10 of the 15 most popular local New York shows—other than news and commentary—are on WOR*

Sorry if we sound a little vain; we don’t mean to be. Actually, it’s a sort of parental pride. For more than a quarter-century WOR has worked diligently to:

1. Create local shows that build profit-producing audiences from almost the first broadcast and thus lower an original low cost for the sponsor.

2. Liberalize discounts generously and frequently to up the profit on the sponsor’s original investment.


That WOR has succeeded in doing these things is pretty well reflected in — WOR regularly carries more accounts with a greater total dollar volume than any station anywhere. WOR’s renewals for the first 6 months of 1947 are higher than they’ve ever been. WOR programs consistently top the majority of local New York shows in popularity ranking.

WOR—that power-full station at 1440 Broadway, in New York

*according to The Pulse of N. Y.; June, 1947
Now don't get us wrong.

No one rams words down the throat of Howard Chamberlain. It's just that WLW's News Director is an enthusiastic follower of muzzle-loading rifle shooting. An expert shot with the "Long Tom," he's always on hand for the National Muzzle-Loading Rifle Association matches and has won the Crosley Artists' Shoot for five consecutive years. Howard also is adept at cabinet and furniture making, swimming and farming—is presently engaged in building a new home of his own design.

Chamberlain has demonstrated this same versatility in radio—to which he has devoted 22 of his 40 years. He started as a singer, graduated to announcing and later worked into production and program direction. In his seven years at The Nation's Station he served two as Program Director and the past two as News Director.

He supervises the activities of the 15 writers, editors, newscasters and commentators who make up the Crosley world-wide newsroom, and our own Washington News Bureau. Included are such well-known names as Peter Grant, General James E. Edmonds, Gil Kingsbury, Dallas DeWeese and Milton Chase. Howard also takes over the microphone for three newscasts daily and presents "Pulse of the Press" two nights weekly. He probably is known best, however, for his scholarly work as director and moderator of "World Front," originated by WLW to a Midwestern NBC network each Sunday.

Each newscast originating from WLW is written and prepared especially for our audience from the full leased-wire services of Associated Press, United Press and International News Service. The same is true of the daily on-the-scene broadcasts from Washington.

Thus, Chamberlain is responsible for the fulfilment of WLW's long-standing pledge—that no effort or expense will be spared to keep our listeners the best-informed radio audience in the world.
What Yardstick DO YOU

USE IN SELECTING A RADIO STATION?

Hooper, Pulse, BMB or any way you measure it, WCAU is the No. 1 Station in Philadelphia. For a full measure of results from your Philadelphia radio advertising, BUY WCAU.

WCAU

50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
BECAUSE President Truman already has television receiver (an RCA table model installed last January) he won't accept Du Mont Laboratories offer of new capital AM-FM record-changer job reportedly valued at $1795. News dispatch attributed to Du Mont last week said President had ordered set but that it would be given him. Evidently unwritten White House "no publicity" rule was breached in Passaic announcement.

LEE BROS., hat manufacturers sponsoring Drew Pearson on Air, reported concern over Pearson-Rep. Jones incident that developments may be (1) Pearson withdrawal from application for facilities for WBAL Baltimore, of Blue Book origin; (2) Lee Bros. withdrawal from Pearson sponsorship.

HASTE MAKES WASTE—and trouble too—FCC is learning to its chagrin. Its hurry-up wholesale granting of broadcast license of all classes under postwar V-J Day temporary expedient procedure has boomeranged with an estimated 20% of authorizations faulty. Most of these are in cases of alleged hidden ownership, anything but full disclosures, inadequate finances, strike applications, and failure adequately to process.

AMERICAN TOBACCO Co. through Foote, Cone & Belding, New York, reported investigating availabilities on CBS and NBC for evening show in fall, featuring Jack Paar, currently summer replacement for Jack Benny. Bob Ballin, agency Hollywood vice-president in charge of radio, arrives in New York July 21 to confer with executives of agency and tobacco company.

EFFORT OF FCC to get Army to release "W" call letter assignments to relieve excruciating shortage for broadcast and other commercial applications has struck international snag. Russians, it seems, are loath to agree to Army's use of substitute "A" prefix because of their own call letter shortage. Russian alphabet does not include letter "Y" and they apparently are having trouble in getting enough letter combinations to go around.

RAY HENLE, WOL Washington commentator, will be editor-in-chief of "newspaper of air" which replaces Lowell Thomas (Mon.-Fri. 6:45-7 p.m., Sun Oil Co.) this fall when Thomas leaves NBC for CBS. Three top men on his staff as news givers, yet to be selected, will probably come from Washington newspaper bureaus. Henle picked by agency: Roche, Williams and Cleary, Philadelphia.

REPORTS OF hard feeding for newcomers in station ownership becoming more and more frequent. Stations in large and secondary markets alike reported looking for new capital or for purchasers. One report last week from large organization was that proposals (Continued on page 86)

CONFIRMATION of impending fight over Senate proposal to restore $400,000 to House FCC $5,040,000 appropriation seen Friday when Rep. Richard B. Wigglesworth (R-Mass.), chairman, Independent Offices Appropriation Subcommittee, told BROADCAST-ING "I am for the House figure." Conference set for Saturday in hopes of final action on Independent Offices Appropriation Bill. Measure must go back to Senate, House for final approval.

EARLY settlement of negotiations between CBS Hollywood and IBEW on behalf of sound men reported likely. Deadlock possibility appeared when network offered average wage of $78, union held out for $98 after first seeking parity with New York. But network indicated settlement probable soon. Failing in last demand, union stood ready for strike with assured support of engineers and air-conditioning maintenance technicians.

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COURT OF APPEALS for D. C. Friday lifted its stay order against WCPS Tarboro, N. C., one of daytime stations embargoed in fight over FCC's daytime clear-channel licensing policies.

Action was announced by Court without comment. FCC and industry concensus was that it has no sure significance so far as Court's ultimate disposition of overall question of daytime clear-channel licensing is concerned, though it's seemingly indicative of what outcome will be in this particular case.

WCPS originally was assigned to 1-kw day-time operation on 760 kc, clear channel on which WJR Detroit is dominant station. WJR appealed, alleging daytime interference and claiming FCC should have held hearing, and secured stay order in late May pending decision on appeal [BROADCASTING, June 2]. WCPS then moved to 570 kc on special temporary authorization of FCC. Station spokesmen said it probably will not move back to 760 kc until Court hands down formal decision, even though stay order has been vacated.

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WCPS Wins Return to WJR's Channel

Stay order against WCPS was one of four originally issued by Court. Others, still in effect, were against FCC's daytime clear-channel grants to Patrick Joseph Stanton, Philadelphia (10 kw on WCKY Cincinnati's 1-B, 1630 kc channel); Southeastern Broadcasting Co., Clinton, Ala. (1500 w on WJR's 760 kc); Radio Virginia Inc., Richmond (1 kw on WGN Chicago's 720 kc). Petitions for stay orders against at least two other stations—WSVS Crewe, Va., and WJSW Altona, Pa., on WSM Nashville's 650 kc—are pending.

Several factors contributed to belief that lifting of WCPS stay order has no special significance respecting disposition of similar cases. One reason was that in WCPS case WJR did not allege daytime interference within its 100-microvolt normally protected contour, but only to 32-microvolt contour. Another was that Court hasn't acted on WSM's petitions for stay orders against WSYS and WJSW, indicating it has reached no decision yet on broad overall questions involved in licensing dispute.


PUSH POTATO CHIPS - Special Foods Co., Chicago, launching $150,000 advertising campaign for Jaya Potato Chips, 40% to be allocated for transcribed musical radio spots. Contract, to run about one year, calls for 30 to 40 spots weekly over major Chicago and suburban stations.


GE PROFITS - General Electric's profit available for dividends, three months ended June 30, $21,215,886; first six months 1947, $37,979,536—equivalent to 7.4 and $1.52, respectively. GE President Charles E. Wilson announced.

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Upcoming

July 28: Conference on Public Service Programming, Madison, Wis. (Sponsored by U. of Wisconsin and WHA.).

(Continued on page 83)

Business Briefly

BROADCASTING • Telecasting

[Continuation of text on page 4]
KCMO welcomes C. W. "Jack" Jackson into its family as Director of Agriculture.

Jackson was born to his career. Reared on the farm, he became a 4-H Clubber at the age of ten; and later was initiated as a charter member of the Future Farmers of America. This early farming interest was no whim, because he followed through by earning two degrees in agriculture—Bachelor of Science and Master of Education—both from Texas A. & M.

As a teacher of vocational agriculture—a county agricultural agent—and former Radio Editor of the Texas A. & M. College, "Jack" is an authority on radio farm services.

With all his one hundred and ninety pounds—plus a height of full six feet, "Jack" is every inch a practical down-to-earth farmer.

His experience and ability applied to Mid-America's farm problems will be another step toward more complete service for the rural, listeners of KCMO—soon Mid-America's most powerful station.
There's a great deal more to figures than meets the eye when you scan the rating charts.

What you don't see in the figures is the effect of KSFO's expertly programmed music—responsive loyalty to KSFO by Bay Area listeners. True, they said in a recent impartial survey that they prefer KSFO by a margin of 3 to 1 over 7 other Bay Area Stations—but, more than that, they said they remember KSFO programs. It's the listener who remembers who makes the purchase — it's the purchase that Pays Off.

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.
25 salesmen sell your product
You get more than you bargain for when you buy a participation on “Hi Neighbor”—KMOX’s half-hour high-jinks, broadcast Monday through Saturday afternoons.

You pay for sixty seconds. But you get a batch of product-pushing “extras”...

Instead of sandwiching your live or recorded commercial between entertainment fare, your message is made a part of the performance... is woven into the script by the KMOX Program Department... becomes as listenable as every other minute of the show.*

And when “Hi Neighbor” goes on the air, twenty-five salesmen deliver your sales message!

KMOX’s Musical Director Seth Greiner and his 20-piece orchestra introduce your announcement with clever sound effects and special entrance music. After this fanfare, your story is handled skillfully and persuasively by Russ Brown—baritone star of many coast-to-coast CBS programs, with a talent for talk which has made him one of Mid-America’s most popular emcees.

Often, your commercial is made still stronger by product endorsement from “Hi Neighbor’s” guesting celebrities—radio, stage and screen stars who are making personal appearances in St. Louis.

To have your product sold by twenty-five experts in a billion-dollar market, call us or Radio Sales. And say “Hi Neighbor” to our neighbors and your customers... with the new “Voice of St. Louis.” Now broadcasting with a new 50,000-watt transmitter, KMOX’s new half-millivolt line embraces 25% more radio homes in a 39% larger area.

*The CBS Program Analyzer Studies, conducted over a period of years, have revealed that those types of commercials which either lend themselves most easily to integration or provide additional entertainment elements are received most favorably by listeners.

KMOX 50,000 WATTS
the Voice of St. Louis
Represented by RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • SAN FRANCISCO • ATLANTA
Feature of the Week

MR. DANIELS—the Hon. Joseph—might as well have gotten in a lions' den when he went in front of the Greensboro (N. C.) Daily News cameras a fortnight ago during a broadcast over WBIG. He got his nose cut off. You see, Mr. Daniels made his mistake when he got in back of the WBIG microphone before he got in front of the cameras. For when the picture was printed, the paper was making so sure that no WBIG call letters sully its newsprint that the call letters on the microphone were heavily blacked out. So, apparently, was part of Mr. Daniels' face.

Strange twist is that North Carolina Broadcasting Co., owners of WBIG, also own 16% of the Daily News, purchased last March [BROADCASTING, March 31]. Maj. Edney Ridge, WBIG president, is a member of the board of directors of the newspaper. It seems there will always be an editor, with a blue pencil in his hand.

Major Ridge sent the picture to Mr. Daniels, the former Ambassador to Mexico, with an explanation of the amputation. It is an example, he wrote "of the... opposition we have had from the newspaper here in Greensboro on radio, and still they have the nerve to appeal to the Commission to ask for a license..."

Occasion for Mr. Daniels' recorded broadcast was presentation of a silver tray to radio entertainer Kay Kyser on behalf of the people of North Carolina, in appreciation of his contribution to the N. C. Good Health Assn. program. Mr. Daniels is editor and chief owner of the Raleigh (N. C.) News and Observer, licensee of WNAO Raleigh.

Sellers of Sales

If he hadn't been "drafted" by fellow students to serve as advertising manager for his high school paper, Burton C. Daniels today might be in most any other line of endeavor instead of radio advertising.

It was that first taste of selling and creating that gave Burton the "bug."] He was determined right then and there that advertising was his field. And with that thought in mind he got himself a job at the San Francisco office of McCann-Erickson and worked his way through college—the U. of California.

At the university he got steeped in Washington radio that has helped knock the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

One more straw to the load and the camel buckled. Which only goes to prove that even "the big ship of the desert" can sometimes go around. And one tiny little straw did it all! We think WWDC is the "little straw" in Washington radio that has helped Burton the "bug." He was determined right then and there that advertising was his field. And with that thought in mind he got himself a job at the San Francisco office of McCann-Erickson and worked his way through college—the U. of California.

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Keep your eye on WWDC

IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by FORJEE & COMPANY

BURLINGTON
DELAVRE
SELLS
5,000 WATTS
DAY & NIGHT

Sales Representative
RADIO ADVERTISING COMPANY
New York • Los Angeles • Chicago
San Francisco

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A Steinman Station

WILMINGTON DELAWARE

BROADCASTING • Telecasting
Oklahoma Industrial Tour

On Wednesday evening, June 25th, approximately one hundred and seventy-five Oklahoma business men from every part of the State left Tulsa by special train on an "Industrial Tour" of middle and eastern cities to inform manufacturers of our state's great industrial opportunities. Coming at a time when industrial decentralization is in motion this tour should reap rich reward.

