadcasting July 7.

Quits CBS for Cowan

WILLIAM H. ENSIGN, for the past 18 years associated with CBS as an account executive working on program development and network sales, has been appointed to the network sales staff of Louis G. Cowan Inc., New York, transcription and radio package firm. Prior to his CBS affiliation Mr. Ensign was radio director with J. Walter Thompson, sales manager for the Blue Network, and commercial representative for NBC.

BENGALI BEVERAGE CORP.
makers of Indian Head Beer and Ale, has continuously sponsored THE BENGALI REVIEW at 7:15 p.m. on WINR since October, 1940, just two months after WINR went on the air.

WINR

BROADCASTING • TeIecasting
Announcer Sees Stars
HUGH DOWNS, NBC Chicago staff announcer, wishes that his neighbors would either learn the difference between a telescope and an army bazooka, or mind their own "darn business." Astronomer being his hobby, Hugh lugged his contact by the yard short after midnight recently and settled down to communing with the stars. A short time later he saw a star—silver with a six-inch gleaming on the blue uniform of a Chicago policeman. "Don’t fire that bazooka," said the lawyer. "It’s going too far with this Fourth of July celebration business." Finally after a lively discussion about bazookas, the holiday, craters on the moon, and noisy neighbors who turned in the complaint, Hugh convinced the law it was a telescope.

CIVIL SERVICE THANKS NAB, RADIO FOR HELP
APPRECIATION of the assistance given by NAB and the radio industry in an emergency situation was expressed last week in a letter to Arthur Stringer, NAB director of special services, from Hon. E. Mitchell, president, U. S. Civil Service Commission. The letter said, in part: "During the week of June 17, after the usual recruiting methods had failed to produce enough eligibles for security inspectors for the Atomic Energy Commission, we found it necessary to call on NAB."

"NAB, as it did throughout the war period, responded promptly and effectively, and in the three days following we received over 6,000 applications and at the end of the recruiting period more than enough applications were on hand to fill the need for inspectors."

"I want to express the deep appreciation of the U. S. Civil Service Commission for this cooperation which proved so valuable in solving one of our recruiting problems. Your association and member stations throughout the war were an invaluable aid to the Federal government and once again, in peacetime, it has proven of marked value in securing personnel to help protect vital security areas."

WFRP Charlotte, N. C., has been selected by U. S. Army Recruiting Commission to produce radio programs for National Coast Guard stations on the coast of the western North Carolina coast line. Radio programs are to be used to get moreapplications to enroll in the Coast Guard and the Army during peacetime. The program will be aired over stations WATTS, Greensboro, WRRF, Wilmington, and WOF, New Bern. Weekly the program will be sent to the 10 stations for use. Five stations of the 10 are assigned to the coast line.

When You See This You Know
Another BMI "Pin-Up"—Hit published by Penmark Music
ILLUSION
On Transcriptions: LANG-WORTH—Chuck Foster; NORTHERN—Harry King, Barclay Allen; STANDARDS—Leighton Noble; WORLD—Jose Morand, Russ Morgan; THESAURUS—George Wright.
On Records: Xavier Cugat—Col. 37319; Bobby Doyle—Sig. 15070; Hal Winters—Apollo 1034; John Paris—Vie. 26-9021; Dom Jose—Gotham 3003.
Louise recorded interviews on the spot with several persons who had just seen "six disc flying in formation." Special events crew, headed by Bruce Barrington, news editor, rushed to the section of the city from which reports had been phoned to the station. Recordings were put on a regular news program last Monday.

WGY Silver Spring, Md., broadcast a roundtable discussion Tuesday, 5 p.m., on "Is the Flying Disc Real?" Participants were: Dr. Jesse Sprowls, head of U. of Maryland psychology department; Swannette Taylor, aviation expert; and Hazen Kennedy, who has reportedly seen flying discs. WGY News Editor Don Bell was moderator.

Another discussion was featured on WREN Topkka last Monday. Dr. R. S. Alexander, head of the department of physics at Washburn U., and Dr. Will Menninger, past president of the Menninger Clinic in Topeka, discussed scientific and psychological aspects of the "flying saucers."

Martin Wickett, program manager of KING Seattle, reports that KING was the first station to obtain an interview with Frank Ryan, the man who photographed the "flying discs."

The saucy saucers have infected even the music business, says WSM Nashville Music Director Owen Bradley. Mr. Bradley has written a new tune, entitled "Flying Saucers Blues." It was introduced last Saturday's Grand Ole Opry on NBC, with Red Foley doing vocal.

KOY had Phoenix in a dither when a stunt man dropped 550 silver plates over the city during noon rush hour Wednesday. They were inscribed: "Keep tuned to KOY on 550 kc for latest information on flying saucer story."

NINE new standard stations were authorized last week by FCC, including five authorizations for unlimited time facilities and four covering daytime facilities. [See earlier grant page 10].

One of the new AM grantees, News-Journal Corp., Daytona, was granted 1 kw on 1150 kc, is permissible of WNDB-FM that city and publisher of daily News and Journal. Firm last fall had been denied local facilities in competitive proceeding with Daytona Beach Broadcasting Co. Comr. Clifford J. Durr voted for hearing in present action.

The other authorizations and respective ownership interests are:

Orangeburg, S. C., 910 kw, 1 kw, day-time, Orangeburg Radio Co., a co-partnership: Frank B. Best, publisher and one-third owner Orangeburg Observer, and Frank B. Best Jr., 16% owner WNOO Orangeburg. Latter is to sell WNOR interest.

Arecibo, P. R., 1420 kc, 1 kw, unlimited, Arecibo Broadcasting Co. Principals: Arturo S. Marques, sugar mill manager and owner, president; Lila M. Marques Munoz, controller and manager of sugar companies, vice-president; Dr. Americo Robles Boure, farmer-in-charge, secretary; Noel T. King, president, WNOO Arecibo FM. The grant is to be limited.

KING was the first to do for the "flying saucers."

FEATURED PROGRAMS

STUDENTS OF TEMPLE U.
TO USE WFIL STUDIOS OF WFIL Philadelphia will again become laboratories in the fall for Temple University students taking courses in the institution's new Department of Radio, Television, and Theatre [Broadcasting, Dec. 23, 1946]. Four radio studios and control rooms will provide students of the department with facilities for writing, producing, directing, controlling and broadcasting their own work, and the programs themselves will actually be broadcast by WFIL. The work of the students will be directed by Professor Armand L. Hunter, chairman of the department.

As they acquire experience and develop in ability, students will become eligible for membership in the Radio Institute, an advanced and professional group which is to provide talent, technical and research assistance for WFIL. These advanced students will work directly with the station and its staff on radio networks, seminars, programs, and also with local civic, religious and charitable organizations in the preparation of all types of copy and programs for broadcast by the station.
Writers to Debate AAA Plan in Fall

RWG Representatives to Meet Other Groups’ Spokesmen

REPRESENTATIVES of the Radio Writers Guild will meet in the fall with delegates from other writers’ groups to debate the merits of the American Authors Authority proposed by James M. Cain. This was announced last week by Oscar Hammerstein 2nd, president of the Authors League of America, of which RWG is an affiliate.

A committee comprising the RWG, the Dramatists Guild and the Authors Guild was appointed to study proposals for the AAA, originally presented under the aegis of the Screen Writers Guild. A statement last week from the Authors League said that while the AAA plan was not acceptable in toto by this group, parts of it would be adopted by the league.

According to a toplified top official of the RWG, chief stumbling block in the way of acceptance of the AAA as a central leasing organization for writers’ output was the AAA’s insensitivity in retaining sole rights to all material produced by its members. Seven-year limit on all licenses also was questioned.

AAA has been accused by its opponents, most articulate of whom has been Novelist James T. Farrell, of seeking to establish dictatorial control over the nation’s writers.

Upcoming


Dr. Huth Urges Students To Know Foreign Systems

KNOWLEDGE and understanding of foreign systems of broadcasting will install within Americans a much greater appreciation of their own “free radio,” Dr. Arno G. Huth, instructor and authority on international broadcasting, told students of the NBC-Northeastern summer radio institute this week.

Dr. Huth, who is currently conducting a course in international radio at the New School for Social Research in New York, stressed the need for a broadcaster who enters the international field to be ever cognizant of the “great power and influence of this mass medium.” He told students that, with the establishment of the proposed United Nations world-wide radio network, a new and fascinating field would be open to them. Commenting on the State Dept. short wave broadcasts to foreign lands, during wartime, Dr. Huth expressed his belief that, while audiences were small, the programs were effective.

WFAIL Starts Work On Video Studios

Ground Broken for Structure At Philadelphia Arena Site

GROUND was broken Wednesday for television studios of WFAIL-TV Philadelphia. The building will be “the most modern in the country to be built especially for television,” according to station officials.

Participating in the groundbreaking ceremonies were Walter H. Annenberg, publisher of the Inquirer, which owns the station; Joseph First, vice president of the newspaper; Roger W. Clipp, general manager of WFAIL; Kenneth W. Strownan, WFAIL’s television director; Louis E. Littlejohn, chief engineer of the station, and John Furlow, architect, who designed the new building.

Site of structure is on the west side of Philadelphia Avenue, 40th and Market Sts., which was recently purchased by Triangle Publications Inc., parent organization of the Inquirer and WFAIL (Broadcasting, June 16). The WFAIL studios house ice hockey, ice shows, fights, rodeos, and other sports and amusement events.

Ready by Late 1947

Mr. Stownan said construction will start immediately and that the building will be completed and in use before the end of the year. Even before the structure is completed, the station plans to be on the air to meet its self-set fall operating deadline.

Building will be two stories high. On the first floor will be the television studio, a radio studio, control rooms, a projection room, an electronic shop and a property shop. The television studio will be two stories in height, but there will be sufficient room on the second floor to house also a clients’ viewing room, photographic dark room, motion picture processing shop, men’s and women’s dressing rooms and general offices.

First floor offices will contain special observation windows opening on the radio and television studios, affording Arena patrons a view of programs in production in the studios.

WPDQ Jacksonville, Fla. Makes Frequency Change

WPDQ Jacksonville, Fla., listeners at 6 p.m. July 4 switched their dials as the station officially changed its frequency from 1270 to 600 kc.

The building which houses WPDQ’s 5-kw RCA transmitter is a modern, fireproof one located seven miles west of Jacksonville on Normandy Blvd. Five 300-hp. Winch charger towers are used for its directional system and 40 miles of wire in the ground system.

Station estimates that new frequency will serve 195,012 more people and 26,459 additional radio homes in 11 new counties.

WHO is "Listened-to-Most" in 74 of Iowa's 99 Counties (during daytime)

FREE & PETERS, Inc. Representatives

"VIC" DIEHM SAYS...

We Were CONGRATULATED

...by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

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The largest station in the largest city in WEST VIRGINIA

WAZL
HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

BROADCASTING • Telecasting
Jones  
(Continued from page 14)

Effinger had once been sentenced for contempt of court on grounds of perjury in another affidavit he had made—an affidavit against a judge. Sen. Brewer offered to let him refresh his memory by looking at the record but he declined, saying he wouldn't remember it.

Effinger had trouble not only with his memory, but also with photographers' flash bulbs, his right arm, and his inability to locate a cuspidor near the witness chair.

Someone supplied a cuspidor. When flash bulbs exploded as photographers clicked in pictures, he snapped: "Oh Lord, get these things out of here." His defense thereafter was to shut his eyes tight whenever he saw a photographer approach.

At another point he suddenly stood up, stretching his right arm and complaining that it hurt. "Would you mind pulling it?" he asked Sen. Johnson. The Senator complied, Mr. Effinger resumed his testimony.

Webb Testimony
Rep. Jones introduced a volume of law reports showing the Ohio Supreme Court had upheld his successful prosecution of Mr. Effinger for extradition to Michigan for trial there on a charge of criminal syndicalism.

The second witness, Mr. Webb, said he administered the Black Legion oaths in 1934. Mr. Jones, he said, was the only one he remembered of "25 or 30" initiates in the group.

Mr. Webb said he himself was in the Black Legion from 1932 to 1940 but never saw Mr. Jones at a meeting except the night of the initiation. He said he knew of nothing in the Black Legion oath to qualify a member for public office except perhaps "a point of possible discrimination."

Forgery Record
Sen. Capehart introduced a sworn statement by Mr. Webb admitting forgery of 15 payroll checks totaling $653 while employed as a bookkeeper for Lima Cord Sole & Heel Co. in 1941-42.

Mr. Webb said his affidavit linking Mr. Marks to the Black Legion was typed by Mr. Emmons, executive secretary of the CIO Council in the Lima area, who had asked him for it. Sen. Capehart suggested that Mr. Emmons be called to testify later in the day.

Mr. Webb said that after he arrived in Washington he discussed the case "casually" with a man he considered a lawyer for Mr. Marks, Washington radio lawyer and counsel for Mr. Pearson and his associates in their Baltimore radio application, volunteered that it was the man who had talked with the group.

Mr. Webb said the lawyer "just listened and explained what type of case this would be." He told the committee, in response to questions, that Mr. Marks did not suggest any testimony, and that they had contacted him at the suggestion of Jack Anderson, whom he knew only as a Washington newspaperman who had accompanied the group from Ohio to Washington.

He said he didn't know whether Mr. Marks was attorney for Mr. Pearson or whether Mr. Anderson had any connection with the commentator-columnist. Sen. Capehart proposed that Mr. Anderson—later identified as a Pearson employee—also be called for examination.

To Protect Union
The third witness, Mr. Barber, police chief of Beaver Dam, Ohio (population: 400 to 500), testified that he was still a Black Legion member in good standing and that he had voluntarily submitted his affidavit saying he gave the preliminary obligation of the Black Legion to Mr. Jones. He offered it, he indicated, to "protect" the labor union from what he called attacks by Rep. Jones.

Chief Barber said he saw nothing in the oath to condemn a man "if he lived up to the obligation." But the committee pointed out that "failing to live up to the oath." He said the oath might contain some "restrictions" but that he didn't think it had anti-Jewish, anti-Negro or anti-Catholic implications. It does, he said, require members to believe in "God and the Constitution of the United States."

Mr. Barber said he did not oppose the Congressman for hispur-ported membership in the Legion, but complained that Rep. Jones had turned against him and represented "just a few people." Sen. Hawkes interjected that Mr. Jones "must be in pretty good standing with the whole country to have been elected five times."

The police chief testified that he had seen Mr. Jones at Legion meetings after the initiation, before he was elected prosecuting attorney (1935).

With reference to his appearance on Mr. Pearson's Sunday-night broadcast, Mr. Barber was asked about "rehearsal." He said he "read over a piece of paper—what I was to say—a couple of times." He didn't recall details of his statement. Asked whether he told his listeners that he had no objection to Mr. Jones on grounds of Black Legion membership, he replied: "I don't believe that was mentioned."

Sen. Capehart produced papers to show Mr. Barber was committed to a hospital for the insane in 1922 on complaints of Mr. Barber countered that it was a "frame-up," that he escaped after 61 days and fled to Indiana and remained until the Ohio Governor secured a release for him.

He said he had been in jail "for nonsupport." When Sen. Capehart referred to an affidavit saying he had been in jail six times, he con-ceded that he once was jailed "for shooting a guy in Hammond, Ind." He said he was "justified" every time—evoking from Sen. Hawkes the observation that "you were right and the law was wrong."

In the Hammond shooting, he testified, the Indiana Governor "said the only thing he had against me was I didn't kill the guy I shot."

Flurry of Arrests
Questioned by Sen. Capehart, Chief Barber said he made about 80 arrests on July 3-4, whereas on some days he makes none. Sen. Brewer said "one of the stories they put out" was that the arrests were made to help pay for the chief's trip to Washington. Chief Barber insisted that he gets no part of the fees for arrests, and that his only income from the part-time police job is $25 a month.

Sen. Capehart introduced a statement by Sen. White, chairman of the full committee, denying Mr. Pearson's broadcast claims that Sens. Taft and Bricker had inter-vened after the July 3 committee meeting in an effort to have Mr. Barber allowed "without further hearing. Sen. Bricker, present at the hearing, substantiated Sen. White's statement.

Sen. Capehart said the subcommit-tee of the full committee, consisting of Sen. Hawkes, Sen. Hawkes observed that "after hearing the evi-dence this morning, I think I was right."

Opening the Monday afternoon session Jack N. Anderson, who identified himself as an employee of Mr. Pearson and of Bell Syndicate
BROADCASTING

BAHÁ’
The Coming of World Religion

3.
The LIFE, THE MESSAGE and the Martyrdom of the Bab in 1850 have a meaning which can no longer be ignored by an age unable to extricate itself from the dark clouds of violence into which it has plunged.

The Bab’s mission was the first World Event in history, the first expression of the Divine Will involving humanity as a whole.

His inner illumination made Him the intermediary between God and mankind in this unfilled modern world—the channel for the descent of the spiritual truths needed to inspire men with awareness of their interdependence and common destiny.

Through the Bab, God offered his love equally to every tribe, race and people. The sharing of that universal love opened the gate to the power of peace.

BAHÁ’I PUBLIC RELATIONS
236 Sheridan Road
Wilmette, Illinois

FAVORITE VOICE OF QUAD-CITIES

WHBF

- Largest market in Illinois and Iowa, outside of Chicago.

- Over 200,000 urban population.

- No outside station can compare with our powerful, night-at-home SELLING POWER.

- WHBF shows the best BMB ratings of any Quad-City radio station. Ask for it.

- For more information, write Averv Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES

Voice of the QUAD-CITIES

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which distributes the Pearson columns, testified that he spent more than a week in Lima conducting an investigation “which I think you Senators should have been conducting.” Sen. Capehart told him that “we will be the judge of that” and demanded proof that the committee had not intended to have hearings.

Mr. Anderson testified that several Lima area residents told him they knew Rep. Jones was once a Black Legion member but said they declined to sign affidavits because they didn’t want to become “involved.”

“Hate Organization”
Lima CIO Executive Secretary Emmons testified that it was an “open secret” that Mr. Jones had been a member of the Legion. He said himself “infiltrated” into the organization, found it to be a “hate organization” and renewed his fight against it. He said membership should certainly be a bar to public office holding. He told the group that he did not consider himself to have evidence of a member.

Both Messrs. Anderson and Emmons returned to the stand later at their own request. Mr. Emmons particularly was subjected to a cross-examination of questions by committee members, led by Sen. Brewster. At one point the CIO executive asked: “Is this committee defending Mr. Jones or is this an open hearing?” Sen. Brewster, who had had difficulty in getting Mr. Emmons to answer questions directly, replied that the committee had been “concerned with getting the facts” and didn’t invite Mr. Emmons merely “to get your opinion of the committee.”

Mr. Anderson on his second appearance said there was an “obvious difference” in the committee’s handling of pro-Jones and anti-Jones witnesses. Sen. Brewster told him that “evidence may have been affected in some respects by the character of the witnesses and their responses.”

Four witnesses from Lima and SWORN IN as judge of the City Court of Waterbury, Conn., on July 1 was Mitchell G. Meyers (r), who has long been associated in radio with his brother, Attorney Milton H. Meyers (l), as owner and operator of WEIM Fitchburg, Mass., and WWCO Waterbury. During the war Milton Meyers, who presided at the swearing in ceremony, was with the Office of Censorship.

vicinity and two from the Washington, D. C. area appeared in support of Mr. Jones, testifying that they always knew him to be fair and without discriminatory attitudes toward minority groups.

One of these witnesses included a Negro and members of the Protestant, Catholic, and Jewish faiths. They were: Bernard Brender, Lima jeweler; Rev. D. F. Helma of Lima, retired Methodist minister; Roland Moxley, Lima insurance man; Frank N. Lange of Piqua, Ohio; Rev. Charles O. Dutton of Takoma Park, Md., and Father John B. Tennelly of Washington, D. C.

 Voters ‘Satisfied’
They testified that Mr. Jones was a known opponent of the Black Legion and the principles it represented, and those from Ohio pointed out that he had always polled strong votes among Jews, Catholics and Negroes. Sen. Hawkes reiterated that election to Congress five straight times should indicate that the voters are satisfied and put no faith in the charges raised against him.

Mr. Birkhead, executive director of Friends of Democracy, which he described as a non-political, non-partisan investigative agency, opposed Mr. Jones on grounds that he and his views had received “exploitation” in the anti-democratic press.” He said Mr. Jones’ platform was “consistent with theirs” and contended that a man of his views “should not be on the FCC. Mr. Birkhead told questioners that, so far as he knew, Mr. Pearson did not request Friends of Democracy to appear at the hearing, but that he might do so. Sen. Brewster said Mr. Pearson had notified him that the organization wanted to be heard.

Rep. Jones, final witness, appeared briefly to reiterate the denial of any connection with the Black Legion and said he had “absolutely no tie-ins with any right-wing organization.” He said he thought the committee had “properly discounted” a so-called hearsay evidence gathered in Mr. Pearson’s quest for material with which to “smear” him.

Meeting at Wisconsin U.
On Public Service Shows

TOP MEN of the radio industry, serving as leaders and consultants, will be on hand to take part in a 10-day Conference on Public Service (FCC) Radio Programming in Madison, Wis., beginning July 28, sponsored by the U. of Wisconsin and WHA Madison.

Heading the list of speakers are Edgar Kobak, president of MBS, Clifford J. Durr, FCC Commissioner, and Edward R. Murrow, vice president and director of public affairs for CBS, Mitchell Grayson, director of One World or None for WMCA New York, will preside over three of the sessions, heading an institute project “Radio Tackles a Public Problem.”

Other radio men who will participate include Robert Shaw, writer of Mr. District Attorney; Morris S. Mink, New York radio consultant; Wm. B. Levenson, president of the Assn. for Education by Radio; Kenneth Bartlett, director of radio workshop, Syracuse U.; E. S. Lambert, educational broadcast supervisor for CBC, and Ben Park, producer of WBBM Chicago series, Report Uncensored.