It typifies the kind of intelligent action which Oklahoma's men of vision continually put forth to insure a greater future for a great state! The originator of the Industrial Tour is dynamic Mr. John H. Dunkin, Vice President and Secretary of the Brown-Dunkin Company, Tulsa's largest retail drygoods establishment. We salute Mr. Dunkin and all of the public spirited businessmen of Oklahoma whose interest and enthusiasm made this tour possible. We are proud to have had a part in it ourselves, and look forward to the good results which we know will accrue to our state.

In order that the folks at home might know of the activities of the tour Ken Miller, KVOO News Editor, made the trip and reported by press wire and transcription each day. These reports were made available to newspapers and other radio stations throughout the state.

It's great to be a part of the progressive Southwest where pioneering still lives . . . where unselfish cooperation binds men to the furtherance of a common purpose . . . where there's a today and a tomorrow of unlimited opportunity!

We're sold on the section we serve!
COMERS!

High among the resources of F&P, as we see it, are our "comers"—our beginners, the bright and promising newcomers to this company, who will be tomorrow's top-flight radio experts. One such comer is our Charles V. Dresser of the New York Office. As all our other Colonels did at first, he's learning radio-station representation the hard way—thoroughly and from the ground up, in order to help make spot-radio easy for you.
FCC Reorganization Is Planned Oct. 1

Split Into Three Divisions
Set in Denny Draft Order

AFTER A LAPSE of 10 years, the FCC will revert to the division method of operation about Oct. 1 under a broad-gauged reorganization plan disclosed last week which will separate the agency into three semi-autonomous divisions of four members each—Broadcast, Common Carrier, and Safety and Special Services.

The plan was contained in a draft order filed by FCC Chairman Charles R. Denny with the Senate Interstate and Foreign Commerce Committee. The tentative order—subject to revisions as to exact details—has not been finally adopted by FCC but probably will be early this fall.

Chairman Denny submitted the plan in compliance with the request of Committee Chairman Wallace H. White Jr. (R-Me.). The request was made June 17, when Mr. Denny testified generally in opposition to the White Bill (S-1335) and in particular to the proposed two-division setup it embraced [BROADCASTING, June 23].

The draft order (published here-with in text) provides that a division structure shall remain in force until March 31, 1946, indicating that it would be invoked on an experimental basis. This was in line with Chairman Denny's testimony that a division system would be instituted this fall, starting about Oct. 1, on a trial basis. In advance of the expiration date the Commission would appraise its work under the division structure and determine whether it should be continued, revised, or dropped.

Used 1934 to 1937

Return to the division system would end a 10-year span during which the full Commission functioned on all regulatory matters. When the FCC was created in 1934, it operated under a three-division setup—Broadcast, Telephone and Telegraph—with each division comprising two members and the Chairman, sitting ex officio. One of the first acts of Judge Frank R. McNinch, when he assumed the chairmanship on Oct. 1, 1937, was to abolish the division structure as having a "divisive effect" tending away from cooperation and mutual understanding.

The proposed new division structure departs radically from that of the pre-McNinch era. The divisions will be only partly autonomous. The FCC Chairman (Mr. Denny) will serve on all three divisions as a full voting member and not ex officio. He will not hold the chairmanship of any one division.

Each division of four members will elect its own chairman, who may not serve on any other division except in emergency. Thus, the three other members of the seven-man commission will serve as members of two divisions.

Speculatively immediately arose as to the personnel of the divisions, with greatest interest, of course, centering around the broadcast unit.

HOW FCC IS TO BE REORGANIZED

TEXT of the order which FCC said it could use to establish a divisional system of Commission operation is published below. It was submitted to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Commerce Committee, by FCC Chairman Charles R. Denny. Exact details, it was pointed out, will depend upon the specific plan finally adopted by the Commission.

ORDER (Draft only)

The Commission having under consideration a proposal to reorganize the Commission along divisional lines as authorized in Section 5 of the Communications Act of 1934, as amended; and
It appearing, That such reorganization will serve the public interest, convenience, and necessity; and
It further appearing, That the proposed changes are organizational and procedural and that the provisions of Section 4 of the Administrative Procedure Act are not applicable thereto;
It is Ordered, That Part I of the Commission's Rules and Regulations Be Amended in the following respects, effective 1947:
(1) The heading of Section 1.2 is revised to read as follows:
Composition of Commission
(2) Section 1.2(c) is deleted and new Section 1.2(c) is adopted to read as follows:
(c) The Commission is organized into three Divisions, namely, the Broadcast Division, the Common Carrier Division, and the Safety and Special Services Division. Each Division is composed of four members of the Commission who shall be chairman, a member of the Commission designated as chairman of that Division, a member of any other Division. The Chairman of the Commission is a member of each Division while the remaining Commissioners individually serve on two of the three Divisions only. In case of a vacancy in any Division, or of absence or inability to serve, the Chairman, in the case of a vacancy in the Commission, or in case of a vacancy in any Division, the Chairman of the Commission may designate a Commissioner to serve temporarily on said Division until the Commission orders otherwise. Three members of a Division constitute a quorum and the decision of a majority prevails. Where a Division is evenly divided (2-2) as to any matter before it, such matter is referred to the entire Commission for decision.
(3) The heading of Section 1.4 is revised to read as follows:
General Description of Commission's Staff Organization
(4) Add new Sections 1.6, 1.7, and 1.8 (Continued on page 73)

(Continued on page 78)

on the Broadcast Division as well as the other divisions, but only as a member. Whether Commissioner Clifford J. Durr, the FCC's stormy petrel left-winger, will find a place on the Broadcast Division or serve on the other two units is problematical.

Mr. Durr before his appointment to the FCC in 1941 was head of the War Plants Corporation, a unit of the Reconstruction Finance Corporation then headed by Jesse Jones. It dealt in utilities. Mr. Durr is a Democrat, as is Mr. Denny.

Either Comr. Rosell H. Hyde of Idaho or Commissioner-designate Robert F. Jones of Ohio, both Republicans, will serve on the Broadcast Division. It is possible, of course, that Mr. Hyde also may be elected as chairman. Paul Denny, a career man who rose from the clerical ranks and served successively as examiner, assistant general counsel and general counsel, is regarded principally as a broadcast expert. Except during his tenure as general counsel, he dealt only spasmodically with nonbroadcast matters.

Jones' Position

Mr. Jones, a member of Congress for nearly a decade and before that prosecuting attorney in Lima, Ohio, joins the Commission as the only member who has held elective office. He is highly regarded by both parties in Congress and is believed to have a public viewpoint by virtue of his background than any other member. Consequently, his service on the Broadcast Division, fraught as it is with problems involving the whole electorate, would certainly win favor on Capitol Hill.

It is likely that one of Mr. Jones' background-if not designated Broadcast Division—will also serve on the Common Carrier Division. Safety and Special Services is largely a technical regulatory operation.

The Broadcast Division, under the proposed structure, would exercise jurisdiction over all matters relating to broadcasting, which is described as "the dissemination of information and entertainment by radio in the United States." This field is defined as including AM, FM, or standard, FM, television, noncommercial educational FM, international, and the like.
P&G Executive Succeeds 
Elder in ANA Radio Post

Mr. DIGGES

Mr. HALVERSTAD

A. N. HALVERSTADT, manager of the Radio and Media Dept. of Procter & Gamble Co., has been elected chairman of the radio council of the Assn. of National Advertisers, succeeding Dr. Robert F. Elder, vice president of Lever Bros. Co. The council also has engaged I. W. Digges, ANA general counsel for the past 16 years, to act in the same capacity for it. Mr. Halverstadt has been with Procter & Gamble for 17 years, practically all of that time in the soap company's advertising and radio departments. He is a former board member of BBM and former chairman of the BBM Technical Committee.

Kate Smith Helps Boost 
Co-op Sales of MBS 77%

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A 77% INCREASE in the volume of cooperative program sales over 1946 figures was reported last week by Bert Hauser, director of MBS Co-ops. As of July 1, there were 987 current sales of Mutual cooperative programs, compared with 587 a year before. More than 1,000 local sponsors were represented, Mr. Hauser said. Mutual's biggest co-op seller is the Kate Smith program which, although on the air less than a month, has been sold on 290 stations.

Marlowe Forming Firm; Leaves ABC
Will Package Television Shows, 
Produce Commercial Films

HARVEY MARLOWE, executive television producer for ABC for the past two and a half years, has resigned that post to establish Harvey Marlowe Television Assoc., Inc. New firm will package video shows for television broadcasters and advertisers, and will also produce commercial films for general or trade use as well as for telecasting.

Chief activity of his new organization, Mr. Marlowe said, will be working for and with advertising agencies in solving the video problems of their clients. He pointed out that the vast majority of agencies have neither a television department or at most one man, usually from the radio staff, assigned to this new medium. He said that his firm will be in a position to serve as the television department of an agency, functioning in that capacity for the entire range of video activities from the initial presentation to the client right through the planning and production of the actual telecast.

Donald Geisy, formerly associated with Mr. Marlowe as publicity director of ABC's Television Division, has joined Harvey Marlowe Assoc. in the same capacity. New firm is located at 221 W. 57th St., New York.

Baseball Telecasts
FOR CBS, in Cleveland, Detroit, Minneapolis, St. Paul, Des Moines, and Milwaukee, have contracted to sponsor telecasts on KSD-TV (St. Louis Post-Dispatch station) on one-half of the major league baseball games to be played in St. Louis after July 26. The contract, made for Ford through J. Walter Thompson Co., New York, covers both day and night games. Ford also has acquired the rights to half of all games to be played in St. Louis during the 1948 season.

HUCKSTER' SPOTS
Used 200 Times in 4 Days

WHN New York last week boiled over with the kind of steam advertising campaign that even Llewellyn Evans would have loved.

In what WHN mentioned MGM's The Hucksters no fewer than 200 times. It was a special campaign timed to precede the New York opening of the cinema version of Frederic Wakeman's best-selling description of the advertising business.

MGM did not use the usual kind of spots, but merely expanded upon brief but frequent mentions of the picture's title. The Hucksters' message was tied into other commercials. Examples: "Hucksters is a good eight-letter word and so is Lifebuoy" or "No one needs to huckster you into buying an Adam Hat."
EVER SINCE Samuel Curtis Johnson placed a two-inch ad in the November 1886 issue of The Century magazine, S. C. Johnson & Son has been among the nation’s leading advertisers.

In 1946 the company spent $278,635 on radio advertising, $786,663 on magazines, $962,119 on newspapers, according to Publishers Information Bureau figures. These figures may be contrasted with PIB’s records for 1935, Johnson’s first year on the air, when it spent $278,635 for radio.

Richard D. Crisp, former sales analyst for S. C. Johnson, speaking at a marketing conference conducted by the American Management Assn.

"Once the heights were gained, they were gained for good, and the Wistful Vista couple have apparently settled down permanently among the top five programs on Mr. Hooper's list. In 1944 and '45, the show never fell below second place; last year it came up with six firsts, seven seconds, one third, two fourths and one fifth place. So far 1947 has given it two firsts, six seconds, two thirds, and one fifth place. They have been in the first five continuously since June 1941."

Tailedor to Please

Just as Johnson decided to create a product to meet the demands of his customers for floor wax, so was Fibber McGee and Molly tailored under the supervision of Don Quinn, chief scripter since the program started, into a comedy program that appealed to all age groups in all economic classes.

Since Jim Jordan at the start specialized in long-winded stories in which the truth was only incidental, Quinn dubbed him “Fibber McGee.” But Fibber has long since ceased his story-telling to become a very human guy, dumber than life, and of course, has quite like somebody we know in our block. In his adventures, sometimes farcical, sometimes so close to life as to constitute a rare form of social satire, the company believes it has found a way to win the favor of the housewife and the man who drives the family car.

While many others beat their listeners over the heads with advertising claims, Johnson’s radio commercials and printed copy are quiet, good-natured and informative. Johnson believes it has a brand of it. He has never balked, misleading or in questionable taste. But no false modesty keeps Johnson from saying that their products are the best in the world since they sincerely believe them to be.

Pioneers in Ribbing

Pioneers in the indirect rib and the humorous approach to selling the product, Fibber has demonstrated that selling punch is entirely compatible with good taste and respect for the public’s intelligence.

William N. Connolly, Johnson’s (Continued on page 76)
Radio and Video Broadcasters', Manufacturers' Sales Are Up

Broadcasting corporations and radio and television manufacturers, as well as parts manufacturers, showed greater sales during the first quarter of 1947 than during the last quarter of 1946, according to a survey released this week by the Securities and Exchange Commission, Philadelphia.

The survey reported that 1,268 corporations in 139 industry groups, out of 1,402 reporting, had increased sales or operating revenues of $676,000,000 for the first quarter of 1947 over the last quarter of 1946. Net sales for the 1,268 companies were $28,656,806,000 for the first quarter as compared with $21,979,595,000 the quarter immediately preceding.

Two corporations are listed in the broadcasting field. They are CBS, reporting $18,529,000 in the last quarter of 1946, and $19,292,000 the first quarter of this year—an increase of $1,000,000. RCA listed as both a broadcasting company and a radio and television manufacturer, showed $73,010,000 in the last 1946 quarter and $76,465,000 in the first 1947 quarter, an increase of $3,456,000.