Video Academy Elects

EDGAR BERGEN, star of NBC Charlie McCarthy Show, and head of his own Hollywood television production unit, was unanimously re-elected president of Hollywood Academy of Television Arts and Sciences at meeting July 8. Ray Monfort, Las Angeles Times chief of technical operations, was made first vice president and Earl Ebi, J. Walter Thompson Co. producer, second vice president. Other officers include Don McNamara, television director of Telefides Inc., treasurer; Gayle Gitterman, MGM assistant producer, corresponding secretary; Miriam Lane, independent radio producer, recording secretary, and Dr. Eugene Fodor, president of Audio Pictures Inc., secretary.
Dear Timebuyer:

KECK is another of those Outstanding Independent MUSIC and NEWS Stations currently making suckers out of network stations!!!

Smart time buyers are finding that MUSIC and NEWS gives the public what they want, relief from network drudgery.

All this tied to a kilowatt on the "920" spot makes KECK the station "most" people listen to "most" in West Texas.

For rates and availabilities talk to The Howard H. Wilson Company or wire us today!!!

Yours truly
KECK

CG’s Issued by FCC
For 2 FM Stations
Three Class A, Nine Class B Also Issued Last Week

CONDITIONAL grants for two new FM stations were reported last week by the FCC. Assignment of Class A facilities on Channel 296, 107.1 mc, was made to Shroyer Radio Corp., Shamokin, Pa., and of Class B facilities to Idaho Radio Corp., licensee of KID Idaho Falls. At the same time construction permits were issued for three Class A and nine Class B outlets. Additional CPs were granted to previously assigned facilities to one Class A and five Class B stations.

Shroyer Radio Corp. is composed of John U. Shroyer, secretary-treasurer and 50% owner, and his four sons: Lawton W., president; Harlan A., vice president; John E. and George W. Shroyer, and A. Larry. Each of the sons holds 12.5% interest and all are associated with their father in various businesses including the John U. Shroyer Dress Mfg. Co. and the Shamokin Dress Co.

The Commission announced the following allocation plan changes: Greenville, S. C., add Channel 216 and delete 236; Harrisburg, Ill., add Channel 235 and delete 264; and Carbondale, Ill., add Channel 264 and delete 225.

Frequency assignments reported by FCC included:

- WMCQ-FM Hamilton, Ohio—Channel 278, 103.3 mc.
- WICK-FM Ohio—Channel 288, 103.5 mc.
- KECK-FM Greenville, S. C.—Channel 235, 94.8 mc. Operation prior to March 1 was limited to interference of image frequency interference in present aeronautical navigational aid receivers.
- WCIL-FM Carbondale, Ill.—Channel 286, 107.7 mc.

The following FM stations were authorized CPs; conditions (power given is effective radiated power, antenna height is height above average terrain, AM affiliate in parentheses or part of FMC call):

- Deep South Broadcasting Corp., New Orleans—Class A, Channel 229, 89.7 mc, 40 kw, 430 ft.
- Texoma Broadcasting Co., Wichita Falls, Texas—Class B, Channel 231, 94.1 mc, 15 kw, 220 ft.
- Sun Country Broadcasting Co. (KPCB), Phoenix, Ariz.—Class B, Channel 235, 98.5 mc, 8 kw, 106 ft.
- Beatrice Cobb, Morgantown, N. C.—Class A, Channel 232, 94.3 mc, 380 w, 68 ft.
- KVKW-FM Burbank Broadcasters Inc., Burbank, Calif.—Class A, Channel 232, 94.3 mc, 530 w, minus 470 ft.
- KVAT Valley Broadcasting Co., Latella, Ala.—Class B, Channel 275, 102.9 mc, 15 kw, 100 ft.
- Carter C. Peterson (WCCP), Bannan, Ga.—Class B, Channel 238, 95.5 mc, 7.1 kw, 270 ft.
- James Cullen Looney (KURV), Edinburg, Tex.—Class A, Channel 238, 104.9 mc, 660 w, 225 ft.
- WGBG-FM Greensboro Broadcasting Corp., Greensboro, N. C.—Class B, Channel 262, 100.3 mc, 36 kw, 400 ft.

The following were authorized CPs in lieu of previous assignments:

- KOMB Consolidated Broadcasting Corp., Los Angeles—Class B, Channel 268, 101.3 mc, 2 kw, 300 ft.

RADIO’s critics are severely chas- tiised by the New York Post in a recent editorial titled "Spanking for Radio.”

“WE feel sorry for the men who are running radio,” says the paper. “It must be hard enough to run a complicated business in the first place and to make both ends meet, without listening to the gripes of highbrow critics who have completely reformed. They would give the listening public not what it wants to hear but what the critics think is good for them. The first task is to get an audience that will listen. Without this how can you stimulate, elevate and broaden the public taste?"

Refuting the criticism that agencies are withholding new talent from the market, the article says the real trouble is that there is not enough of the kind of talent the public likes. It goes on to point out that you can’t force educational programs down the people’s throats since there is no law in this country forcing anyone to listen to anything.

The editorial then defends day- time serials from attack, saying, “If anybody can suggest something which will hold the audience better than the ‘soap operas,’ that thing—whatever it is—will be welcome as the flowers of spring.”

Finally, in answer to Mr. White’s suggestion that programs be juggled so that more educational programs can be placed in the choice listening periods, the editorial says, “This is a pretty good example of the kind of doctrine preached to business by critics who don’t know much about the business in question.”

Canada Station Earnings For 1946 Are Publicized

FOR THE first time Canadian broadcasting station earnings have been publicized in a group report for 1946 tabulated by the Radio Branch, Dept. of Transport, Ottawa. Report was prepared for the Parliamentary Radio Committee and tabbed by that body. Dept. of Transport report showed that in 1946 nine stations whose fees were based on a population or audience density of over 500,000 people had paid $12,900 in annual fees. They had made a surplus of $57,905 on operating expenses of $1,938,994 and a capital investment of $3,645,654.

Twenty stations with an audience density of between 150,000 and 500,000 had paid aggregate fees of $13,900; their total surplus had been $90,004 on operating expenses of $2,449,705 and a capital investment of $1,962,621.

Stations with an audience density of between 50,000 and 150,000 numbered 27. Their fees totalled $5,000 per year. Their 1946 surplus aggregated $41,413 on operating expenses of $2,157,685 and an investment of $8,169,425. Seventeen stations had an audience density of between 25,000 and 50,000. Fees from these totalled $3,500 and surplus was $164,582 on operating expenses of $787,513 and an investment of $924,762.

Stations in areas with a density of under 25,000 numbered 12, paying $950 in fees. They had a surplus of $29,251 on operating expenses of $292,102 and a capital outlay of $276,731.
RMA Says Surplus Problem Is Licked
Agency Plan Proves Satisfactory in Clearing Warehouses

THERE is no longer a war surplus problem in the electronics field, Radio Manufacturers Assn. announced last week.

This two-year headache, in which various types of sales systems were tried by War Assets Administration, kept manufacturers and Congressmen agitated from time to time as charges and counter-charges were hurled about the way billions of dollars worth of equipment was peddled.

Vast stocks of assorted gadgets, most of them designed for special military uses, became available after the war, leading to whispered stories that scarce broadcast transmitters filled acres of warehouse space.

One or two high-power transmitters were uncovered by WAA and duly sold, but the bulk of equipment suitable to public use consisted of tubes and parts in questionable condition. In most cases, WAA was unable to compile a satisfactory inventory of what it had and its condition. Most sales were made by manufacturers themselves, acting as agents for WAA and receiving a fee for handling.

RMA President Max F. Balcom, Sylvania Electric Products, said the agent plan had returned to the Government "a substantial portion of its investment," but could not specify that it had.

In a review of the past fiscal year, RMA emphasized that the radio industry had returned to full production and prewar competitive practices and that production of radio sets exceeded the rate in 1946 when 15,000,000 receivers were turned out.

Block Show Sellout
SOLD OUT after six weeks is verdict of KFWB Hollywood for the 48 15-minute segments of Martin Block Presents, aired six days weekly. After two weeks, station had sold 33 quarter hours [Broadcasting, June 16].

Newest advertisers were: Magazines Inc., New York (Look magazine), using six-weekly, and the following three-weekly buyers—Procter and Gamble, Cincinnati (Dash); Gold Seal Glass Co., Toledo (One Trib Beer contain- ers); Pioneer Town, Los Angeles (real estate development).

A powerful marine coastal radiotelephone station has been opened at the port of Galveston, Texas, by the American Cable and Radio Corp., New York, parent company of Mackay Tel- ephone Co. The new station is Galveston Radio and Telegraph Co., according to an announcement by the American Cable and Radio Corp.

Meanwhile, a spokesman for WGBK, Chicago's lone commercial TV station in operation, revealed that the station, which recently went "off the air" for two weeks during construction of its new antenna, has received calls and letters from confused set owners querying about the blurred pictures they have been getting on their receivers. The spokesman pointed out that the confusion was especially marked at this time due to inactivity of WKBK, only station which has offered video fare.

Tel Leitzell, general manager of Zenith, said that many of the calls to Zenith came from tavern owners who were getting only the blurred images during the WKBK broadcast. He told Broadcasting that he foresaw possible but not probable conversion of present receiver sets to Phone Vision, when difficulties and details are finally resolved, describing the conversion, however, as a "tremendous "engineering operation" which few owners would be likely to initiate. He pointed out that Phone Vision receivers are expected to be no more expensive than the present ordinary type. He said that it was one of the reasons the Zenith Corp. had cautioned the public against purchase of the present type of receiver which renders only free programs.

Zenith's display is being conducted through July 13 at the company's display salon at 680 N. Michigan Ave., in Chicago. Display points up two television receivers, both receiving pictures broadcast from the company's transmitter nine miles away. One, which picks up only the broadcast signal, presents a garbled picture, while the other, which receives Phone Vision key signals by telephone wire, is clear.

Atomic Broadcasts
THE MAJOR networks have done a phenomenal job of telling a phenomenal story—the atomic bomb since Hiroshima. Here is the box score of special broadcasts about the bomb since Aug. 6, 1946. It includes round-table discussions, scientific reports and actual descriptions such as the Bikini test, but does not include regular newscasts, many of which were devoted solely or mainly to the bomb: NBC—101, MBS—91, ABC—45, a total of 393 network programs built around the atomic bomb and its significance.

Tibbet to WLOX
GENE TIBBETT, president, Mississippi Broadcasters Assn., and until recently manager, WMOX Meridian, Miss., resigned the latter position last week and became general manager, WLOX Biloxi, Miss. WLOX, now under construction, expects to be on the air about Sept. 1. The station will use Western Electric equipment and will have an auditorium studio with a seating capacity of 1,600.

Joins Campbell
SHERMAN GREGORY, associated for the past few years with Schenlen Distiller Corp., New York, as manager of radio advertising, effective July 15 joins the advertising staff of the Campbell Soup Co., Camden, N. J. Mr. Gregory was formerly manager of WEAF New York, and before that manager of KDKA Pittsburgh.

Zenith Demonstration Sets Off Wave Of Calls for 'Pay As You See' Video

SINCE public demonstration a fortnight ago of Phone Vision, Zenith Radio Corp.'s new system of "pay as you see" television, officials of both Illinois Bell Telephone Co. and Zenith have been swamped with calls from people who have expressed a common desire to obtain the new service immediately. Most of the callers have received, of course, only the garbled version on their own television receiver sets, lacking the key signals which would make the pictures clear and sharp.

Comdr. E. F. McDonald, Zenith president, reiterated his belief, however, that the new system, which would place television on a box office basis, is not yet ready for public use, saying that it would require from six months to a year to complete details and get new receivers into production.

In view of the silence of telephone company officials on the new development, Comdr. McDonald pointed out that the companies throughout the nation are legally prepared to handle Phone Vision, inasmuch as most franchises negotiated in recent years authorize telephone companies to provide television service.

Meanwhile, a spokesman for WKBK, Chicago's lone commercial TV station in operation, revealed that the station, which recently went "off the air" for two weeks

Making the best even better!

Now—along with "The Texas Rangers"


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

BROADCASTING • Telecasting
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Help Wanted

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, now on new ERMC-owned station near Concordia, Kansas. Write Mr. A. M. Robben, Chief Engineer, ERMC, Kansas City, Missouri. Wanted: A good all-round announcer for 5 kw CBS station in southern Missouri. Must be able to commensurate with ability. Send all details, including photo and audition. Box 778, BROADCASTING.

Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to Box 883, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Engineer for Indiana station. Must hold radio telephone first class license. Starting salary sixty-five dollars per week. Give experience, education and available possibilities. Box 812, BROADCASTING.

Unusual opportunity for experienced farm announces-director. Must be able to assume full responsibility of farm programming for dominant regional station in Pacific Northwest. All pertinent facts first letter. Please, Box 844, BROADCASTING.

Good solid experienced announcer for general staff work. Advancement, com- genial staff and management, best hunting and fishing area in west. Send particulars, disc. Box 845, BROADCASTING.

Operators—Control with license for 1 kw FM station in midwest. Write Box 850, BROADCASTING.

News editor and rewrite man wanted by progressive 250 kw Mutual station, Splendid opportunity right man to su- pport news director. All qualified experienced man, promotion possible, indicates ability. Good salary. We'll pay for results. Write Box 851, BROADCASTING.

Announcers—operators with ticket. Three wanted. Send disc, if possible, photo, and experience, also state salary required. For new FM station near Trenton, New Jersey. September 15th. Write Box 888, BROADCASTING.

Sales Enginee
Situations Wanted (Cont'd)

Industrious newcomer now employed and with six months experience in advertising and newspaper sales. Possesses enthusiasm, retail experience, and strong desire to work in advertising field. Will work in small market. Box 908, BROADCASTING.

Announcer—3 years experience. Commentator, script writer, song writer, and copy man, 34, married, family. Box 896, BROADCASTING.

Announcer-disc jockey—Experienced in independent station, midwest. Familiar with all aspects of radio. Also involved in national sportscast, platter shows, and commercial spots. Veteran, age 25, married. Disc and phonograph request. Box 909, BROADCASTING.

First class radio-telephone operator desires position. Age 24, single, in high school graduate and 1 year college. 18 months training in Sig of Corp Radio and Radar School; 2 1/2 years experience as first class man in Naval Radar m/f. plant and 6 months experience with commercial broadcasting station. Some experience in advertising. Box 900, BROADCASTING.

 Experienced announcer—Married veteran of radio and television, affiliated, outgrowing present position. Can adapt voice and manner to all type shows. Highest degree. Disc and phonograph request. Now requiring new position. Box 907, BROADCASTING.

Veteran holding first class radiotelephone license desires position with change of location. Box 908, BROADCASTING.

Chief engineer. Ten years experience all technical phases, including field measurements and directions, has technical ability and knowledge needed. Box 907, BROADCASTING.

Hi Sylva may solve your problem with a young, ambitious, enthusiastic, and proven man or woman who has been thoroughly trained in all phases by radio professionals in announcing, network and small stations. Attractive position. Box 905, BROADCASTING.

Guaranteed not a plugger! Just a well versed, versatile, ambitious, steady announcer. Can work alone or in a tandem, continuity, transcription, spaced text. Yes, I can prove it. Can work on the air or in the studio. Can work any three jobs with a future and only one salary. Twenty five years in business. Will send disc or copy. John Laiberte, 12 E. 10 Avenue, Milford, Conn. Tel. 2654-A.

Gas writer seeks connection. No joke. Box 906, BROADCASTING New York City.

1st class phone, single. 23, Prefer employment in college town for part time college study after employment. Dale W. Hunt, Radio Station WMU, Mount Hope, Ind.

Announcer, radio and television. College and 10 years experience in broadcasting. Will work in any kind of station. Box 908, BROADCASTING.

Announcer, also managing, selling and writing experience. Made for small station. Box 909, BROADCASTING.

Engineer—3 years experience in telephone exchange. Any number of small independent stations. More than willing to work in the south. Box 907, BROADCASTING.

Commercial manager. Young, aggressive, proven. Proven sales record. Rigid executive, 2 years experience in management. Box 900, BROADCASTING.

Special events sports director—network follows. Experienced in all phases. Box 915, BROADCASTING.

Situations Wanted (Cont'd)


Get It! Get It! Announcer, vet., married, 25, dastre opportunity on small station. Photo, disc requested. Box 914, BROADCASTING.

Announcer, 12 months experience, 1000 watt station, veteran, single, 23, Disc and phonograph request. Box 915, BROADCASTING.

Announcer, veteran, single, 23, Two years college plus training in broadcasting school. Armed Forces radio experience while in service. Call or write, request. Myron Bars, 8772 Sheridan Road, Chicago, Ill. Box 916, BROADCASTING.

Announcer, dependable, veteran, single. Familiar with all phases of broadcasting. Recent photo upon request. Box 917, BROADCASTING.

Announcer, veteran, 21. Married, inexperienced, 18 months. Veteran, single. Call or write. Box 921, BROADCASTING.

Announcer, veteran, 21. Married, inexperienced. Call or write. Box 922, BROADCASTING.

Announcer, 22, single. Trained all phases NY's leading school, adept disc jockey. Call or write Box 925, BROADCASTING.

Announcer, veteran, excellent. Some commercial experience. Technical knowledge radio, Seek competitive position. Applicants please furnish references. Opportunity more important than salary. Will travel. Box 924, BROADCASTING.

Announcer—Experienced, travel anywhere, sales, merchandising and research. A real producer with a good record of sales. Box 920, BROADCASTING.

Announcer, veteran, Service experience, strong technical background, small and medium size stations. Seeking first commercial position. Experienced in all aspects of radio. J. E. Greenfield, 1220 Sixth Ave., Apartment 32, New York City.

Announcer—veteran, college, married. Newscasting and writing music, commercials. Box 923, BROADCASTING.

Engineer, 1st phone, RCA grid. Sales, service, experience. Box 919, BROADCASTING.

Top-flight newsmen announcer. Fully experienced, three years newscasting. Versatile, sober, conscientious. $600 monthly. Box 917, BROADCASTING.

Top-flight newscaster. Versatile, sober, conscientious. $600 monthly. Box 917, BROADCASTING.

Special events sports director—network follows. Experienced in all phases. Box 915, BROADCASTING.

News-editor, writer-producer with New York network seeks advancement with security. Box 919, BROADCASTING.

BROADCASTING • Telecasting
Probers Warn Petrillo

(Continued from page 15)

fully, "I suggest that before you make a threat to any broadcasters or record companies, that you have your counsel read carefully the testimony you have just given and consider the Taft-Hartley and antitrust laws."

Chairman Kearns said he joined his colleagues in these statements and hoped the union head "would leave no stone unturned" to avoid strikes. He said he was pleased with promises made by Mr. Petrillo to meet with music educators and armed forces officials to develop national policies on performances by school and service bands. He concluded, "I hope you and your board work out an agreement with broadcasters and recording companies so the people of America can enjoy the music they desire."

In discussing results of the hearing, Rep. Nixon emphasized the labor laws' "featherbedding ban," which uses the terms "cause or attempt to cause employment to hire people they don't need." He said Mr. Petrillo had admitted he couldn't make deals at small stations and his plans would require them to hire men they don't need. He reviewed legal protection offered employees of musicians. Noting these, he cited the antitrust laws, saying that while unions are exempt from antitrust laws in calling strikes, a conspiracy to restrain trade and put a firm out of business is not exempt. He added, however, that the union head might attempt to develop "featherbedding tactics within the law or skirt the fringe of the laws."

Complaints from Stations

Rep. Nixon said the subcommittee had received 1,500 answers to its radio station questionnaires, with every station in New York city (NYC, New York municipal station) making complaints about relations with A.F.M. They complained of A.F.M. quotas, which Petrillo said were local situations since the Federation has no quotas.

Only broadcasting witness subpoenaed during the week was Robert D. Sweezy, MBS vice president and general manager. He had been summoned when Mr. Petrillo testified Monday he did not exert personal control over all FM contracts, but was excused Tuesday when the union head reversed his testimony.

M O N D A Y

Mr. Petrillo started off the hearings with the dramatic announcement that the union intends to halt networking of live music programs when network contracts expire Jan. 31, 1948. As a good measure he said that the union doesn't plan to renew recording and transcription contracts Jan. 1 because neither recorders nor the union are satisfied.

Irving G. McCann, counsel for the full committee, asked, "you will stop recording Dec. 31?" Yes, sir," said Mr. Petrillo. "And stop recording on the chains Feb. 1?" "It's a change in our policy," he answered, and responded "no" to a question about allowing film sound tracks on television.

The A.F.M. head said that although 904 stations got network programs in 1945 only 301 employed musicians. He repeated the figures in dozens times during the day. A Chattanooga station has fired its orchestra since the Lea Act was upheld by the Supreme Court, he said. One of his assistants told.broadcasting the station was WAPO.

Under the A.F.M.'s network ban, Mr. Petrillo said, "if a station wants Toscanini, bring him down to the station." After recordings, he claimed that in them A.F.M. is making the weapon that will destroy it. "We get $2,000 for a record and lose a million dollars worth of business," he said. He listed a half-dozen 43 recording negotiations. With batteries of movie cameras and broadcast microphones focused on him, the union president eloquently said that the union's drives "are justified by the recent Detroit convention that A.F.M. go into the recording business."

Sees Unemployment Rise

He conceded there was little unemployment now, but attributed it to the war and predicted half the musicians now working would be jobless in a year. The bands are going out of the hotels and cafes already, he observed. A.F.M. doesn't want to go into the recording business but may have to, he said, if it can be done without violating antitrust laws.

The hearing was opened by Chairman Fred A. Hartley Jr. (D-Ore), subcommittee chairman, who said the probe had been ordered when allegations that A.F.M. practices were against the public and union membership interest were made to the committee. Mr. Petrillo was invited when the charges were first made, but excused at his own request.