Thirteen Listed

Thirteen corporations were listed under radio and television products. In addition to RCA, they are Admiral Corp., with $9,852,000 in the first quarter of 1947 and $13,149,000 the previous quarter; Emerson Radio and Phonograph Corp., $8,982,000 and $7,819,000; Farnsworth Television and Radio Corp., $4,121,000 and $2,271,000; Galvin Manufacturing Corp. (Motorola), $8,840,000 and $8,066,000; Magnavox Co., $7,153,000 and $6,375,000; Philco Corp., $6,977,000 and $8,918,000; Raytheon Manufacturing Co., $15,017,000 and $18,011,000; Sentinel Radio Corp., $2,298,000 and $2,007,000; Sonotone Corp., $2,874,000 and $2,717,000; Westinghouse, $6,435,000 and $5,744,000; Sylvan Electric Products Inc., $23,537,000 and $24,506,000, and Zenith Radio Corp., $16,365,000 and $13,969,000.

Other companies were reported in the radio, television and electronic parts and equipment category. The companies, with their first quarter of 1947 figures and last quarter of 1946 figures, respectively, are: Clarostat Manufacturing Co. Inc., $19,850,000 and $26,290,000; Cornell-Dubilier Electric Corp., $4,399,000 and $4,326,000; Hazeline Corp., $2,188,000 and $2,575,000.

4 Executives Are Named by Taylor-Howe-Snowden

Appointment of Alex Keese, Tom Peterson, Clyde Melville and John D. Allison to be directors and vice presidents of Taylor-Howe-Snowden Radio Sales Inc., effective Aug. 1, has been announced by O. L. Ted Taylor, executive head of the firm.

Mr. Peterson has been managing the T-H-S Chicago office since Sept. 1, 1944, when it was opened. Mr. Melville has managed the firm's Dallas office since June 13, 1944. Mr. Keese has been general manager of the Amarillo, Tex., office. Mr. Allison, a former vice president of Headley & Co., has accepted the management of the T-H-S New York office [Broadcasting, July 14].

Each of the new directors-vice presidents will be stockholders in the corporation, according to Mr. Taylor.
Porter left that agency. His post as a Commissioner was filled on March 18 (Broadcasting, March 24) when Edward Mount Webster, a non-political appointee was confirmed to a four-year term which ends June 30, 1949.

One second, left by the expiration of Comr. Ray C. Wakefield’s term, was filled by a more controversial appointment. On July 11 the Senate confirmed the nomination of Robert F. Jones, Congressmen from Ohio, after a series of bitter accusations hurled by心情(Governor Taft-Pearson) were duly punctured in a series of ominous hearings. Mr. Jones is expected to take office around August 10. (See story page 15.)

The Jones nomination was a disappointment to Chairman Denny, who had succeeded in having the White House renominate Mr. Wakefield. But the Wakefield nomination was withdrawn in a sudden and unexplained action which caught both Mr. Denny and Mr. Wakefield unaware.

On the labor front, radio together with the rest of American industry, had cause for rejoicing in the passage over President Truman’s veto of the Taft-Hartley Labor Act. The Supreme Court decision on June 23 upholding the Act’s further strengthens radio’s hand in dealing with abuse. Station managers, however, appeared to be sitting tight in order to make a slow and careful evaluation of the effect of the legislation on labor-management relations.

One thing seemed certain. Some of the more flagrant practices of the American Federation of Musicians (AFM) have been curbed to the benefit of both radio and the listening public. James Caesar Petrillo is now forbidden by law to continue his traditional “feather-bedding.” Jurisdictional strikes and secondary boycotts have become “unfair labor practices.”

Law’s Impact
That the law has already had a considerable impact upon Mr. Petrillo was demonstrated by the AFM chief’s willingness to accept a “period of grace” from a House Labor Committee investigating group which had subpoenaed him for questioning in regard to his union’s practices. The group, headed by Rep. Carroll D. Kearns (R-Pa.), interrupted its hearings on July 8 for a 60-day truce period during which Mr. Petrillo has promised to abide by the law.

The Supreme Court ruling remained Mr. Petrillo’s case back to the House Labor Committee for investigating the Act with WAAF Chicago. Meanwhile, Senator Wallace H. White (R-Me.), Chairman of the Senate Interstate & Foreign Commerce Committee, assured Broadcasting that there will be a new Communications Act next year. He predicted, with the reservation that it was “still speculation,” that the Interstate and Foreign Commerce Committee would report favorably on a radio law “early in session.” I also think that the Senate will pass it,” he added.

There were other opinions, however, on what was needed in the way of radiol legislation. Rep. Evan Howell (R-Il.), Chairman of a House radio subcommittee was preparing to introduce radio legislation, and was only waiting for a cue from industry before going to

Petrillo to Confer on ‘Cooperation’

Meeting With Kearns; Hearing to Resume In September

JAMES CAESAR PETRILLO is meeting privately this week with Rep. Carroll D. Kearns (R-Pa.), chairman of the House group investigating AFM, to discuss a closer cooperation between the musicians’ union and amateur and student broadcasters.

The discussion is likely to branch out into other phases of AFM compliance with the Lea Act and the Taft-Hartley Labor law. The mood in which this meeting will take place may well determine the course that the Congressional investigation of AFM will take in the future.

Richard P. Doherthy, NAB’s director of Employee-Employer Relations told Broadcastings he hoped Mr. Petrillo would “be sincere regarding cooperation” in the statements he made to the House Committee. “Full impact,” he continued, “of the Taft-Hartley and Lea Acts on the AFM and its members will in good measure depend on the degree of cooperation arrived at here and obtained from high union officials. He discounted the AFM chief’s contention that unemployment threatens musicians. This would not happen, he added, if AFM cooperates with industry to make the Lea Act and Taft-Hartley Act workable.

The investigation started July 7, and continued through July 8, will be continued, according to Labor Committee spokesman James A. Taft-Hartley, shortly after Labor Day. Meanwhile, part of the Committee is planning to go to Hollywood to reopen hearings on labor racketeering in the motion picture industry.

One facet of these hearings will deal with AFM incursions into television and FM.

Difficulties Seen
Mr. Hartley, indicating that the Committee had run into some difficulties with AFM, declared that by September he hoped to have “straightened out the bugs” in the investigation. He would not say what the “bugs” were but he had previously mentioned difficulty in obtaining the cooperation of a number of witnesses including some from the radio industry.

Emphasis placed by the Committee upon the “cooperation” with amateurs and student musicians indicated that Mr. Kearns, himself a former educator and AFM-holder, was primarily interested in this phase of the union’s activities.

The conference this week between Mr. Kearns and Mr. Petrillo pointed to some sort of compromise agreement between the Congressional Committee and the music czar. Mr. Kearns has already admitted that “cooperative” work with the AFM, started with such farsight, was aimed at permitting Mr. Petrillo to put his house in order.

Meanwhile, he told Broadcasting last week, Mr. Petrillo has been “cooperative.” This was an adjective which he had failed to apply to other witnesses. Mr. Kearns’ holding of the Committee’s hearing, short as it was, seemed to indicate that he had no great animosity toward the union boss. He was just trying to make his “cooperation” with the AFM chief in what appeared the most cordial good fellowship.

It is uncertain what effect the AFM investigation will actually have upon the operation of the union. Earlier, committee members said that if necessary new legislation would be written to strengthen the Lea Act. Now, Mr. Petrillo has made an appearance before the House Commerce Committee and the Lea Act to the union. Observers on Capitol Hill believe

Support White

AN UNUSUAL vote of confidence was given Sen. Wallace H. White Jr., of Maine, Senate majority leader, last Tuesday by his colleagues. An issue had arisen on jurisdiction of the Senate Interstate and Foreign Commerce Committee, of which Sen. White also is chairman, on matters affecting the Federal Power Commission. The Senate, after several days of debate and a vote, sustained the nomination of Burton N. Behling to be a Power Commissioner to the Public Works Committee. Sen. White argued his motion that power matters such as this should be referred to his committee in which radio legislation also originates. The Senate voted his way 56 to 19 — an overwhelming victory on a controversial jurisdictional question.

(Continued on page 79)
Grant Funds for Capitol Recording

Protests Against Move Result Only in Cut In Appropriation

PROTESTS against the establishment of a near-monopoly on recording facilities in the Capitol by the Nation's Radio Network, Inc. resounded last week only in cutting the funds allocated for Robert Coar from $26,000 to $17,100 and changing the title of the activity to "Joint Recording Facilities."

The money, incorporated in the Legislative Appropriation, was approved and sent to the White House after the Appropriations Committee's Assn. had protested that the suggested title of "Joint Radio Information Facility" was a misnomer. Mr. Coar had originally asked for a salary of over $9,000 to go to himself as "coordinator." This was cut to $6,600 "basic" salary. With the Congressional scale of wages, however, the basic salary designation means that he will receive a total, with allowances, of over $9,000.

Despite the relatively severe cut, the appropriation itself represented a victory in principle for Mr. Coar and his wife who for the past 11 years have been operating a recording room for the use of legislators. It was also a new departure for Congress and establishes, in effect, a concession which may turn out to be a monopoly.

Danger Seen

Recognition of this danger was voiced in the Senate on Wednesday when Senator Styles Bridges (R-N.H.) told the upper chamber that "it is not intended that the proposed coordinator shall assume any new function or duties beyond those services he is rendering now." Senator Bridges, chairman of the Appropriations Committee, said:

"8½ MILLION RADIO, TV SETS MADE IN 6 MONTHS"

DESPITE a seasonal slack in June, a grand total of 8,610,644 radio and television receivers were produced during the first six months of 1947, with FM, AM and television sets registering the greatest gain over 1946, the Radio Manufacturers Assn. reported today.

During the month of June alone there were 11,484 television receivers produced in the Senate on Wednes-

The individual stations and net-

works should continue to function as they have in the past. By this he explained, they should be permitted to continue to make their own decisions for booking and telecasting Congressional activities.

This put the Senate on record as to its intent to cut, but Coar has told the Appropriation Committee previously that he intends to use his appropriation to "expand" the present service. This expansion, he said, still permitted another studio in the Senate Office Building, and would provide additional services such as recordings of committee hearings.

He also proposes to set himself up as a consultant on "matters pertaining to radio and television." This activity might be another to possibly conflict with the regular services of the networks.

Question of Monopoly

There was also a question as yet unanswered by working correspondents on Capitol Hill, whether Mr. Coar's potential monopoly might not be in effect a monopoly of recording services. There are a number of correspondents who for years have been recording interviews with their Congressmen for home consumption. Many of these correspondents have hoped to have access to recording facilities in the Capitol in order to avoid inconvenient travel downtown.

Mr. Coar has not indicated whether his facilities would be available to Capitol correspondents who might be in some cases under the proposed arrangement, in competition with him.

The Senate's action did not arise during hearings on the appropriation. The only expressed opposition came on the matter of the title of the facilities. The other issue, however, was expected to come out into the open whenever the expanded facilities go into actual operation and begin to conflict with services already established by the networks and local stations.

Functions Coincide

It was noted that some of the functions promised by Mr. Coar coincide with activities of bona fide correspondents. The largest, and local radio stations have been for some time broadcasting and recording important hearings. There was no indication as to whether Mr. Coar's proposed facilities would conflict with the standard operating procedure of accredited correspondents and agencies.

Mr. Coar has previously gained his income on Capitol Hill solely from the sale of recordings to senators and representatives. Under the new arrangements he will get his salary and the station will charge for recordings on what he claims is a "cost" basis. He told an Appropriations Committee that the equipment he is using represents a "fraction of that amount of over $30,000," depreciation of which will be charged off in prices of record-

The Sun Shines

ALTHOUGH not carried in Washington, D. C., newspapers, the "Baltimore Sun" carried a short note about WNBW, Du Mont and NBC video stations, respectively, in the Nation's Capital.

Rural FM Network Proposed for N. Y.

Six-Station Group Is Planned To Serve 40 Counties

A SIX-STATION FM network providing "fairly rural program service" to 40 counties of New York state is contemplated in applications filed with FCC last week by Rural Radio Network Inc.

Designed to "serve families of 110,521 farms, 76% of all farms in the state," the network would have studios at or near Ithaca and Owego for the most part, carry the same program. Transmitters would be located a Hermitage in Wyoming County, Bridgeport on County Newfield in Tompkins County; De Ruyter in Madison County; Cherr Valley in Otsego County, and Turi in Lewis County.

Installation costs were estimated between $250,000 and $300,000. Th applications request Class B stations, but with effective radiate powers of only about 1 kw.

Each would be base "private and governmental sur veys" of rural preferences, with emphasis on "news and weather broadcasts, market reports, far talks, nostalgic and religious pro gram, and quiz programs in keepin, with the character of farm inter es." Officials said there would be "no hesitation in providing pro gram service which is of very hits and controlling interest to a def nite minority of the potential au dience."

Rural Radio Network is an operating company wholly owned by the non-profit Rural Radio Foundation set up by nine farm organization in the proposed broadcast area. Of officials said profits would be used "for research, education and other causes in the public welfare."

H. L. Creal, farmer and Assem blyman of Homer, N. Y., is pres ident of both Rural Radio Founda tion and Rural Radio Network Inc.

Other officials: Clifford Snyder o Pittstown, N. J., vice president, George Sculom of Milton, Pa., secretary-treasurer, and R. B. Gervai of Ithaca, general manager.

Conference Studying Senate's Boost In FCC Appropriation

FCC's STAFF will remain virtually intact and operations will not be curtailed if conferences approve a Senate appropriation increase of $5,640,000 to $6,440,000.