Rep. Carroll D. Kearns (R-Pa.), an A.F.M. member, sat as subcommittee chairman, asked by Rep. Richard M. Nixon (R-Calif.) and O. C. Fisher (D-Tex). Chairman Kearns read a statement reviewing charges against Petrillo. He listed the charges as follows, after noting there is doubt about A.F.M.'s right to protection as a "regular labor union":

Majority of membership do not earn entire livings; union forced recording companies to pay $2,000,000 tribute by levy fee for required standby orchestra in movie theatres; union told broadcasters how many musicians they must employ; union

is holding back radio progress, television and FM, and has coerced movies; it is restricting amateurs and service bands; it operates as monopoly; president has dictatorial powers over members.

Denies "Quota" System

During the Monday proceedings mention was made several times about a mysterious fund of $10,000,000 or $15,000,000 said to be planned by A.F.M., but the union head refused to comment and promised to explain the idea later. He repeatedly denied that A.F.M. had a "quota" system for radio.

With A.F.M.-AFL Counsel Joseph A. Padway at his elbow, Mr. Petrillo explained his authority as union president by saying the aforementioned veto power the president has over local contracts was adopted 25 years before he became president (seven years ago). Several times during the day this power came up, the union head explained it was a "headache" because of the bad publicity it brings. He said the clause is used only to direct calling of strikes, but emphasized A.F.M. has called few strikes and seldom uses pickets. He said he had never changed his mind and fully backed any decree under his own name.

Relations with the networks are fine, he said, but "it's the fellows that cause us trouble." He came out with a flat statement that "any station that can't afford a band doesn't have to hire a band. If it makes $20,000 or $25,000 gross it can't afford a band." Records are the property of the purchaser under court precedent, he reminded.

He recalled that A.F.M. cancelled two conventions during the war at Government request but asserted NAB didn't cancel its meetings. Members A.F.M. conventions are held every year, he explained, with Chicago local conventions every five years.

"What would happen if someone opposed you?" Mr. McCann asked. "He'd get beat," Mr. Petrillo replied. Asked by Mr. McCann about an incident in which the A.F.M. was alleged to have used threats against a prospective union member, he responded: "That's not only false, it's cockeyed."

Of the A.F.M.'s 216,000 members, he said they employ 30% part-time, 20% aren't working musicians and 20% belong for "sentimental" or other reasons.

Welfare Fund

The welfare fund set up under the recording contracts came in for frequent questioning. The fund totaled $2,600,000 Dec. 31, 1946, the union president said, with $1,700,000 allocated to locals, out of which his office gets 1% for administrative costs. All data are public information, he said, adding that he wouldn't object to making additional information on the welfare fund under terms of the Taft-Hartley Act as long as the money went to locals to employ musicians.

Mr. Petrillo said the union has a few separate FM contracts, such as those with FM affiliates of WGN and WBBM Chicago. As in the case of television, he feared the new development might throw thousands out of work in a short time. He listed frequently to loss of jobs in sound movies, where 500 musicians supply the world with film music. In any event, he wants separate music on FM, though he recommended a separate fund for FM. Several times reminded that radio had developed into a $23,000,000 business for A.F.M. because the union had cooperated in its pioneer days.

Mr. Petrillo drew from the union head the admission that the A.F.M. was closely observing FM negotiations, whereas locals have autonomy in AM deals aside from the presidential veto power.

A.F.M. pays him $20,000 a year plus $3,000 for expenses, he said, with the Chicago local paying him another $25,000 as president and $5,000 for expenses, along with automatic reimbursement for his income taxes.

Two Other Witnesses

Two other witnesses were called, interrupting the union head's Monday afternoon testimony. John Nuneven, president of Chicago Sunday Evening Club, a religious group founded 40 years ago, said the club's meetings were addressed by prominent religious leaders and had been in air most of the time since 1923.

Now heard on WGNB (FM) Chicago, the station must pay $20 a meeting for a standby, he testified, because it has an organist and pianist. The rate was upped from $15 this year, he said. Protests have been sent to Senators and Representatives. The club has a free-will offering at services but hasn't on the air for some years, he said in answering questions by Rep. Nixon.

David Niederlander, operator and part-owner of the Shubert Lafayette theatre in Detroit, narrated threats by the president of the A.F.M. local if the theatre wouldn't
hire six musicians, though performance pay for comedy and drama. He gave in just before the union went on Oct. 11, 1941, he said, when threats were made that stagehands would not work. The next year he declined not to sign out was picked. Though he won a court order on appeal, his booking office told him to put musicians back to work or no plays would be booked into his house, he testified.

"I still have musicians in the theatre," Mr. Nederlander said. "I pay $525 a week. I don't need them. As a matter of fact, they detract from the shows. I once tried to hire fewer men, but the union said 'six or nothing.'"

**Calls AFM Negligent**

Rep. Nixon, in a recital of steps taken by other unions to combat technological unemployment, suggested AFM had been negligent in failing to take similar measures for its members. Mr. Padway came back with a spirited account of what AFM had done along this line. He and Mr. Petrillo reviewed radio negotiations of the last decade and said they are "ready to negotiate now."

Mr. Petrillo said the union wants to spread work and said studio musicians in Hollywood weren't allowed to take other jobs, nor are Chicago radio musicians who work five days a week for $175 allowed to work elsewhere. This ban is designed to spread work for members, he said.

Rep. Klein (R-N.Y.), member of the full committee, who noted that his labor views are well-known, sat a few minutes. He told Mr. Petrillo he had heard "his men called him a God," and wanted to find out for himself. "Isn't it the purpose of your organization to obtain employment and see that your members are paid a living wage?" he asked. "Correct," replied Mr. Petrillo.

**AFM CONTINGENT filled center portion of House committee room. At table in foreground are secretaries Henry Kaiser, of AFM local; H. F. Meeder, of AFM council; J. W. Quiller, AFM employment fund supervisor.**

**AFM CONTINGENT filled center portion of House committee room. At table in foreground are AFM negotiators Joseph A. Padway, AFM-AFL counsel; Mr. Petrillo; Left to right in background are R. E. McCann, attorney to AFM Local 10, Chicago; hidden behind Mr. Padway, Mr. Petrillo; Clarence E. Meeder, assistant to Mr. Petrillo; Leo Cluesmann, AFM counsel; J. W. Quiller, AFM employment fund supervisor.**

**TUESDAY**

With a five-man subcommittee sitting much of the time Tuesday, Mr. Petrillo was the target of questions that revealed the probers' indignation over refusal of the union to permit him to testify before the subcommittee. Mr. Petrillo, director of radio in the Chicago public schools, reluctantly admitted that no instrumental music could be played outside the building for the school's own FM station, the AFM head was described by Rep. A. M. Barden (D-N.Y.) as a "dictator."

"Chicago still is part of the United States. It doesn't take a passport to get in," Rep. Barden said in amazement. "These are abuses the American people will not long tolerate. The American people don't like to go to one man on matters of national policy. I doubt your ability to sit down and settle these matters."

Later in the day Rep. Barden told Mr. Petrillo he admired his patriotism in accepting the Supreme Court's Lea Act decision and the Taft-Hartley Act.

**Willing to Cooperate**

Out of the rough ride given the AFM head over the union's handling of the school, amateur and armed services bands came his offer to meet with music educators and service officials to "get this thing straightened out." (Mr. Petrillo had conceded, just prior to the offer, that "under the Lea Act the Federation can't interfere with these broadcasts" or require standbys.)

When Chairman Kearns asked, "Are you willing to straighten it out?" the union chief said, "I certainly am." "How soon?" the chairman wanted to know. "Whenever you say," replied Mr. Petrillo.

"Before school opens?" the chairman went on. "You call the meeting," Mr. Petrillo said.

Sitting Tuesday with Chairman Kearns and Reps. Fisher, Barden, and Nixon were Rep. Wingate H. Lucas (D-Tex.) and Rep. James P. Scoblick (D-Pa.).

After Mr. Petrillo explained that he had called on NBC in 1940 to stop the Interlochen concerts on the ground that the camp was commercial, he was questioned about the Montreal festival in the spring Mr. McCann introduced a telegram from Dr. Irvin Cooper, festival director, which stated that A. Rex Riccardi, assistant to Mr. Petrillo in charge of recording, had denied him permission over the telephone to permit recording of festival events for the benefit of students and that payment of $500 per hour for nine hours in standby fees would be necessary for choir performances.

Mr. Riccardi testified that he had not been notified prior to the phone call about the incident. On the basis of the facts as he heard them he construed the recording project as a commercial enterprise, Mr. Riccardi said.

When he conceded that no individual church choir or school can have a recording made by a union recoder without permission, Rep. Barden asked, "Would you like to live in a nation where your social life could be ruled over by one man?" "This was an emergency," Mr. Riccardi observed. "That makes it worse," Rep. Barden observed. "Would you like for a court to pass on your action? I haven't you gotten yourself in the position where you expect the people of the United States to come to you for permission?"

**Would Do It Again**

Mr. Riccardi said he would do it again. He added that AFM locals have permitted large numbers of festivals, and Chairman Kearns proposed that he submit a list to the subcommittee.

Chairman Kearns said that so long as music is on the regular curriculum of schools, broadcasts of performances should be permitted. He contended that performances of service bands should be available in recordings for use by

AFM CONTIGENT filled center portion of House committee room. At table in foreground are secretaries Henry Kaiser, of AFM local; H. F. Meeder, of AFM council; J. W. Quiller, AFM employment fund supervisor. When Rep. Barden suggested much of Mr. Petrillo's bad relations with the press may be due to the school situation, the union chief said: "The press owns radio stations who do business with the AFM."

Mr. Petrillo bluntly denied knowledge of the Chicago school situation. "The matter never came to my attention. I give you my word I never heard of it."

Rep. Nixon read excerpts from the AFM's International Musician, January 1944, stating that no Interlochen band or similar band would go over the air, and criticizing Congressional action, but Mr. Petrillo protested he was reading from context, as the hearing was recessed for lunch.

Going once more into the quota problem, Rep. Nixon asked what Mr. Petrillo does when a local station refuses an AFM local's quota demand. Mr. Petrillo said, "I tell a network orchestra not to play unless the station meets the demands. I can't do that any more under the new law. It's a secondary boycott. The men must play for a station out on strike."

"You wouldn't close up a network?" Rep. Nixon asked, hinting at conspiracy clauses in the new labor law and antitrust statutes. After an explanation by Mr. Padway of the union's arbitrary power to expel members, Mr. Petrillo said: "I'm glad he cleared it up. Now we don't know where we're at," drawing another laugh.

When eligibility of Mr. Kearns to conduct an orchestra at Interlochen came up, Mr. Petrillo said to the chairman, "I would advise we talk it over."

**Network Negotiations**

James C. Thompson, operator of the Chicago Civic and Civic Theatre, testified on alleged standoff demands by the Chicago AFM local that prevented him from booking certain entertainment.

Mr. McCann questioned the AFM president on network negotiations last January. Mr. Petrillo conceded (Continued on page 86)
Love That Union!

SOME 20% of the 216 AFM members hold cards for sentimental reasons, James C. Petrillo, AFM president, told the House AFM probe last week. "Some Congressmen, like yourself, Representative Kearns (subcommittee chair- man), keep cards for sentimental reasons or maybe because they think the AFM has a fine president," the union head said.

"And really, you are a fine musician," he told the chairman.

"Do you consider him a good Congressman?" Representative Nixon asked.

"I'll tell you after this hearing," Petrillo quipped.

Boost Directors' Pay

CBS and the Radio Directors Guild have entered into a contract covering directors and assistant directors employed by CBS Western Division which provides a pay boost for directors, creates a category of assistant director and sets the pay scale for same. Contract is retro- active to Nov. 1, 1946. Under its terms semi will receive $90 weekly during their first year of service, $100 a week thereafter. Salaries of assistant directors will be $65 a week the first year, $72.50 thereafter. The classification of contact producer is eliminated.

FCC Board Okays Purchase of WCOS

WBM and WDAK Associates Get Station for $205,183

ACQUISITION of WCOS Colum- bia, S. C. (1400 kc, 250 w) for $205,183 by Ernest D. Black and three associates in ownership and operation of WBM Macon and WDAK Columbus, Georgia was approved by an FCC Board last Thursday.

The new owners, doing business as WCOS Radio, Inc., will control the station.

The Commission also approved the assignment of license of WBL Sheboygan, WIs. (1330 kc, 1 kw day, 250 w night), from Press Publishing Co., publisher of The Press, to WHL Inc., a subsidiary.

The proposed $58,210 sale of 77 1/2% interest in WDSU New Orleans (1290 kc, 5 kw) by E. A. Stephens (40%) and H. G. Wall (37 1/2%) to William Spiegelberg, Wall Street broker, and associates (BROADCASTING, Jan. 20, April 7) was designated for hearing.

The WCOS transaction transfers stock in Carrolls Broadcasting Corp., the licensee, to Radio Colum- bia Associates. A stock was owned by 10 businessmen and Class B by Paramount Pictures Inc. The business- men and their respective shares of Class A were: R. B. Wilby and H. F. Kincey, 16% each; Nash Well and M. S. Hill, 14.66% each; R. M. Kennedy, 12%; Roy L. Smart, 10%; Warren Irvin, Harry Hardy and J. H. Harrison, 4.44% each; Emil Bernstein, 3.53%.

Radio in U. S. Zone

LATEST report by War Dept. on activities in the U. S. zone of Ger- many was recently issued for RIAS (radio in U. S. Berlin sector) from 2 kw to 20 kw. This was made possible with installation of a German Class B mobile transmitter. RIAS broadcast special commentaries recently explaining to the food shortages and counter- acting war rumors. Elsewhere, Radio Munich urged farmers to fill their quotas and Radio Bremen compared U. S. food imports with Nazi treatment of occupied countries.

D. C. Antenna Bill Reported Favorably

House Subcommittee Approves Restriction Measure

BROADCASTING reported against erection of radio or video masts in residential districts of the Capital was raised again last week when a House District subcommittee re- ported a bill to further enforce restrictions against such construction.

The bill, which has plagued Dis- trict of Columbia broadcasters for a number of years, was introduced in this session by Rep. Sid Simpson (R-lll.) A subcommittee headed by Rep. Joseph P. O'Hara (R-Minn.) held hearings during which a num- ber of local civic groups testified in favor of the measure.

Both industry and FCC experts told the committee that such re- strictions were more readily agreed upon with the development of television not only in the District but in those areas served by Washington stations.

The bill, H. R. 2984, was amend- ed, however, so that if passed it will not affect stations already built.

The bill provides: "... that no radio or television transmitting anten- nae, masts, or other structures of any description used in facsimile, frequency modulation, or television broadcasting shall be erected on or attached to any structure..." if any home, playground or recre- tional facility, or school, or any part thereof, is within the area encircling the antenna, or is not bounded by a circle drawn from the base of the antenna or mast and having a radius equal to the height of the antenna or mast itself.

The bill, if approved by the full District Committee before com- ing to the floor of the House. There is so little time left in this session that the chances are better than even that the measure will not be voted on this year.

Corny Commercial Paid Off

Three G.'s Selling War Surplus Goods Find

Radio Skyrocketers Business

HORRIBLE! CORNY! SCREW- BALL! Those are the adjectives used to describe a singing commercial which, in a few months, has brought radio stations fortune and to three Seattle G.'s.

The boys started selling war surplus in a tent on the outskirts of Seattle but they didn't set the world on fire. So when they came to Keene and Keene, Seattle ad- vertising agency, for help in De- cember, it was immediately evident there were several handicaps to be over- come. For one thing, their tent was on the edge of town and vir- tually inaccessible to those without cars; for another, all their money was set up in accounts and they were using the rather neb- ulous firm name of Veterans' Sales Outlet.

The agency immediately renamed the firm "The Three G.'s" and then planned their campaign around the personalities of the owners. It was thus that the fa- mous, or infamous spots were born and nurtured until they now com- prise two-thirds of the advertising budget and are heard more than 100 times a week over three Seattle sta- tions.

Normally, they are one minute long and begin with the same or similar 25 second transcribed jingles. Then comes a live announce- ment such as this: "Next time you go out to the Three Gee-Eyes, look and you'll see that guy fastened to the wall with a padlock. Do you know who that is? It's Buford! Yes, the boys aren't going to let Buford out by himself any more since he bought all those suntan pants and shirts they got. He bought enough suntan pants and shirts to outfit the Brazilian army. All they can do now is try them on and get rid of them." Within a few weeks, they had sold 10,000 pairs.

Because of the limited budget at the outset, the agency decided to concentrate a first spot on the antenna, or mast of a local independent. They scheduled 12 spots daily on KXA, branching out later to KSRC and KIRO.

Here are the results: Before the radio campaign, the antenna volume was $885. They jumped to $2,200 the first month and by Janu- ary the best Saturday volume reached $5,200. Sales have climbed steadily ever since and are now six times what they were before the campaign. In addition, the firm has expanded from one tent to four outlets.

A stock was owned by 10 businessmen and Class B by...
New Radio Audience Survey Is Tried

Iowa U. Sampling Method Eliminates Voluntary Reply System
By NORMAN C. MEIER, PH.D.,
Director, Bureau of Audience Research
State U. of Iowa

IN RADIO AUDIENCE surveys the character of the survey item, more haps the most important single item, more so than the schedule, the interviewing item, more or less. The Bureau staff considered the known practices, reviewed the sampling techniques applicable to the particular problem and turned up with the methodology described in this article.

Neither the familiar quota so widely used in public opinion surveys nor the so-called "area" methods, as such, used by the Census Bureau, were regarded as applicable except in urban sections, for reasons that cannot be gone into here. Nor was the widely distributed mailed return or the county allotment checked return method deemed satisfactory. Any method depending upon voluntary return was ruled out for the obvious reason that all such questionnaire returns have a predominance of interested, upper-level respondents and hence constitute a biased sample.

Eastern Iowa is a region of small cities, towns and open country, rather uniformly dispersed with a fairly homogeneous distribution of population. Maps, including the Highway and Transportation county maps, showing all culture including farm homes and town buildings, are available, with state maps of any needed kind. The derived sample was worked out on maps before any respondent contacts were made.

Two Principles

Two principles were observed: that all selection of areas to be covered should be random, but random with respect to controlling factors, the most important being equi-distant intervals of signal strength and equally spaced along each interval, with all points on different radii. The second principle is that once the locations and sizes of the areas were determined, every household in those areas would be contacted.

As developed, the method applies to town and farm respondents, and for want of a better designation is called a concentric-circle, staggered-radial, randomization sample. The pattern is designed on transparent paper by drawing concentric circles at intervals of ten miles from the central point, selecting three points at 120° intervals on the first, three on the next circle equally spaced but at interpersed points, three on the next, and so on until the maximum or percenteral coverage is attained. This pattern is then placed on a map of the same scale, pinning the center point at the location of the transmitter.

The whole pattern is revolved with the operator's eyes closed until he has lost all sense of where any point is now located and the movement then stopped. The pattern is then "fixed" on these spots located on the map. About NEW RADIO audience survey method, in which dependence upon voluntary return of questionnaire is eliminated, is described in the accompanying article by Dr. Norman C. Meier, head of the U. of Iowa's Bureau of Audience Research. Dr. Meier outlines the various steps taken by the Bureau in sampling a section of Eastern Iowa, with emphasis placed on the character of the sample as the most important single item.

In order to control the returns two methods are followed within the selected areas. First, the survey is made at all pre-designated households. If the respondent is a "D" or low "C" he is interviewed. If the respondent is a high "C", "B" or "A" the schedule (ten pages) is left after brief explanation and called for later. If the time is short, as when investigating at considerable distance, only the low income levels are interviewed on the spot, the others being left for mail return. If the schedule is not returned within a week, reminders are sent, the schedules and finally, if necessary, a return visit. These methods are designed to expedite field work and yet assure maximum return.

PACIFIC NETWORK HOOPERS

**EVENING**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-ating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Walter Winchell</td>
<td>2 (2 months)</td>
<td>Andrew Jergens Co.</td>
<td>Robert W. Ory &amp; Assoc. Inc.</td>
<td>16.5</td>
<td>16.6-0.1 1</td>
</tr>
<tr>
<td>3. Fibber McGee &amp; Molly</td>
<td>6</td>
<td>S. C. Johnson &amp; Son, Inc.</td>
<td>Needham, Lewis &amp; Boyd, Inc.</td>
<td>16.2</td>
<td>16.2-0.1 1</td>
</tr>
<tr>
<td>4. Bing Crosby</td>
<td>7</td>
<td>Philco Corp.</td>
<td>Hutchins Advertising Co., Inc.</td>
<td>16.0</td>
<td>16.0-0.1 1</td>
</tr>
<tr>
<td>5. Dannis Day</td>
<td>6</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>Ted Bates, Inc.</td>
<td>14.5</td>
<td>14.5-0.1 1</td>
</tr>
<tr>
<td>6. Jack Paar</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>Foot, Cone &amp; Belding</td>
<td>13.5</td>
<td>13.5+0.1 1</td>
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<tr>
<td>7. The Whistler</td>
<td>6</td>
<td>Signal Oil Corp.</td>
<td>Barton A. Stebbins Adv. Agency</td>
<td>13.5</td>
<td>11.4+1.2 12</td>
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<tr>
<td>8. Man, Merry-Go-Round</td>
<td>6</td>
<td>Sterling Drug Inc.</td>
<td>Dancer-Finlay-Sample</td>
<td>13.5</td>
<td>13.5-0.1 1</td>
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<tr>
<td>9. Fred Allen</td>
<td>6</td>
<td>Standard Brands Inc.</td>
<td>J. Walter Thompson Co.</td>
<td>13.3</td>
<td>13.3+0.1 1</td>
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<tr>
<td>10. Joen Davis</td>
<td>6</td>
<td>Lever Bros. Co.</td>
<td>Young &amp; Rubicam, Inc.</td>
<td>13.2</td>
<td>13.2+0.1 1</td>
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<tr>
<td>11. Inner Sanctum</td>
<td>6</td>
<td>Emerson Drug Co.</td>
<td></td>
<td>13.1</td>
<td>13.1+0.1 1</td>
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<tr>
<td>12. Screen Guild Players</td>
<td>5</td>
<td>Lady Esther Soles Co., Inc.</td>
<td>The Blaw Co.</td>
<td>12.8</td>
<td>10.7-2.1 13</td>
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<tr>
<td>13. Eddie Condon</td>
<td>6</td>
<td>Pabst Soles Co., Inc.</td>
<td>Warwick &amp; Legler, Inc.</td>
<td>12.2</td>
<td>11.6-0.6 1</td>
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<tr>
<td>14. Can You Top This</td>
<td>6</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>Ted Bates Inc.</td>
<td>12.1</td>
<td>9.0+3.1 12</td>
</tr>
<tr>
<td>15. Your Hit Parade</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>Foot, Cone &amp; Belding</td>
<td>12.0</td>
<td>7.7+4.3 12</td>
</tr>
</tbody>
</table>

*Being made currently for Station WMT of Cedar Rapids, Iowa, under conditions of a grant to the University.*
How to Put a Daytime Local in the Black

Formula for Success Told By Station In Iowa

By GEORGE J. VOLGER

NUMBER of daytime only stations has shown a great increase, and the multitude of new applications before the FCC indicates that the 250-watt daytime operation certainly is not seeing a downward trend. With an average of a little over 12 hours air time a day, the daytime station has its own peculiar problems in programming, staffing and overall operation.