The Senate recommended the increase after Chairman Charles R. Barlow (D. N. Y.) claimed that the "cost" of the expanded facilities planned by the Commission [BROADCASTING, April 7] had been reduced by the House Appropriations Committee which had cut the original appropriation by $9,685,000. Indications from the House were that a compromise figure might be arrived at — possibly around $5,200,000. The House Appropriations Committee was not seen as willing to give up its earlier economy figure without a struggle.

The original House action was considered generous enough by House committeemen [BROADCASTING, June 10]. Not only was the FCC given its largest peacetime appropriation, but if the Senate figure goes through it will even outstrip last year's budget of $5,685,000 and would be only $485,000 below the $7,300,000 originally demanded.

No matter what the final House action Mr. Denny has every cause for rejoicing. Not only was he faced with a new Congress at the opening of the session last January, but the chairman of the House Appropriations Subcommittee on Independent Offices Rep. Richard B. Wigglesworth (R. Mass.) had promised a close check on FCC spending [BROADCASTING, Feb. 17].
Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places too with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-jet snapped at 1-1000th of a second as it flashed across the three-kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound ... the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more-listeners-per-dollar-spent... than with any other station in town.

W-I-T-H, the successful independent, is the fast moving station in this big five station town.

W-I-T-H belongs on any smart list... yours included!
New AT&T Rates May Be Postponed

FCC Considers Whether To Extend Date

Beyond Aug. 1

If they are suspended before they take effect, it was pointed out, telephone service charges may have to carry a more substantial share of the costs of the facilities. It was regarded as conceivable, though not probable, that the service might be withdrawn from television use. It was also pointed out that there have been few cases, if any, in which FCC suspended the rates on a new service before it became effective—in the case of an existing service, officials explained, the old rates continue while the new ones are being considered, whereas there are no rates at all if the suspension involves a new service.

On the other hand, it was pointed out, the immediate future of network video might be seriously threatened if the rates were allowed to go into effect and resulted in abandonment or severe curtailment of coaxial usage by existing television stations. Almost unanimous opposition to the proposed rates, on grounds that they are prohibitive, was voiced by licensees and grantees in the network television conference conducted by FCC early last month [Broadcasting, June 16].

The charges which AT&T proposed led Allen B. Du Mont Labs to work out a microwave relay plan of its own for linking eight stations with New York and Washington as terminal points of the network. Du Mont estimated this network could be operated to serve the eight stations 28 hours per week at an average cost of $8.16 per hour per station [Broadcasting, July 14].

The comparable charge on AT&T's rate basis would be about $34 per hour per station, according to telephone company estimates released by Du Mont.

Philco and Raytheon also have strongly questioned the practicality of using AT&T service.

Monthly service charges, covering eight hours' service per day, are based on a rate of $40 per circuit mile, plus $750 connective charges. Thus the monthly cost of

(Continued on page 85)

Murrow, Taylor and Robinson
In CBS Executive Changes

Mr. MURROW Mr. TAYLOR Mr. ROBINSON

IN ONE of the most widespread executive realignments in recent network history, CBS last week announced two vice presidencies would change hands and that Edward R. Murrow, vice president and director of public affairs, would return to active newscasting.

Mr. Murrow will be succeeded as vice president and director of public affairs by Davidson Taylor, present vice president and director of programs. To replace Mr. Davidson the network has engaged Hubbell Robinson, onetime ABC vice president in charge of programs and recent vice president and national radio director of Poole, Cone & Belding.

Mr. Murrow will continue to serve the network as "executive consultant in the field of public affairs," a CBS spokesman said. Mr. Taylor, as his successor, will have jurisdiction over CBS news, educational and public service broadcast stations. He will share overall responsibility for all CBS broadcasts with Mr. Robinson.

It is not clear whether Mr. Murrow will remain as "executive consultant" or will enter the studio as an on-air newscaster. He has expressed interest in broadcasting and has been said to be planning a "book" on Murrow's war correspondence. He is probably best known to the public for his memorable This Is London broadcasts before and during the blitz. Born in Greensboro, N. C., in 1908, Mr. Murrow attended Washington State College, Washington U. and Stanford U.

(Continued on page 71)
How 1947 became 1968

Competing in many new developments

34,000 companies move “a generation ahead”

NEW JET PLANES have developed better than 600 miles per hour. Modern oil refineries produced special fuels to make such speed possible. 400 companies compete in oil refining... vie with each other in new fuel developments through never-ending research.

IN THE UNITED STATES you get petroleum products for less than anywhere else in the world. Prices vary, of course, and taxes also differ, but gasoline in the U.S. is always the world’s best bargain. And new improvements follow each other so rapidly that by ordinary standards of progress, you get these products “a generation ahead.” That’s why in many ways, it’s “1968” now!

More than 34,000 individual business firms which comprise the Petroleum Industry—the 1,250,000 men and women who make their living “in oil”—have set this pace in progress for the same reason an athlete breaks records... the heat of competition.

Today’s performance of new cars and fast planes is possible because oil scientists have worked hand in hand with automotive designers and aviation engineers to develop the new fuels produced by oil companies in the race to outdo each other. And this competition which makes Petroleum so progressive is evident not only in the advancement of fuels, oils, gasoline and lubricants but in chemicals, asphalts, solvents and has contributed to the development of finer cosmetics, tires, medicine, ink... over 1200 products in all.

That is the productive rivalry which has turned 1947 into “1968”... the healthy rivalry which may make next year 1977 or 1980.

THERE’S A PLUS FOR YOU
IN PETROLEUM’S PROGRESS

Prepared for the Oil Industry by the American Petroleum Institute © 1947
FIRST FM AND VIDEO LICENSED SINCE WAR

FIRST POSTWAR FM and television licenses were issued by FCC last week—four FM and one TV.

The four FM licenses, raising the total to 52 from the wartime 48, went to WFBL-FM Syracuse, N. Y.; WIBW-FM Topeka, Kans.; WINC-FM Winchester, Va., and WOPI-FM Bristol, Tenn.

Although 52 FM stations have licenses, the total in actual operation is almost five times that number—245, according to FCC. All told, 831 stations have been authorized. These include 636 for which construction permits have been issued and 195 for which conditional grants are outstanding. In addition, FCC reported, 151 FM new-station applications are pending.

The video license does not represent a new postwar operation. It went to NBC's WNBT New York.

PROPOSED GRANTS for three new Class B FM stations in Philadelphia [Broadcasting, June 23] were given finality by FCC last week.

Instead of carrying out its proposal to dismiss the application of W&DAS Philadelphia, however, FCC permitted an amendment to show transfer of control to William Goldman Theatres, the station's new owner, and removed the application from the hearing dock-

The Commission's report also showed 59 television stations under construction and 10 applications pending. About a dozen commercial television stations are in operation.

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.

Three Proposed Grants for Class B FM in Philadelphia Are Made Final

modernization of the station's facilities. The number of television licenses outstanding is unchanged from the wartime total—six.

The Commission's report also showed 59 television stations under construction and 10 applications pending. About a dozen commercial television stations are in operation.

The FM financ-

Joseph Stanton—in hearing status, subject to oral argument. Although four channels were available even before two reserved frequencies became available July 1, FCC noted in its proposed decision that Mr. Stanton's FM financing is dependent upon a loan which in turn is dependent upon operation of an AM station—and his AM grant is tied up by a stay order pending outcome of an appeal directed against the grant.

In connection with the WDAS application, FCC had proposed dismissal on grounds that William Goldman Theatres had adequate time to enter the FM hearing after it negotiated for purchase of the station and before the hearing record was closed. Instead, in its final order, the Commission granted a WDAS petition to amend its FM application so as to substitute the new owners, and severed the application from the hearing case.

Facsimile Is to Be Used At Jewelers' Convention

REVOLUTIONARY communications system—facsimile or "image transmission"—will help jewelers keep abreast of late news developments during the jewelers' convention in New York Aug. 11-14, Gordon Howard, advertising director of the Elgin National Watch Co., Elgin, Ill., announced last week.

Sponsored by Elgin, a Finch Telefax receiving unit will be located in the convention hall of the Waldorf-Astoria. Unit prints two newspapers daily in small regulation format, reproducing with photographic accuracy late news flashes, convention information and news, and advertising and pictures broadcast from WGHF New York.

BC Board to Meet

BOARD OF GOVERNORS of CBC will meet at Calgary Sept. 8-10, it was announced at Ottawa by A. D. Dunton, CBC chairman. The board will discuss recommendations of Parliamentary Radio Committee and decide whether its future meetings will be held in public, as recommended by the committee to Parliament.
HUDDLE SYSTEM (Fort Wayne Style)

Maybe you've wondered how WOWO, the Westinghouse station in Fort Wayne, manages to walk off with so many promotion and program awards. Maybe you've wondered how so many of WOWO's programs (both network and spot) turn in such striking sales performances.

It isn't done with mirrors, dear reader. Usually it starts with a huddle. Bob Duffield, the station manager, gets together with program department... promotion department... sales... publicity... technical.

Out of this and subsequent huddles comes a fistful of suggestions on how to give the program more listener-appeal... more promotion... more sales tie-ins. The advertiser gets the benefit of group thinking on his problem... by a group with intimate knowledge of this rich tri-state market.

This system has produced substantial results for many, many advertisers... large, small, and medium. It can do the same for you. We suggest a huddle with NBC Spot Sales.

WOWO... INDIANA'S MOST POWERFUL STATION... AN ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc. • KYW KDKA KEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

RAILROADING
is a Major Industry in the
MOUNTAIN EMPIRE

THOUSANDS OF NORFOLK & WESTERN
AND VIRGINIAN EMPLOYEES
ARE CONCENTRATED IN
WDBJ'S COVERAGE AREA

The 21,678 employees of The Norfolk and Western Railroad (with General Offices and Main Shops in Roanoke) last year were paid $62,380,000. In coal alone, the N. & W. hauled 15 million tons through Roanoke, and loaded 44 1/2 million tons along its lines. Other millions of tons were hauled by the Virginian Lines.

Thousands of these railroad people are consistently served by WDBJ which covers Roanoke and most of Southwest Virginia—a diversified market where sales are dependent on no single income group. Your advertising dollar will go a long, long way in this territory of 125,000 radio homes where actual year-round buying is considerably above the national average. Ask Free & Peters!

GREAT MAGNIFYING power of 42-inch spherical mirror used in RCA's large-screen television projection system is illustrated by reflected image of clasped hands of W. W. Watts (l), vice president in charge of the RCA Engineering Products Dept., and Col. Nathan Levinson, head of Warner Bros. engineering and technical research staff. Mirror is part of equipment being shipped by RCA to Warner's studio in Burbank, Calif., for use in cooperative large-screen video research program.

Large-Screen Video Research Program
Planned Jointly by
RCA, Warner Bros.

A JOINT PROGRAM of research on large-screen television will be undertaken by RCA's Victor Division and Warner Bros. Pictures Inc.—a step heralded by both RCA and the movie-producing firm as a significant one in the mass entertainment field.

Announcement of the signing of a contract for the research and experimental program, which it is predicted will be as important as the first efforts to put sound on film two decades ago, was made by Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor Division, Harry M. Warner, president of Warner Bros., and Jack L. Warner, vice president in charge of production.

First elements of the new type of black-and-white large-screen television equipment developed by RCA Engineering Products Dept. in its Camden, N. J., plant are being shipped immediately to Warner Bros.' Burbank studio. Included in this equipment is a 42-inch spherical mirror with great magnifying power. Mirror, weighing 300 pounds, is ground to the precision of the finest telescope lens and is said to be the largest of its type in the country.

For the immediate future, at least, the experiments will be confined to black-and-white television, although RCA recently demonstrated color video reception on a screen 7 1/2 ft. by 10 ft. [BROADCASTING, May 5].

RCA will provide technical and research information, as well as the assistance of engineering personnel and field engineers, under its contract with Warner Bros.

Col. Nathan Levinson, a pioneer in television pictures who now heads Warner Bros.' engineering and technical research staff, has been assigned by the movie firm to direct the experimental program for Warner's.

'Firsts' Added

THREE 'FIRSTS' were claimed last week by the RCA Victor-Allied Stores Television Caravan at Grand Rapids, Mich., according to Louis A. Sposa, tour director. He said Grand Rapids not only was presented its first studio and remote television, but the first remote work was done by the Caravan. The Grand Rapids exhibition was staged in conjunction with Herpolsheimer's Dept. Store.

CASTING, a Canadian radio program which was first heard on July 10, has scored another first and a new rating record. The program, broadcast from the studios of the CBC in Toronto, and held over each Sunday evening, is receiving very favorable reaction from the Canadian public.

In another move to increase radio listening in Canada, the CBC has started to broadcast the Saturday evening program, 'Saturday Night with Peter Cardinal,' the first national television program to be broadcast over the Canadian radio network. The program is heard by millions of listeners in various parts of the country on Saturday evenings.

WDBJ - CBS 5000 Watts - 960 KC
Owned and operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., National Representatives

Page 24 • July 21, 1947
Yes, and like it too. Furthermore, there are twelve other delicious edible greens that grow wild in the Great Northeast, according to the Brooks.

It’s astonishing what a listener can learn from Martha and David. About food, of course. And also about life in Korea, man-made snowstorms, habits of bears, keeping pet crickets—not to mention Brooks’ "Fearless Weather Forecast" (just in case you don’t like the weather Bureau’s advice). The unusual is usual between 9:30 and 10:00 each weekday morning at WGY.

That’s why dials are turned regularly to 810 for "BREAKFAST WITH THE BROOKS." Small wonder an advertiser recently wrote: "Your program has outpulled any three of the best stations combined that we have used the past month."

★Get complete details on this low-cost participation show today! Let it do a selling job for YOU. Contact WGY or your nearest NBC Spot Sales Office.

GENERAL ELECTRIC

50,000 WATTS — NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES
MORE POWER
TO YOU
IN CLEVELAND!

Free-Speech Mike
WGAR
Now
50,000
Watts

The Friendly Station • Cleveland
Edward Petry & Company • National Representatives
Dr. Tyler to Coordinate Radio at Ohio State U.

DR. I. KEITH TYLER, director of the Institute for Education by Radio at Ohio State U., has been appointed coordinator of all radio instruction in the university. In his new capacity, he will correlate the offerings of almost half a dozen OSU departments which work in the field, according to President Howard L. Bevis. Dr. Tyler has been director of radio education at OSU.

A professor in the OSU Bureau of Educational Research Dr. Tyler will be aided in his new job as coordinator by an advisory committee representing the major areas of the university which offer radio training. Courses in radio are now given in the departments or schools of journalism, speech, education, music and business organization. University station, WOSU Columbus, also will come under Dr. Tyler.

New Program Director, Others Named at WFAA

SEVERAL staff changes have just taken place at WFAA Dallas, including the naming of a new program director, Louis Jacobson. Prior to Mr. Jacobson's appointment, Hal Thompson, program supervisor, had been acting as program director. Mr. Jacobson has been in radio for over ten years, with J. Walter Thompson Co., Chicago, WPEN Philadelphia, WLGW Cincinnati and WGN Chicago, where he directed the Chicago Theatre of the Air.

Sidney Piettsch, former managing editor of Scene magazine, has joined WFAA as news editor. New continuity director, replacing Raymond H. Huffer, is Claudine French Shannon. She has written several NBC programs, and was also radio director and office manager of Grant Advertising Agency, Chicago, and Chicago offices. George Shapleigh, formerly with Pan American Airways, is in the newly-created position of merchandising manager. Marian Kate, formerly of the continuity department of WFAA, is now assistant to the program supervisor, replacing Bill Shapard, resigned. New publicity director, taking the place of Johnny Riddle, also resigned, is Raymond Huffer, of WFAA's continuity department. Mrs. Betty Balch, former assistant publicity director, has left the station to assist her photographer husband, and she is succeeded by Virginia Bates, of the Wichita Daily Times.

NLRB Postpones Hearing On Charges Against NBC

A NATIONAL LABOR Relations Board hearing of charges brought by the Radio Guild, United Office and Professional Workers of America (CIO), against NBC for allegedly interfering with the organization of its employees last week was postponed to Sept. 2. The hearing had been set for July 14.

The union alleged that the network interfered with the organization of its employees in the guest relations department and also that the company discriminated against the promotion of one employee, Thomas McCullen, because of his asserted union activities.

WQXQ On Fulltime

WQXQ New York, the FM affiliate of WQXR, the New York Times station, went into full time operation July 15 on its new frequency of 96.3 mc, Channel 242. All programs of WQXR from 9 a.m. to 12:05 a.m. are duplicated on the new FM band. As a service to owners of older FM sets WQXQ for the present will continue to broadcast on the former FM band at 46.9 mc on the same full time schedule. Up to now WQXQ has been broadcasting daily from 5 p.m. to midnight.
COMPLETE studio facilities are provided by General Electric's two-studio Consolette—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price every station can afford.

Here is an outstanding control unit that contains all the amplifiers and controls needed for split-second control of two studios, an announce booth, two turntables, and eight remote lines. Two program amplifiers give maximum operating flexibility and program protection.

A reliable push-button system and simplified switching, careful arrangement of controls, and a correctly sloped panel combine new operating ease and operator comfort unmatched by other consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest General Electric broadcast sales office for complete information, or write: General Electric Company, Electronics Department, Syracuse 1, New York.

LEADER IN RADIO, TELEVISION AND ELECTRONICS
Top Honors in Fire Awards Go to Wtic
Other Outlets Are Also Cited For Safety Measures

IN RECOGNITION of outstanding public service in educating the public in fire prevention and safety measures, the National Board of Fire Underwriters last Thursday awarded gold medals to Wtic Hartford, the Chicago Sun and the Moberly (Mo.) Message.

Grand winner among radio stations, Wtic was cited “for its consistent year-round effort to encourage better fire prevention and protection, and for its skillful planning, ingenuity and breadth of its programming.”

Among stations, honorable mention went to WGN Chicago for its “... efforts to encourage fire safety on farms, in cities, and in industries, and for its cooperation with and assistance to fire departments.”

WPTF Raleigh, N. C., was cited for the “excellence of its campaign to educate school children and householders in fire safety and for stimulating interest of Boy Scouts in community safety.”

WHO Des Moines received honorable mention especially for its “... statewide fire safety contest for school children.” For “encouraging fire safety on farms,” WLS Chicago was also awarded honorable mention.

Other Awards

Judges cited WOWO Fort Wayne, Ind., for “special distinction... as evidenced by its special broadcasts for Fire Prevention Week by helping to raise funds for fire-fighting equipment, and for its excellent public service program throughout the year.”

WFNC Fayetteville, N. C., received its award “For special distinction as evidenced by its month-long campaign at the time of Fire Prevention Week to promote community fire safety, cooperating with civic clubs, schools and Boy Scouts.”

Radio judges were Edgar Kebab, Mutual president and chairman of the organizing committee of the Broadcasters’ Advisory Council; George Rosen, radio editor of Variety, and Arthur Stringer, NAB director of special services.

Transmitter for WTVR Delivered in Richmond

RICHMOND, VA., will have television by late 1947 or early 1948 according to Wilbur M. Havens, owner and general manager of WMBC, WCOD-FM, and the new WTVR (Television Richmond).

The arrival last week of WTVR’s transmitter equipment prompted the announcement by Mr. Havens, who said he was proud to state that his radio station owner to bring this latest development in electronics to the Old Dominion.”

BEVERLY HILLS club party was given by CBS for Borden’s and Kenyon & Eckhardt, sponsor and agency respectively for Arthur’s Place on the occasion of its broadcast.Shown, 1 to 2, Don Moore, former K & E producer, who plays title role; William Lewis, K & E vice president, and Don Thornburgh, CBS vice president in charge of Western Division.

AAW Confers An Award On KPO San Francisco

THE ADVERTISING Assn. of the West July 16 presented KPO San Francisco an award for “distinguished service to advertising and business in interpreting the American way of life.” The award went to KPO for its News in Advertising, weekly on the NBC Pacific network.

The certificate of award was presented by N. M. McCready, director of sales of Foster and Kleiser Co. and member of the Association’s Awards Committee and Russell Z. Eller, advertising manager of California Fruit Growers Exchange and president-elect of the AAW. John W. Elwood, KPO general manager, creator of the program, accepted the award at a joint meeting of the San Francisco Chamber of Commerce and the Advertising Club of San Francisco.

News in Advertising was created in 1943. It is devoted to news that appears in paid advertisements in national magazines, newspapers, radio and other media.

HERSHEY BITES

Chocolate Firm Has First Show on WLBR

TRADITION has been broken—and successfully—in Hershey, Pa. The Hershey Estates, manufacturers of Hershey chocolate, and longtime believers in a very minimum of advertising, now have a 45-minute amateur jamboree program on WLBR in nearby Lebanon. First radio timesalesman to put Hershey Estates on the air, according to the station, is Frank Short.

The new program is being used to advertise the Hershey amusement park, located in the town built and operated by the chocolate firm. Attendance has increased at a rapid rate, and much good talent is being discovered. Prizes include radios, pen and pencil sets, electric clocks and other appliances.
Right Now
WHEAT MONEY
is making cash registers
play a steady tune!

This year's wheat crop for
the Texas Panhandle is es-
timated at 112,000,000 bush-
els, setting an all-time high
for production in this area
and an income of over
$200,000,000!

KFDA SEPARATES THE “CHAFF” FROM
THE “WHEAT”

Make just three comparisons—coverage, cost and audience ratings—and you will
readily see that KFDA is the buy in this great wheat producing empire. KFDA
reaches the farming audience with market reports, weather reports and gen-
eral farm entertainment and information and covers the populated area of
the Panhandle thoroughly. Availabilities on request or ask a John E. Pearson man.

• For BMB AND OTHER INFORMATION—WRITE HOWARD ROBERSON, MANAGER

Amarillo, Texas
Nunn Stations: KFDA, Amarillo, Tex.;
W LAP, Lexington, Ky.; WBIR, Knoxville,
Tenn.; WMOB, Mobile, Ala.; WCMI, Ashland,
Ky.-Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON COMPANY
Mothproofing Firm To Organize Small
FORMATION of a new association of small, independent stations is suggested in a circular letter to some 900 stations in the up-to-1 kw-unlimited and up-to-5 kw-daytime categories by J. Mark Kerans, treasurer of Mothimune Laboratories Corp., Durham, N. C., an industrial mothproofing concern.

Mr. Kerans, resident of a Washington, D. C., suburb, admitted last week that he had no radio connections, but said he had talked with some of the "smaller fellows" and had offered to donate his services to test the sentiment among small stations concerning the proposal. His circular letter, dated July 5, explained also that Hohart G. Stephenson, owner and general manager of WCNT Centralia, Ill., and "several others" had asked him to ascertain the views of the industry concerning establishment of such an association.

Mr. Kerans said he had not talked with anyone at NAB before sending out his letter. At NAB the reaction—for the moment, at least—was "no comment." A. D. Willard, NAB executive vice president, said the Kerans proposal probably would be taken up by the Small Markets Committee at its next meeting.

Serving in an advisory capacity on matters of common interest to its members but not participating in individual cases, Mr. Kerans said, the proposed association could set up a panel of attorneys from the Federal Communications Bar Assoc. to advise on legal matters and a similar panel of engineers to advise on engineering matters. A board of governors, elected by stations belonging to the association, would be charged with determining policy and laying down a program.

Annual membership dues proposed in the circular were set at $425, but Mr. Kerans said $100 to $125 a year would be sufficient if 150 to 150 stations would join, so that approximately $20,000 would be assured to start the association's activities.

Headquarters in D. C.
Mr. Kerans believes such an association should employ an executive secretary, with headquarters in Washington, D. C., to do liaison work and handle administrative duties and should also employ a man versed in publicity matters. He suggests that the association might send out to its members a weekly mimeographed news letter and a monthly eight-page "slick paper" magazine.

Currently the Regional Broadcasters Committee is representing regional stations, which fall within the categories of stations to which Mr. Kerans' circular letter was mailed. Several attempts have been made in the past to organize associations such as that proposed by Mr. Kerans, but have met with little success. Mr. Kerans says that early replies to his proposal, most of them from the eastern part of the United States, have been largely favorable.

Rule Notice
NOTICE has been given by FCC of proposed rule making in matter of amendment of Sec. 5.21 of Part 5 of the Commission's rules and regulations governing experimental radio services. The change would conform with frequency allocations made by FCC's final reports of July 19, 1946, and March 20, 1947. Interested parties may file on or before July 23.

FOOTBALL GAMES of Baltimore Colts (All-American Conference) next fall will be broadcast by Ted Husing (l.), veteran sportscaster and formerly director of sports for CBS, under sponsorship of Gunther Brewing Co., Baltimore. Here Mr. Husing completes arrangements for broadcasts with Colts' owner, Bob Rodenburg (center), and Bill Lydian, account executive of Booth, Vickery & Schwinn, New York-Baltimore agency handling transaction.
Within the next few months WMAL-TV, The Evening Star's new television station in Washington, D. C., will go on the air with a regular program schedule.

This station will telecast on Channel 7 (174 to 180 megacycles) using a new 5-kilowatt RCA transmitter—the first unit to be built for the higher commercial frequencies.

Other RCA equipment includes input and monitoring equipment, three image-orthicon cameras and associated field equipment for remote pick-ups, 16mm projectors and film cameras for telecasting sound films, and a six-bay high-gain, wide-band, Super Turnstile antenna.

Plans also call for the installation of a two-section RCA Pylon antenna for this newspaper's FM station, WMAL-FM. The Super Turnstile will be mounted atop the Pylon. By using RCA's recently announced diplexing system, it will be possible to broadcast FM and television picture and sound simultaneously from the same compact antenna system.

The Evening Star (WMAL) is one of the many leading newspapers and top broadcasters to select television by RCA. Everything needed to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Department 18-G-3, RCA, Camden, N. J.

To gain valuable operating experience prior to on-the-air service, WMAL for many months has been using RCA image-orthicon field equipment for experimental pick-ups.

The Evening Star
Washington, D. C. (WMAL)
Radio Week Promotion Plans Laid Out by RMA Committee

RMA ADVERTISING Committee, meeting in special session in Chicago last week, gave final approval and "radiated" its comprehensive promotion workbook for National Radio Week.

Workbook, embracing 32 pages in two colors, is expected to be distributed to approximately 30,000 dealers and radio broadcasters throughout the country some time prior to the NAB convention in Atlantic City, N.J., Sept. 18-19. In addition, the committee approved use of some 120,000 three-color posters of four varieties for similar distribution.

W. B. McGill, of Westinghouse Radio Stations Inc., Philadelphia, in charge of the special session, also revealed that the committee had discussed the promotional possibilities of a contest plan, yet to be submitted to RMA as a whole, which would be sponsored by women broadcasters from country at large. Contest, which would offer a grand prize in addition to several individual ones, would embrace all of NAB districts. RMA approved an appropriation of the program for its convention in Chicago last month, for promotion of National Radio Week, with the Advertising Committee, as well as NAB, already assured of cooperation of all broadcasters, retail trade groups, and television and radio sponsors.