Like many other 250-watters, our station, KWPC Muscatine, has been trying—with considerable success, we believe—to master these problems. Muscatine, in southeastern Iowa on the Mississippi, is a city of 24,000 people in a highly active agricultural area. It also has a considerable growth in industry, and its population has increased 5,000 in the last six years. The city is the greatest producer of fresh water pearl buttons in the world, and mill work factories, feed and grain elevators, grain processing and a major Heinz plant also are basic manufacturing activities.

With the Quad-City area of Davenport, Rock Island, Moline and East Moline (four stations) only 30 miles away, Chicago 178 and Des Moines 135, there is healthy competition to get and hold listeners. Basic ABC, NBC and Mutual stations are located in the Quad-City area. At Cedar Rapids, 60 miles away, is a basic CBS outlet.

The question: How to compete with existing stations? Program content was the answer—but just how can a market the size of the Muscatine area justify the sponsoring of programs that would pull as strong a local and regional news? One answer was the fixing of an average rate for spot announcements, but setting the program time rate at somewhat lower than average for this size market. This also was in line with our overall program policy, for we firmly feel that a station overloaded with spot announcements is sounding its death knell. A little imagination, plus good program men and announcers, along with a sales department which believes in originality, can do wonders on the local station without national affiliation. Add to this a small operating standpoint and you can step right out and compete with any station on the log.

One way to secure immediately a good number of regular listeners is through the personal news as well as the news at 11 a.m. KWPC has a fulltime news editor who edits and rewrites every news-cast that goes on the air. These newscasts have averaged eight local stories, or 25-40% of each program. Much use is made of wire-recorded interviews on news programs, and the station has correspondents in smaller surrounding communities.

With a limited schedule, it is impossible to cover night sports events. Since Muscatine is a basketball center, it is necessary to supply as much sports news as possible apart from actual coverage. Sports-casts six days a week from 7:45-8 a.m. and 5:50-6 p.m. give complete coverage on all athletic events. Emphasis is on interviews with coaches and players and wire recordings of sections of the previous night's games.

Assuring Loyalty

We firmly believe the local operation can best secure a loyal audience by being truly—local. The Ministerial Assn., for example, has been given a half-hour each Sunday, used on a rotation basis by 30 churches. The public and parochial schools, along with the Junior College, use a 15-minute period Mon-Fri, which includes school news, debates, civic discussions and glee club and orchestra presentations. The wire recorder often is used in obtaining programs in the class rooms. The KWPC engineering staff is cooperating with the public high school in setting up a broadcast studio of its own.

Needs of the rural audience are very important to any station in a farming area. Much good can result through cooperation with the County Farm Bureau, the Grange, Assn. and other farm groups. Every Saturday at 11:45 a.m., a 15-minute program is given over to the extension director of the County Farm Bureau. Six days a week a special farm news and commentary program is programmed 7:15 a.m. Opening stock and grain reports from Chicago are aired by remote control 9:55-10 a.m. from the office of one of the Muscatine area's largest feed and grain producers. At 12:30, also six days a week, the latest market quotations are supplied on a program which also features helpful home-making aids. The station also receives five times a week, 2:15-2:20 p.m., a series of market trends and quotations from Des Moines via the Iowa Tall Corn Network. Outsourcing commodities are left in the picture through recorded interviews and discussions on happenings and problems in their localities. This is important, for the station does not give the impression that it is operating for urban listeners alone.

Good Music Helpful

Good music, programmed with the overall schedule in mind, is a good audience builder. Oddly enough, we have not used an excess of the hillbilly and western type. We believe too, that care given to detail in a transcribed show more than pays out in listener reactions. Syndicated transcription groups have played a big part in our planning. Many stations feel as though too much of the client's dollar is going to the transcription company. We disagree with this theory. A local station has definite problems in programming, and syndicated shows can give a much-needed spark to highlight portions of the schedule.

With respect to commercials, we have definitely aimed at the easy informative style—not only in copy, but in delivery. We have found that people listen avidly to commercial copy. In a 15-minute program the number of commercials is limited to two, apart from the opening and closing of the show. Two types of spot announcements are used—100-word or one-minute transcription and the 30-word or 20-second announcement. There has been no reaction from clients to the effect that this amount of copy has left them. No more than three spot announcements are allowed in a 15-minute section—and a small point, but important—a musical number is never cut short to insert an announcement. We also have a station policy of keeping at least one hour between the commercials of competing advertisers, and we do not accept local advertising of competing firms in nearby larger cities.

All copy is checked for unwarantine the copy and we found if the normal standards of good taste and acceptability are applied, it is not difficult to keep good sensible commercial copy doing a job for all the accounts. Already programmed announcements have been outstanding. The growing list of new commercial accounts testifies to this.

50% of Time Sponsored

Selling began on the station three months prior to opening. By Jan. 5 the one-year contracts showed 70% for program accounts and 30% for spot announcement accounts, for a total of approximately $50,000 on the year's basis. Spot accounts have since shown a definite rise both in local and national business. This now has increased to over $90,000 gross over the 12-month basis. The station now spends approximately 50%. The station was in the black in the second month of operation.

KWPC was the fourth station of the 12-station Iowa Tall Corn Network. The management believes that the regional network is definitely coming into its own, offering concentrated coverage in a specific area that cannot be matched by any other radio plan.

The present personnel at KWPC numbers 18—manager; two salesmen; program director; four announcers (one part-time); chief engineer and two first class men (one part-time); news editor; sports man; copy writer; music director; two secretaries; one part-time maintenance man. The number of these people are doubling in brass. Announcers write their own programs, apart from the commercial copy which is handled by the sales department. The sports men are the owners' partners. In addition to other duties the program director is responsible for traffic details, is in charge of passing all copy, and handles some announcing assignments. Management, sales and program department

SUCCESSFUL operation of a 250-watt station is described in the accompanying article by George J. Volger, manager of KWPC Muscatine, Iowa, operated by Muscatine Broadcasting Co., Ltd., a three-way family partnership consisting of Mr. Volger, his wife and Charles A. Henderson, his father-in-law. Mr. Volger was with NBC in Hollywood from 1938 to 1944 as chief program manager, assistant manager of the Radio Recording Division, announcer and member of the program and sales traffic staffs. His association with Art Rush Inc., Hollywood radio agency, as assistant to Mr. Rush.

...
ments work very closely on all production and program details.

In the interests of smooth operation, it is our theory that the engineer should not be utilized as a "combination" man, taking on announcing duties in addition to handling responsibilities, keeping logs, handling transcriptions, and setting levels at console. It is well nigh impossible to achieve a high standard of production in this manner—and rare is the combination of good announcer and competent engineer.

During KWPC's ninth week of operation, March 2-8, 1947, a survey was taken by Robert S. Conlan & Assoc. of Kansas City. The survey showed that KWPC had over half of all the listening homes during its operating periods, at all times having three to six times the audience of its nearest competitor.

We were very pleased, of course, to note this high percentage of listeners. However, the survey also confirmed our policies of programming.

Operating Costs
To back up our plans for stressing good programming we knew that we'd have to utilize experienced personnel and furnish these people with good working materials. Our present operating costs are in excess of what we had originally figured; our original estimate for operating costs was $4,000 a month. The following figures show our present monthly operational expense to be closer to $4,600.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<tr>
<td>Payroll</td>
<td>$3,400.00</td>
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<tr>
<td>18 people (3 part-time)</td>
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</tr>
<tr>
<td>Music library &amp; records</td>
<td>100.00</td>
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<tr>
<td>Music rights</td>
<td>200.00</td>
</tr>
<tr>
<td>News wire, Western U. &amp; Telephone</td>
<td>500.00</td>
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<tr>
<td>Utilities</td>
<td>500.00</td>
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<tr>
<td>Advertising &amp; Promotion</td>
<td>225.00</td>
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<td>Office Supplies</td>
<td>125.00</td>
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<tr>
<td>Equipment supplies</td>
<td>75.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$4,575.00</strong></td>
</tr>
</tbody>
</table>

NINE-STATION OKLAHOMA network—KTOK Oklahoma City, KOME Tulsa, KCRC Enid, KGFF Shawnee, KTMC McAlester, KSWO Lawton, KVSO Ardmore, KADA Ada and KBIX Muskogee—starting today (July 14) will carry transcribed show featuring western music by Bob Wills and His Playboys Mon.-Fri., 12:30-12:45 p.m., under sponsorship of B. F. Goodrich Stores. Picture was snapped as contract arrangements for show were completed. Seated (1 to r): Frank J. Lynch, KTOK sales manager; Hoyt Price, Goodrich district manager in Oklahoma; R. L. Faulkember, retail supervisor; Standing: N. A. Kunhl (l), also a retail store supervisor, and Robert D. Enoch, KTOK station manager.

WSPA, WORD Sales Given Approval of Commission

SALES of WSPA and WORD Spartanburg, S. C., for $450,000 and $85,000 respectively were approved by FCC last Thursday. FM operations are included in both transactions.

A. B. Taylor and Walter J. Brown are selling WSPA, a CBS affiliate on 900 kc with 5 kw, to Surety Broadcasting Co., grantee for WIST Charlotte, N. C., and subsidiary of Surety Life Insurance Co., licensee of WCB Columbus, S. C. and grantee for WIS-FM.

Mr. Brown and associates, including former Secretary of State James P. Byrnes, are buying WORD, which Mr. Brown founded, from J. M. Bryan and Smith Davis, co-partners in Spartanburg Broadcasting Co.

The transactions will be consummated about Aug. 1.