Objective of current $50,000 "Radio in Every Room" sales promotion campaign, with its "A Radio for Everyone" slogan keynoting the drive, is to achieve that goal by stressing the underlying theme of a radio for every member of the family as an individual possession. A slide film, "Let's Get Personal," approved by the committee during the RMA convention in Chicago last month, is currently being made available for use by member companies for sales training purposes.

In addition, approximately 3,000 radio store buyers from coast to coast have been notified through their New York representatives that in its production of radio and television receiver sets for 1947, Harold R. Sheer, vice president of all Philco branches, disclosed this week in Chicago, as the corporation displayed 34 new Philco radio models during the furniture convention.

Declaring that such a goal, if attained, would mean about $150,000,000 worth of total business for the year, Mr. Sheer said the outlook portended an increased advertising budget which might well reach $75,000,000. Use of radio will play an important part in campaign, Mr. Sheer stated.

At the furniture show, 12 of Philco's 34 new models are both AM-FM. Also displayed by Philco was a larger-than-ordinary television set with a 15" by 20" screen which, according to the corporation, brings better vision to television receiver audiences at greater distances. Set is being sold, however, only in eastern states at present.

TBA Approves TELEVISION BROADCASTERS Assn. engineering committee has given a passing grade to the master antenna system of Telicon Intra-Video Corp. which the committee recently inspected [BROADCASTING, June 30]. Committee reported that it feels "the approach to the problem is fundamentally correct and it understands that a similar approach is being used by other manufacturers who are also developing apartment house antenna distribution equipment."

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**We aren't stretching it one bit**

When we tell you that...

WMC is first in audience—Hooper after Hooper shows WMC convincingly first in Memphis' Billion-Dollar market of 684,460 radio homes! WMC is first in programming—top NBC and high Hoopered local and regional shows! WMC is first in results—just ask our clients.

Brother, we aren't stretching it one bit. Give us an opportunity and we'll prove it!

**WMC**

"the station most people listen to most"

*MEMPHIS* 5000 WATTS DAY & NIGHT

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

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

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

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**Radio Week Promotion Plans Laid Out by RMA Committee**

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**THOMASCOLOR**

Brochure Illustrates Various Uses of New Color System

LARGE, COLORFUL brochure issued last week graphically explains various uses of Thomascolor, described by its inventor, Richard Thomas, as "a new and revolutionary system that makes brilliant full-color photography as easy, fast, economical and permanent as black-and-white."

Thomascolor was first demonstrated for the trade at last year's NAB convention [BROADCASTING, Oct. 28, 1946]. Now, as then, universal adoption of color in television awaits the perfection of a satisfactory all-electronic method of transmitting it. Thomascolor, however, is adaptable to existing methods, according to the inventor and those who witnessed last year's demonstration. The folder explains further how Thomascolor equipped cameras can be used to cover spot news events and then processed in less than an hour for presentation on regular news periods.

In addition to the section on television, the brochure explains with pictures and diagrams how Thomascolor can be used in theatrical films, newsreels, special purpose films, amateur movies, commercial, advertising and newspaper photography, graphic arts, microphotography, scientific, medical, aerial and night club photography, visual aids and educational slide-films.

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Only ONE other station can claim more listeners in the Cincinnati area than ....... WCPO

From C. E. HOOPER
Look!

From C. E. Hooper — FIRST in Cincinnati on week-ends.

From C. E. Hooper — right in front all evening.

From C. E. Hooper — look at this!

From C. E. Hooper — why WCPO speaks for itself!

<table>
<thead>
<tr>
<th>June 1947 HOOPER INDEX</th>
<th>WCPO</th>
<th>NETWORK STATION 'B'</th>
<th>NETWORK STATION 'C'</th>
<th>NETWORK STATION 'D'</th>
<th>STATION 'E'</th>
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<tr>
<td>Total Rated Time Periods</td>
<td>21.5</td>
<td>13.5</td>
<td>20.4</td>
<td>28.8</td>
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<td>Sunday Afternoon 12:00 n. - 6:00 p.m.</td>
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<td>12.4</td>
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<td>14.5</td>
<td>11.4</td>
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<tr>
<td>Saturday Daytime 8:00 a.m. - 6:00 p.m.</td>
<td>26.6</td>
<td>15.3</td>
<td>25.2</td>
<td>25.7</td>
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<tr>
<td>Evening Sunday thru Saturday 6:00 p.m. - 10:30 p.m.</td>
<td>16.8</td>
<td>12.5</td>
<td>23.3</td>
<td>32.5</td>
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<tr>
<td>Weekday Afternoons Monday thru Friday 12:00 n. - 6:00 p.m.</td>
<td>22.1</td>
<td>11.5</td>
<td>16.7</td>
<td>30.1</td>
<td>19.2</td>
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<tr>
<td>Weekday Mornings Mon. thru Fri. - 8 a.m. - 12 n.</td>
<td>16.5</td>
<td>19.5</td>
<td>20.9</td>
<td>25.3</td>
<td>17.6</td>
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TOTAL RATED TIME PERIODS 21.5 13.5 20.4 28.8 15.3

Represented by THE BRANHAM CO.

WCPO

Affiliated with THE CINCINNATI POST
FM EDUCATIONAL NETWORKS

FCC Reports 23 of the States Have Indicated Interest in Statewide Hookups

TWENTY-THREE states have indicated an active interest in the establishment of statewide FM educational networks, according to an FCC report issued last week. The report is based on responses to letters addressed by the Commission to state education officials.

Planning has reached the legislative stage in California, Pennsylvania, South Carolina, Virginia and Wisconsin, the report stated, adding that planning committees are active in Georgia, Illinois, Kentucky, Louisiana, Michigan and Texas. FCC said other states which have indicated interest are Alabama, Iowa, Ohio, Oklahoma, Mississippi, Missouri, New York and Tennessee. The Commission said that the U.S. Office of Education reports some planning also in Indiana, Maryland, Montana and New Jersey.

As of July 15, six noncommercial educational FM stations held licenses and 32 construction permits were outstanding. Nine stations were on the air on that date. The assignments of the CP holders were given in BROADCASTING, June 23. Iowa State College of Agriculture and Mechanical Arts, licensee of WOI Ames, Iowa, AM outlet, is permittee for a noncommercial television station. It has FM request pending.

Schools and colleges today operate 32 AM outlets of which 12 are commercial. Eight commercial FM stations are authorized to educational institutions.

Phillips Is to Direct Du Mont Video Net

WAS Executive Vice President OF USO-Camp Shows

LAWRENCE PHILLIPS, for the past six years executive vice president of USO-Camp Shows, has joined Allen B. Du Mont Labs as director of the Du Mont Television Network. Presently including two Du Mont owned stations, WADB New York and WTTG Washington, the network will ultimately include video outlets in Pittsburgh, where the company has been granted a construction permit, and, it is hoped in Cleveland and Cincinnati, where Du Mont applications are awaiting FCC action. Plans also call for the addition of independently owned affiliates across the country as interconnecting facilities are extended.

Appointment of Mr. Phillips as network head segregates this phase of the Du Mont operations and permits Leonard F. Cramer, executive vice president who for some time has supervised these activities, to devote himself primarily again to the manufacturing end of the business.

For many years engaged in manufacturing, Mr. Phillips resigned the presidency of Valspar Corp. in 1935 to set up his own business as management consultant. In 1941 he was "drafted" by a group of civic leaders to help organize live entertainment for the armed forces and for the past six years he has administered the production and operation of more than 1500 live shows playing throughout the world, giving more than 400,000 performances to a total audience of 225,000,000.

Patten Named Assistant To President of Du Mont

REAR ADMIRAL Stanley F. Patten, USN (Ret.), former naval communications officer, has been appointed administrative assistant to the president of Du Mont Laboratories.

Admiral Patten served during the war as commanding officer of the Rock of Mount, amphibious command flagship in the Pacific, and as communications officer of the 13th naval district, Seattle. He retired from the service last Jan. 1.

He will carry out administrative, liaison and general organizational duties with Du Mont at the company's Clifton, N. J. plant.
Another “FIRST” for Western Electric

NEW Arc-Back Indicator in
Western Electric FM Transmitters
spots faulty mercury vapor rectifier tube surely ... instantly!

Arc-backs in mercury vapor rectifier tubes are rare—but when one occurs it is essential that you locate the faulty tube at once.

And that is exactly the function of the new Arc-Back Indicator, an exclusive feature of Western Electric FM Transmitters of 10 kw and higher powers.

Gone is the uncertainty as to which tube is at fault, for the Arc-Back Indicator shows you instantly... enables you to get back on the air in a fraction of the usual time.

The new Indicator is only one of the major features which put Western Electric FM Transmitters in a class by themselves. The Power and Impedance Monitor—which gives an accurate, direct measurement of the actual RF power fed to the antenna system and, in addition, a method of measuring standing wave ratio under full power output—is another. The Frequency Watchman for precise, dependable frequency control is a third.

Investigate Western Electric before you buy any FM transmitter. The Western Electric line ranges from 250 watts to 50 kw in power. Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., for full information.

— QUALITY COUNTS —

Heart of the new and exclusive Arc-Back Indicator circuit is a saturated toroidal transformer which responds only to reverse current in its associated rectifier tube. When an arc-back occurs, the voltage from the transformer fires a small thyratron tube which removes high voltage and lights the proper indicator lamp, visible through the glass front door of the TRANSVIEW design transmitter. In case of a string of “sympathetic” arc-backs, only one indicator lamp is fired—the one associated with the rectifier in which the original arc-back occurred.
BEN MILLER IS SLATED FOR NAB PROMOTION

BEN MILLER, currently assistant director of information at NAB, will become assistant director of NAB's program department as soon as a replacement has been named for him in the information department. Mr. Miller's promotion was announced last week by A. D. Willard, Jr., NAB executive vice-president.

Mr. Miller has been with NAB since April 1946, joining the organization after 3½ years of Army service. While in the service, he spent over a year in the War Department Bureau of Public Relations, and prior to separation with the rank of captain, he was chief of the Radio Branch, Army Service Forces Group.

From 1935 to 1940, Mr. Miller was with Young & Rubicam, where he served on the production staff of We the People. He resigned in 1940 and went with the newly-formed WPID, Pittsburgh, Pa. as program director. His next jump was to WGAC Augusta, Ga., a year and a half later, also as program director. He remained with WGAC until 1942 when he entered the Army. Since joining NAB in April of last year, he has been assistant director of information.

Ground Broken for New WJLB Studio and Tower

GROUND was broken last Monday for the new ultra-modern studios and transmitter tower for WJLB Detroit, with Mayor Edward Jeffries officiating. The 500-foot Truscum tower will be capable of carrying both an AM and television antenna, when these services are added. AM power will be 250 w., with a radiated power of 500 w. Construction costs are expected to total about $150,000, with studios designed and engineered by John L. Booth, president of Booth Radio Stations Inc., station licensee.

Present at the ceremonies were: Mayor Jeffries, whose demand was for an increase in sales; Edward H. Clark, booth vice president in charge of sales; Robert G. Crampton, station manager; Leonard Kamins, of Brooke, Smith, French & Dorrance agency; Richard Werner, of Werner Advertising Agency; Hais Trump, Fred M. Randall, advertising agency; Robert Miller, M. Powell, of Powell agency; and Robert L. Balfour, station manager of WBBC Flint, new Booth Stations' Mutual affiliate.

NAB Unit Is Given New Industry Code

Standards Group Meets Tomorrow

To Examine Proposals

NAB Special Standards of Practice Committee will meet tomorrow (July 21) at NAB's Washington headquarters to discuss new industry code of ethics which it plans to submit to the NAB board at the Atlantic City convention. Originally, the full committee was divided into two subcommittees—one to work on program standards and the other on commercial standards. At a meeting of the full committee in New York several weeks ago, the subcommittees reported their recommendations and a new drafting committee was appointed to draw up a set of standards on the basis of the subcommittee reports. These proposed standards, in turn, will be considered by the full committee tomorrow.

To Attend Meeting

Attending the meeting will be Committee Chairman Robert D. Sweezy, MBS vice president and general manager; Ken E. Dyke, NBC vice president; Gilson Gray, CBS; C. T. Lucy, WRVA Richmond, Va.; H. E. Fellows, WEIL Boston; George C. Biggar, WBIC Indianapolis; Walter Damm, WMJ Milwaukee; Eugene Carr, Brush-Moore Stations; Roger W. Clipp, WFIL Philadelphia; John Outlaw, WSB Atlanta, and Harold Fair, NAB director of programs.

Two other committee members, Edgar Bill, WMWD Peoria, Ill., and Gayle Grubb of KGO San Francisco, will be unable to attend.

NBC Chicago Newsmen

Will Resume Wage Talks

NEGOTIATIONS for a new wage contract for Chicago NBC news writers, temporarily frozen in impasse, will be resumed around July 23, according to Ben Meyers, Chicago RWG attorney. Writers, whose contract with the network expired May 31, are seeking a pay level equal to that of New York writers, as well as the ironing out of other grievances.

Present level of Chicago NBC news writers is $235 a month, with no scale fees, Mr. Meyers said, for commercial programs for which writers supply news. The writers, he said, are demanding a 10% increase after a year's employment, a provision contained in the former contract. He pointed out that New York news writers currently are making $300 a month, with provisions calling for an increase to $475 within two years of time writer is employed.

Some of the other Chicago grievances already have been resolved, Mr. Meyers stated. While present contract has expired, it automatically carries over until new one is signed, it was explained.
YOU MAY BE ABLE TO SPEAK 217 WORDS PER MINUTE—

BUT... YOU'LL WASTE A LOT OF BREATH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

For your message to be effective it first must be heard. Broadcasts originating outside the Western Michigan area suffer from a fading condition that severely reduces reception here. That's one of the several good reasons why a much higher percent of listeners in this area tune in on "home" stations.

Their first choice is the WKZO and WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report shows that this combination attracts far more listeners than any other station, or, for that matter, any other network combination. And that goes for morning, afternoon and evening audiences (from 8 a.m. to 10 p.m.).

We'll be glad to send you the complete report, or if it's more convenient, just ask Avery-Knodel, Inc.

*Floyd Gibbons, the famous reporter, was clocked at this talking speed.
VA Discs

LATEST series of 13 quarter-hour Here's to Veterans transcriptions is now in production, according to the Veterans Administration. Discs will be available to stations late in August for use during September, October and November. Format will be the same as those VA programs now on over 1,000 stations—capsule versions of network shows. This series will include the Breakfast Club, Eve Arden, Tex Beneke, King Cole Trio, Frances Langford, Alec Templeton, Woody Herman and Frank Paar, all of whom have donated their services.

GUEST SPEAKER on the first anniversary program, July 13, of "The Veteran Wants to Know" was Edgar Kolak, Mutual president. Series is broadcast sustaining over Mutual, presented by Veterans Administration, Sunday, 2:45 p.m. (EDT).

Full Cooperation With Radio Industry Urged by Auto Association Official

An appeal for greater cooperation between industrial enterprises and the radio industry is voiced by Harry Cushing, head of radio for the public relations department of the Automobile Manufacturers Assn. in a recent booklet titled, "How To Work With Radio.

Citing the increasing use of radio by labor unions, Mr. Cushing emphasizes the pressing need for cooperation saying, "To industry in its public relations efforts to ignore the potentialities of radio broadcasting is like an athlete trying to play baseball with one arm."

Quoting from surveys made by Denver U., Fortune and others, Mr. Cushing points to the wide popularity of radio among the American people and offers industry some "do's" and "don'ts" to follow in its dealings with radio. In dealing with local stations, his suggestions are:

1. Get news in early. For fair treatment, he says, news stories should be in the editor's hands so he can have it on the air with the earliest editions of the newspapers.
2. Don't mail stories to stations so they arrive a day after the release date.
3. Keep it short. Keep written material to a page or less, he says, for radio must cover the world in 15 minutes.
4. Provide equal treatment at press conferences.

In the case of the networks, the same guideposts apply, says Mr. Cushing, plus the following:

Regarding the Networks

1. If you've something to say—say it to radio too. Provide competent speakers for radio's many public service programs, for a common complaint of radio people, says Mr. Cushing, is that at the height of a news story, industrial leaders invariably reject radio's offer to speak, even though they accord to press invitations on the same topic.
2. All important stories with a true national interest should be directed to several persons in every network. Basic list should include news director, news desk editor, public service editor, special feature department, educational department and editors of special news round-up programs.

Also important, says the author, is not to send reams of copy, for an item which gets a 30-second play is par for the course. Finally, he says, keep special events in mind, for the networks are always interested in them for their public interest value.

Decision on Fees

Final decision on Canadian music copyright fees is expected to be handed down by the Canadian Copyright Appeal Board before end of July, following hearings which started at Ottawa on July 7. Canadian Assn. of Broadcasters, Composers, Authors, Publishers, Assn. of Canada (CAPAC), and BMI Canada Ltd. filed special pleading at appeal board on case before the board. Final arguments were scheduled for early last week. Board stated it would file its ruling on CAB agreement with CAPAC and BMI Canada Ltd., at same time that it filed a settlement of the CAPAC and CBC rate, and announced agreement by CBC with BMI Canada Ltd.
If you’re aiming your product at the vast gulf coast market that centers on Houston, there’s only one first choice.

Hooper says it’s KPRC. BMB* confirms
And 144 advertisers echo the fact that KPRC delivers the most in listeners...sales...results!

There are lots of reasons why we’re tops in this better-than-a-billion dollar market: NBC programming...our own great staff...sales merchandising that gives you exactly what you ask for. We won’t go into all the detail. We’ll let the facts speak for themselves...and for us. Call us first...by calling Petry. And we’ll oblige with availabilities immediately.

Get the big audience

**DAYTIME MAP OF KPRC**

Based on BMB Study No. 1

 Counts with 50% to 100% BMB
 Counts with 30% to 49% BMB
 Counts with 10% to 29% BMB

**HOUSTON**

950 KILOCYCLES

5000 WATTS

National Representatives, Edward Petry and Company...Affiliated with NBC & TQN, Jack Harris, General Manager

Broadcasting • Telecasting

July 21, 1947 • Page 41
64 million dollar question:

Q. What State has acquired 178 new manufacturing plants since VI-day alone?
A. Illinois? New York? Oh, we're NOT sorry: it's IOWA!

Capital investment of 117 of these plants alone is more than $64 million. And Iowa industry's growing! Tap this dependable source of wage earners, PLUS that prosperous Iowa farm market, with WMT — Eastern Iowa's only CBS outlet. Ask your Katz man for details on WMTland's "twin markets".

WRNL BUILDS RADIO CENTER
$600,000 Structure in Virginia's Capital City
Expected to Be Ready by Fall of 1948.

CONSTRUCTION of a $600,000 radio center for WRNL and WRNL-FM Richmond, Va., is underway, and the four-story building, which will house studios and offices, is expected to be ready by the fall of 1948. Atop it will be an FM tower 420 feet high.

An auditorium studio, seating 240, will be on the first floor, but most of the operating departments, including studios, master and studio controls, production offices, news room, announcers' rooms, music department, recording studios and engineering offices will be on the second floor.

A part of one studio, second largest in the building, will extend through the third floor. On this floor also will be the executive office, mailing room, sales and audition rooms and the telephone exchange. Fourth floor will contain additional offices and the Western Electric FM transmitter. Construction permit for FM operation on 102.1 mc with radiated power of 44 kw has been granted. WRNL's 5-kw AM transmitter and towers will remain at their present site north of Richmond.

General manager of WRNL, an ABC outlet, is E. S. Whitlock. G. Mallory Freeman is assistant manager and Richard Vels production manager.

Autumn Video Exposition Is Planned by St. Louis
PLANS are underway for an industry-wide Television Exposition to be held in St. Louis in October or November if preliminary investigations show such an exhibit to be feasible, according to J. W. McAfée, president of Union Electric Co. of Missouri and general chairman of the Television Committee of the St. Louis Chamber of Commerce. Purpose of the proposed exposition, said Mr. McAfée, is to establish St. Louis as one of the leading postwar television centers in the country and to build even greater interest in television's possibilities in the St. Louis area.

Serving as vice chairman on the committee are Elmer G. Marshuta, president, Gardner Adv. Co.; Joseph E. Vollmar, president, Fruin- Colnon Contracting Co.; George M. Burbach, general manager, KSD-TV; Robert L. Coe, residential sales manager, Union Electric; Stratford Lee Morton, Connecticut Mutual Life Insurance Co., and S. C. Sachs, president, St. Louis Electrical Board of Trade.

Canadian Comedy program, "Wayne and Shuster Show," sponsored during winter months by RCA Victor of Canada, on Trans-Canada network, is being aired as a sustainer on NBC and Trans-Canada network as a summer replacement program Saturday evenings, 8 p.m. This marks first time a Canadian comedy show has been aired from Toronto for both American and Canadian network use.

FM TOWER 420 feet high will be feature of the radio center under construction for WRNL and WRNL-FM.

UAW - CIO WILL BUILD CHICAGO FM STATION
UNITED AUTO WORKERS of CIO in Chicago (as differentiated from the UAW of AFL) will have their own radio station late this year or early next, when the union goes into business with its own FM station, Joseph Mattson, regional UAW-CIO director, disclosed this week.

Mr. Mattson said the FCC had already granted the union a permit for station construction, for which an original outlay of $60,000 has been set up. An additional $50,000 will be set aside for anticipated early deficits. Station will be incorporated as part of the UAW-CIO Broadcasting Co. of Illinois. Stock in station will be apportioned to various union locals in other cities as well as the international union, which will be a 51% stockholder. Station will not be a "labor" station per se, but will compete directly with other Chicago FM stations, allocating 50% of operating time to commercial and the remaining 50% to support of causes in the public and civic interest, according to Allen Saylor, UAW radio representative. Considerable time will be devoted to cultural and educational features, as well as to musical programs.

Mr. Mattson invited local UAW representatives to a meeting July 15 in Chicago's Ashland Auditorium where such speakers as Norman Matthews, chairman of the UAW radio committee, and Mr. Saylor reported to them on the plans for the new station. Other CIO unions, as well as the Chicago Federation of Labor, are also reportedly planning FM stations.
More Broadcasting Stations...

1947

...for more years...

...have used more
Presto 6 N's than any other recorder

PRESTO RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada
World's largest manufacturer of instantaneous sound recording equipment and discs
HERE ARE TWO WCKY SUCCESS STORIES, BASED ON MAIL AND RATINGS:

MAIL

THE WCKY JAMBOREE OUTPULLS ALL OTHER STATIONS AND MEDIA FOR THE HOUSEHOLD BARGAIN COMPANY

The Household Bargain Company of Lexington, N. C. bought three 5-minute segments of the WCKY morning and evening Jamboree to sell quilt pieces, costing $1.39.

In 9 weeks WCKY pulled 13,369 orders. WCKY delivered 44½% of ALL the orders this company received in its campaign, which included radio stations and direct mail media.

The Household Bargain Company has renewed its contract for the WCKY Jamboree.

INVEST YOUR AD DOLLAR WCKY'S-LY
LOWEST COST PER THOUSAND LISTENERS IN THE GREAT CINCINNATI MARKET

THE DAILY HIT PARADE
Ratings 6.15 to 7 P.M. Daily

APRIL THRU JUNE 1947 HOOPER RATINGS

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S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Trend or Trouble?

DEPARTING from the conventional, WRVA Richmond has announced that, effective Oct. 1, it will be represented in the national spot field by Radio Sales of CBS, with which it is affiliated network-wise. The announcement provoked concern in radio circles because it is seen as the possible beginning of a trend. Heretofore, network spot divisions have furnished representation to stations which they own or operate, those which they used to operate, and stations in which they hold interests.

Networks are principally interested in network sales. They sell competitively against national spot. Yet, as owners in key markets, they naturally are interested in spot.

Once a trend starts, there's no telling where it might end. If networks should seek to carry such a movement to the ultimate, which is too ridiculous to be considered seriously, it would mean that each network would represent all of its affiliates in spot sales. It would spell the end of the healthy rivalry between networks and independent station owners who create spot business for their station clients.

CBS says it does not plan to enter general representation, but proposes to handle a few additional selected stations where affiliates initiate contracts for sales. They will be any concerted drive by any network to enter general representation.

Radio will perform best for public and client if the competitive spirit is maintained among networks, national, network affiliates, and independent station owners. New ideas and new business thus are created. In 1935, net sales for national spot amounted to less than $14 million. In 1946 they aggregated more than $86 million in large measure traceable to the creative work of national representatives, of transcription producers and to development of local programs available for national sponsorship.

Thus the independent and (some more than others) and the syndicated transcription producers have opened a vast new market for radio and have developed opportunities for advertisers who otherwise might not have used the medium.

Boomerang

FCC WAS CAUGHT in its own backfire in the first real workout of its “new,” 20-month-old auction plan of handling station sales. A fanatic for low profits, it found that it had actually run a sales price up.

The case, decided in proposed findings June 28 [BROADCASTING, July 7], involved the sale of KMED Medford, Ore. Mrs. W. J. Virgin signed a contract with Luther E. Gibson, West Coast broadcaster (KHIU Watsonville, Calif.), and publisher, to sell the station for $250,000. Under FCC’s Avco Rule, the sale was then advertised for public bidding. Medford Radio Corp., a new company, offered to buy on the same terms.

If things had worked out according to FCC’s probable expectations, negotiations would have stopped right there. But broadcasters, like other businessmen, depend more on sound practice than on intuition and the doubtful guidance of so-called experts. Mr. Gibson met the counter-offer with the natural next step of a bidder at any auction. He offered more.

Medford Radio followed suit.

Thus the original price was raised by $20,900 worth of stock by both bidders before FCC, abandoning the role of an auctioneer shouting prices up, took over as judge of the bidders. It chose the newcomer on local ownership.

Bidding and counter-bidding are natural and desirable business procedures in the system of free enterprise. They precede the filing of many a transfer application. But FCC’s plan gives the public a new right at inviting the public in for a new round after the parties have completed their private negotiations.

The Commission may contend this is an isolated case. But it is also the first instance of real competition under the Avco Rule, and while it may not show trends, at least it shows the possibilities. Admittedly there won’t be progressive bidding in every case, any more than there will be always competing bidders. As we have contended many times before, the original price will be set as high as possible to discourage rival applications, and, when competition develops, the system will encourage the bidders to raise the ante. Bidding will be keener when the qualifications of the bidders are more nearly matched, as the KMED case shows.

We find no comfort for FCC in its embarrassment. We have always argued that the Commission is charged with only one concern respecting business matters of radio: To keep its fingers out.

The Great Coar Coup

IN THE WELTER of multi-billion dollar appropriations jammed through Congress last week was an innocent-appearing item providing a mere $17,100 for a new “Joint Senate and House Information Facility,” which he would head at $9,900 per year, with his wife, as studio director, to get $4,000 per year. The functions he proposed in secret hearings before the House subcommittee would, in effect, establish him as the radio oracle, if not the commissar, of Congress. He would be all things radio to all legislation—would he do the (grailed) impoles, arrange forums and interviews, provide all information on radio legislatively, produce programs, provide announcers, arrange for broadcasts of hearings, and ad infinitum.