Personnel Shift
FLORENCE CRUZEN, former media director for H. M. Gross Co., Chicago, has joined John W. Shaw Inc., Chicago advertising agency, as media director (space and time buyer) replacing Pauline Watters, who resigned to join newly-formed Levally Inc. of Chicago [BROADCASTING, July 7] in similar capacities. Margaret Tiemstra, former radio and space buyer of Agency Service Corp., Chicago, has joined H. M. Gross Co., replacing Miss Cruzen as media director.

New owners of WORD, a 250-w ABC affiliate on 1460 kc, are Mr. Brown, president and treasurer and 61.6% stockholder; former Secretary Byrnes, of Spartanburg, 5%; General Newspapers Inc., licensor of WGNI Wilmington, N. C. and permittee of WGNH Gadsden, Ala., 33.3%, and Miller C. Foster, Spartanburg attorney, 0.1%. They will operate the station under the name of Spartan Radiocasting Co.

Mr. Brown, former assistant to Secretary Byrnes, owns 30% interest in the new WTNT Augusta, Ga. and at present is manager and 10.5% stockholder of WSPA. The 5-kw station is licensed to Spartan Advertising Co., but under the transaction approved by FCC the stock will be transferred from Mr. Brown and Mr. Taylor (89.5%) to Surety Broadcasting.

Surety Broadcasting is headed by Francis M. Hipp, vice president of its parent Surety Life Insurance Co. G. Richard (Dick) Shafto, general manager of WIS and WIST, will also be general manager of WSPA under the new ownership.

ABC in TBA
APPLICATION by ABC for active membership in the Television Broadcasters Assn., Inc., was approved by the TBA board of directors at a meeting in New York July 9.

Up in a Hurry
THOMAS N. DOWD, Washington radio attorney, bounced out of a hospital bed three days after an emergency appendectomy to appear at a hearing before the FCC. Mr. Dowd was taken to the hospital at 3 a.m. July 4, operated on at 5 a.m., and appeared at the FCC with his brief case at 10 a.m. July 7. He represented WTOL Toledo in proceedings involving renewal of the station's license. He is a member of the firm of Pierson & Ball.

Quits as Sponsor
WILLIAM R. WARNER Co. Inc. (Rayve Shampoo) July 17 discontinues Chicago-originated dramatic show, Grand Marques, confirming earlier trade reports. ABC, owner, which program has been aired 6:30-7 p.m. (CDST), will continue to carry show on sustaining basis. Sponsor, which is not planning any other program for the station, may pick up show in fall, according to reports. Account is handled out of New York office of Roche, Williams and Cleary Inc.

Ad Men Hospitalized
J. W. WANGDER, vice president, Chicago office of Olian Advertising Co., who suffered a heart attack fortnight ago, is still hospitalized in Chicago's Grant Hospital. Clem B. Peterson, manager of Chicago office of Branham Co., station representatives, also hospitalized, was operated on July 7 at Presbyterian Hospital. He is expected to be out of action for better part of a month.

Railroad Video Show
THE UNION PACIFIC and Chicago and North Western railroad companies have announced their joint sponsorship of WBKB Chicago's new Tuesday evening video show, Streamliner Time. The program is a 15-minute remote telecast from the North Western depot in Chicago, featuring trainee interviews with prominent persons. Contract is for 13 weeks.

Charles F. Kelly Jr.
CHARLES F. KELLY Jr., president of Kelly, Zahrtend & Kelly, St. Louis agency, died July 4 of coronary thrombosis. He had been an invalid since suffering a stroke last Oct. 31. Mr. Kelly entered the advertising business after serving in World War I, eventually joining D'Arcy Adv. Co. Later he moved to McJunkin Adv. Co., Jimmy Daugherty Inc., and other agencies, establishing in 1935 the firm that became Kelly, Zahrtend & Kelly. The business will continue under the same name with no change in management. Mr. Kelly is survived by his wife, three daughters and a son.

July 14, 1947 • Page 89
PETRILLO RECALLED SEPT. 15; MAY CONFER WITH PROBERS

SERIOUS effort will be made by House Labor subcommittee to persuade James C. Petrillo that he must drop threats and other pressure tactics, Chairman Carroll D. Kearns (R-Pa.), chairman, said late Friday in announcing union head would be recalled to stand at 10 a.m. Sept. 15 (early story page 15). Public hearings postponed to that date.

Chairman committee will meet privately with Mr. Petrillo in meantime. Files of committee said to be packed with fodder for investigation. In addition, new complaints against music leader have come in since two-day grilling last week. Subcommittee incensed at his threats to stop recording Jan. 1 and halt all network music Feb. 1.

Subcommittee has renewed Petrillo subpoena to Sept. 15. Notified by Broadcasting that most broadcasters will be at NAB convention then, chairman of subcommittee may decide to postpone public hearings another week.

Chairman Kearns plans to work out procedure to bring Mr. Petrillo into conference with educators and service band officials in effort to give amateur organizations more opportunity to broadcast noncommercially.

Chairman Fred A. Hartley Jr. (R-N.J.) of full Labor Committee, said Friday subcommittee may be able to reach agreement with union president on some of his practices.

FOUR NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for four new AM stations announced by FCC Friday in final actions on two competitive proceedings.

Commission issued order making final its proposed decision to grant applications of Ruston Broadcasting Co. for 1490 kc with 250 w fulltime at Ruston, La., and Hope Broadcasting Co. for same facilities at Hope, Ark. [Broadcasting, June 16]. Order also gave third applicant in case, Magnolia Broadcasting Co. of Magnolia, Ark., grant for 620 kc with 1 kw, day only, in lieu of 1490 kc which it had sought.

In other case, FCC made final its proposed and supplemental proposed decisions to grant application of Lake Erie Broadcasting Co. for new 250-w fulltime station at 1450 kc at Sandusky, Ohio, and deny Bay and Sandusky Broadcasting companies' requests for same assignment [Broadcasting, April 28].

Lake Erie company controlled by Lloyd A. Pixley (31%), who with family owns WCOL, Columbus; other interests held by Albert E. Heiser (26.8%), general manager; William H. Slavick, director of WCS, Cincinnati; Albert H. Kelly (15%), WCOL manager; Thomas J. Murray (10%), station engineer.

Magnolia (population 2000), Hope (10,000) and Ruston (6,000) each getting first local outlet. Magnolia Broadcasting Co. 1/2 interest owned by 17 business and professional men headed by Dr. Joe F. Rushone, president, Publisher. WCOL is owned by 10 stockholders with Alex. H. Washburn, editor-publish- er; William H. Slavick, general manager, and 49% owner. Ruston Broadcasting is owned by Charles E. Paulk Jr., owner-publisher of Ruston Daily Leader.

PETITION of WJOL Joliet, Ill., for reconsideration of order designating its license renewal application for further hearing, denied by FCC Friday.

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ARMY TO SPONSOR FOOTBALL ON ABC, MBS

FALL radio campaign for U. S. Army recruiting will be similar to last season with 20 to 22% of $4,500,000 advertising budget (which Congress is expected to approve soon) going to radio, James E. Hanna, in charge of radio for N. W. Ayer & Son, New York, disclosed.

About Sept. 27 Army recruiting will start to sponsor college football broadcasts on ABC and MBS, as it did last season. Prior to scheduled football season, Army may sponsor all-star football game or two.

Date for spot campaign not yet set. According to Mr. Hanna, it will begin "when real need for recruiting drive becomes evident." It may occur during high school graduation periods or later, he indicated.

JOHN D. ALLISON named manager, Taylor-Howe-Snowden's New York office effective Aug. 1. Mr. Allison is former vice president, Headley-Reed Co.

Closed Circuit
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field tests. They see in it great opportunity for speedy conversion of substantial numbers of AM listeners to FM.

ONLY COMMUNIST-OWNED station in this hemisphere—Mil Diez, which means 1010, devoid of any political agenda, is found in Havana. On its airwave, to which station operates in Havana with 10 kw—has expansionist ambitions. Operated by Partido Socialista Popular, described as out-and-out Communist, station is seeking subsidiary outlets for network operation in Camaguey, Santa Clara, Holguin and Santiago—Cuba's largest cities. Thus far, however, Sergio Clark, minister of communications, has refused consideration.

FORMATION of new station representation organization, to handle rural coverage stations excluded or unrepresented in midwestern group, with well-known station manager as directing head. Plans may crystallize within fortnight.

KNOTTY parliamentary problem will face NAB if members deemed approve all 12 articles in new by-laws, which go in mailings within few days. If 11 of 12 were approved, for example, setting aside by-laws for convention action might be necessary. Otherwise special post-convention referendum would be needed.

NEW FM regional networks now under discussion in Michigan and other States, with prime movers anxious to tie in with national organization. Some quarters predict present Continental Network, fathered by Everett Dillard, owner of WASH Washington, KOZY Kansas City, will become backbone of coast-to-coast network.

HOUSING headaches still plague FCC as quarters for new examiners continue wanting. With Post Office Dept. pressing for space Commission's newest nightmare is rumors that newly located offices in Temporary Ridg. I may soon be jettied to Army Bldg T or "somewhere." Even in FCC's own words it adds up to inefficient operation.
THREE firsts in a row!

WWJ is a name long associated with “firsts” in Detroit. WWJ was the first AM station in America, having begun broadcasting commercially way back in 1920. WWJ-FM was the first FM station in Detroit—on the air regularly since 1940. And now WWJ-TV, newest sister station, is the first and only television station in Detroit—already broadcasting commercial and sustaining features, among which are televized broadcasts of the Detroit Tigers baseball games. It is this pioneering instinct so consistently identified with the letters WWJ, that has given The Detroit News its well-earned leadership in Detroit’s radio field.
RCA Miniature Tubes enhance the tonal brilliance of RCA Victor Globe Trotter portable radios.

She shall have music wherever she goes!

Wherever you go with your RCA Victor Globe Trotter portable radio you'll enjoy unusual richness and clarity of tone—volume enough for outdoor dancing—made possible through tiny tubes.

Miniature tubes save valuable space in small radios—space that can be used for larger and better loudspeakers and for longer lasting, radio-engineered RCA batteries. These miniature tubes were developed by RCA Laboratories—a world center of radio and electronic research—and long a leader in development of electron tubes.

At RCA Laboratories, the same research, experimentation and advancement that resulted in these improved tubes, keep all RCA products and services at the top in their particular fields.

Whenever you buy any product bearing the name RCA or RCA Victor—a radio set, television receiver, Victrola radio-phonograph, a radio tube or phonograph record—you get one of the finest products of its kind that science has yet achieved.

A cordial invitation is extended to you to visit the new RCA Exhibition Hall, 36 W. 49 St., in Radio City, New York, open daily and Sunday—no admission charge.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

Ideal traveling companions. (1) RCA Victor "Globe Trotter" portable radio—operates on AC, DC, or batteries. (2) RCA Victor "Escort"—has a battery you can recharge from any ordinary AC electric outlet. Even plays while recharging! (3) RCA Victor "Solitaire"—less than 61 inches tall! Hear them soon at your nearest RCA Victor Dealer.