The House at the request of Mrs. Coar would handle it. It was agreed to in conference between Senate and House. It was smuggled to the Senate floor with everybody in radio evidently oblivious to it. It was legislation in an appropriation bill—contrary to the rules of Congress. At the eleventh hour those on the Washington radio front got busy (after publication of a story in our last issue). It was too late to block passage. The danger was minimal (1) by a reduction in appropriation, (2) by a change in name and, most important, (3) by statements on the floor by the subcommittee chairman that the bill is not intended to authorize the executive to do anything more than he has done for eleven years—namely, to record. But the language is there. The legislative precedent is created. If invoked to the letter, Congress could back up a transmitter to Mr. Coar or create a new station.

For Mr. Coar’s operation as the head of a broadcasting business, Washington’s corps of 200 radio correspondents could pack their portfolios; the networks could fold their news operations and special event departments covering Congress and call the shots. Mr. Coar might have the last word.

Nothing can be done this session. The first order of radio business next session should be to get Congress out of the radio business.

GOV. ROBERT SAMUEL KERR

G OV. ROBERT SAMUEL KERR, new board chairman of the West Central Broadcasting Co., believes radio is of great importance in the tariff war.

"This is the side I hope to emphasize," he says, "and the one in which I am most interested."

The Governor hasn’t forgotten his boyhood. He was actually born in a log cabin in what was then (1896) the Chickasaw nation of Indian territory. He grew up on a farm against a background much like the setting of the musical Oklahoma! Those were the cowman’s vs. farmer’s fight days. He has War I artillery that Mr. Kerr achieved his most spectacular feat in the vein of horse opera.

As a second lieutenant who later went to France he was first assigned to the 335th Field Artillery at Fort Logan Root, Ark. The regiment had practically no horses and wasn’t expecting any. When 200 cropped-tailed steeds arrived unannounced, they violated regulations by galloping about the post as if it were range. There were no facilities for them. With night coming on, the frantic colonel called on Lieutenant Kerr.

With a few enlisted men the young officer set to work, and next morning the colonel awoke to find his horses quietly feeding within the confines of a complete corral, built from freshly-cut Arkansas timber. The design was so successful that its specifications are used by other artillery units throughout the war.

The Governor worked his way through college, attending East Central State Teachers, Ada, Okla., Oklahoma Baptist U. and the U. of Oklahoma law school. He was admitted to the bar in 1922, but entered the oil business as a driller in 1926. With the opening of the fabulous Oklahoma City field he shifted operations to it. Since then he has opened pools—oilman’s parlance for a large quantity of oil covering an extensive area—at Gainesville, Tex. (1935); Magnolia County, Ark. (1938), and Collinsville, Tex. Governor Kerr is president of the Kerlyn Oil Co. and a partner in Kerr-Mann & Co., a drilling firm. He is now pioneering in Wyoming oil.

The first contact of radio and Mr. Kerr took place in 1925 when he spoke as state commissioner of the American Legion in a Legion program from KW-30, the first station operating now at Tulsa. Other talent on the show consisted of Jimmie Wilson and his Catfish Band, and a young singer, Miss Gayacee Breene of Bartlesville.

Miss Breene, a tall blonde who studied voice (Continued on page 48)
It's Amazing

Surprising fads take the public fancy.

It takes an alert and foresighted operation to keep abreast, and make the most of, constantly changing listener tastes.

When one considers WAGA's imaginative, yet sound programming, perhaps its amazing progress—in popularity and performance—isn't so amazing, after all.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.
Casey to Be PR Director
At Large St. Louis Store

ARTHUR J. CASEY, formerly executive assistant to Merle S. Jones when the latter was manager of WOL Washington [Broadcasting, May 26], has been appointed director of public relations for Stix, Baer & Fuller, St. Louis department store.

Mr. Casey began his radio career as a producer at KMOX St. Louis in 1938, having previously spent several years in the theater. He became executive assistant to Mr. Jones in 1936, when the latter became manager of KMOX.

In addition, he has done public relations work in St. Louis for the Union Electric Light and Power Co., Southwestern Bell Telephone Co. and the Pet Milk Co., joining Mr. Jones at WOL in 1944. He resigned his WOL position in May shortly after the resignation of Mr. Jones.

AN AWARD from the National Safety Council for promotion of safety in the home will be presented to "Ma Perkins," sponsored by Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, New York. Presentation will be made on the July 22 broadcast of the serial.

Respects

(Continued from page 46)

in New York, had already met Bob Kerr on a tennis court. In fact he talked her out of her music career in four days. They were married Dec. 26, 1925.

They have four children, all of them taking after their parents in being unusually tall. The Governor, who weighs 240, is six feet four. The children are: Robert Samuel Jr., 19, now in the Navy; Breene Mitchell, 17; Kay, 16, and William Grayeen, 8. Menage also includes from four to twelve dogs. When the family moved into the Governor's Mansion after Mr. Kerr's election in 1942, their extra-size beds had to go with them.

Mr. Kerr's interests are wide. A national leader in the Baptist Church, he has been a YMCA board member, director of the Oklahoma City Chamber of Commerce, an outstanding worker in Parent-Teacher Asn. activities and youth organizations. As a member of the state's unofficial pardon and parole board, he searched the files and found "forgotten" men who could be rehabilitated. It is said that he is the principal benefactor of a large model orphanage.

Mr. Kerr is a fisherman who takes particular delight in a wall-eyed pike. He is enthusiastic about western music but appreciates good music of all kinds. When he was a guest of the cast of Oklahoma! in New York, he took along a bucket of Oklahoma sorgum. He is avid on Oklahoma history, never passing by a place of historical significance.

Although he had long been interested in politics, Mr. Kerr preferred to work mostly behind the scenes until he was named Democratic national committeeman in 1938. In 1944 he made the keynote speech at the Democratic National Convention and was nominated for Vice President by the Democratic party.

Mr. Kerr has been heard on many broadcasts since 1925 and has been on all major networks. Recently he was a guest of ABC during Headline Edition, of CBS on We, the People, and made a personal appearance with Bob Hope. His repertoire was so keen when he appeared with Edgar Bergen and Charlie McCarthy in 1933, that Bergen returned to Oklahoma City last fall for another broadcast with the Governor.

Mr. Kerr used radio commercially in the early '30's to advertise retail stations of the Anderson-Kerr Oil Co. Since entering politics he has used the medium extensively to reach the people. The Governor will take an active part in West Central Broadcasting Co., which has a grant for a 1 kw station at Pearsall, Ill., and an application pending for a 50 kw at Tulsa. "I believe that radio is the most effective of the dominant factors in our national welfare," he said in an interview.

JOHN M. PRINTUP, freelance producer as well as radio director of William O. Carney Adv., Milwaukee, has been appointed manager of the new Milwaukee independent which is expected to begin operations Aug. 1.

Mr. Printup previously for 10 years has been sales representative of WIBN that city.

JEROME SILL, radio director of J. Tarcher & Co., New York, has been named to become executive vice president and general manager of WMLO Milwaukee. Mr. Sill was for many years an executive of CBS and Mutual and is the author of "The Radio Station," book on station management.

FRANK TAYLOR, Jr., former general manager of WPFW Washington, has been awarded U. S. ICC Distinguished Service Award, annual presentation of highest individual recognition.

BANNY DALLY, former program director at WINGO Dayton, Ohio, will go to Mid- Ohio, Ohio, to become director of WPFB, opening there in September.

W. J. (Bill) DAVIDSON, program director of KECA Oklahoma City, is being named general manager of KSMA Santa Maria, Calif.

Mr. Sill

Mr. Printup

DONALD D. DAVIS, president and commercial manager of Kansas City and president of Broadcasters Guild, attended Harriet Monroe's reception in Tuscon, Ariz.

JOHN F. ROYAL, NBC vice president in charge of station affairs in Canada, flew from New York to England July 11 on first lap of Euro- pean visit with return in August.

CLARENCE L. MENSER, NBC vice president in charge of programs, Howard S. MEGHAN, CBS vice president in charge of station administration, and FRED THORWER, ABC vice president in charge of sales, have been appointed to National Advisory Board of Veterans Hospital Programs.

WALTER J. BROWN, president of WNTW Augusta, Ga., and new majority owner of WORO Spartanburg, attended the Governors' conference at Salt Lake City last week as an aide to Gov. J. Strom Thurmond of South Carolina.

OSWALD F. SCHUTTLE, Washington representative of RCA, returned to his home last week following a serious illness. He expects to return to his Nati. Press Bldg. offices this week.

HENRI LEPAGE has been named general manager of CHRC Quebec, in an official notice of new executives issued by the president of CHRC Limited, HERVE BARIBEAU. Other executives appointed are FLORECE PEARCE, executive commercial manager; MAGGIE ALAIN, program director and secre- tary-treasurer.

DAVID W. SCHARF, manager of KTPS Texarkana, Texas, left July 10 for three-week motor trip through Western Can- ada. RAY EVEH, assistant general manager and program director, is acting manager during Mr. Segal's absence.

ROBERT D. SWEZY, MBS vice president and general manager, will on July 24 will address the final session of a three-week New England Radio-In- Education Workshop at Boston U.

EDWARD LAMB, owner of WOTD and WCTO, Ohio, left by plane to visit various countries in South and Central America.

IRA DILWORTH, newly appointed general supervisor of CBC International Shortwave Service, Markham (Broadcasting, July 14), and former CEC representative in British Co- lumbia, will spend the summer in Eu- rope for BBC at London, BBC, and UNESCO sessions in Paris.

GILBERT HARDING, Toronto, assistant representative for BBC, is returning to England this summer, and is expected to replace at Toronto by JOHN POLWORTH, former program assistant at the New England, BBC station.

WILLIAM E. HARDY, general manager of WFMD Frederick, and president of local junior Chamber of Commerce, was a guest of General Early, when Frederick Jaces presented a Civil War pageant July 9.

WBTM

DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region

(SOON 5000 WATTS)

Phone Sany Guyer

DANVILLE 2350

Last Conlon Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and School- field!

American Broadcasting Company

GEORGE F. HOLLINGSBERRY CO.

National Representatives
Perhaps it would not be correct to attribute the "deft touch" which characterizes Helen Alexieve's radio writing to her early training for the piano. Be that as it may, Helen is a sensitive and intelligent writer to her very finger tips. The radio industry has sometimes been accused of underestimating the value of good writing, but KGW has always believed that a strong writing staff is the backbone of a station's operation. As Continuity Chief, Helen is doing much to perpetuate this KGW tradition for outstanding creative writing. We're writing this to let you know that if you're a KGW advertiser there's a girl named Helen, in Portland, Oregon, working for you.
Radio on Santa Fe

PASSenger TRAIN radio and communications system is being readied for use on Santa Fe railroad streamliners, it was announced this week by G. Minchin, operating vice president of Santa Fe lines. Built by Farnsworth Television and Radio Corp. of Ft. Wayne, Ind., equipment provides a system whereby four different types of programs may be heard. Installations have been completed on three diners and one lounge car. When system is ultimately finished for an entire train, passengers in rooms will be able to select any type of fare they choose.

H. Pierce, formerly with Mercantile-Store Co., has been appointed district merchandising manager of Sparko Radio and Appliance Div. of Sparks-Washington Co., Jackson, Mich. His territory will cover the entire state of Pennsylvania and the northeastern part of New Jersey. Sparks-Washington also has announced new Sparko Challenger line of radio receivers.

Ruth Johnson, former-time buyer of Radio Equipment Co., Hollywood, has joined Helen Edwards & Staff, Los Angeles, as assistant specialist in advertising and merchandising placement, in an executive capacity.

U. S. Television Mfg. Corp., New York, has appointed Robert H. Rubin as its sales representative in Washington, D. C., where company has show room at 2409 24th St. N.W.

Mr. Stickle, former headquarters merchandising manager of radio division for Philco Corp., has been appointed advertising and publicity promotion manager of Home Radio Div. of Westinghouse Electric Corp., Baltimore. Mr. Stickle has been with Philco Corp. since 1929.

J. Russell Todd and Heritage McKeague have been appointed purchasing agent and assistant purchasing agent, respectively, for Westinghouse Home Radio Div. Mr. McKeague formerly was assistant to vice president in purchasing and traffic division at Pittsburgh, and Mr. Todd has been with the firm since 1941 working in purchasing departments at East Pittsburgh, East Springfield, Baltimore and Sunbury.

RCA has announced completely new parts-packaging program involving 33,000 radio, phonograph, television and miscellaneous parts, together with a complete line of new bright red-and-white packages. RCA photog-phraphy modernization kit.

Rexfords Sound Studios, New York, last week celebrated opening of new headquarters at 244th St., with a reception.

RCA Victor Home Instrument Dept., Camden, N. J., has announced two new radio models combining advanced styling with modest price: Models 69X1 and 69X2. Suggested list prices including excise tax, are $34.95 for 69X1 and $39.95 for 69X2.

U. S. Television Mfg. Corp. has announced its 1941 model video set line. Models 69X1 and 69X2. Suggested list prices, including excise tax, are $34.95 for 69X1 and $39.95 for 69X2.

New station has been licensed to Maj. J. F. Peterson at St. Thomas, Ont. No data is available yet as to power, frequency and call letters.
WHEN the most desirable FM location happens to lie in a congested area, tower design is of prime importance.

It is therefore necessary that such a structure be designed to have an adequate margin of safety, and be of pleasing appearance.

This installation has back of it the experience and engineering ability acquired in building thousands of Towers and Vertical Radiators, both here and abroad... This obvious advantage adds nothing to the cost of a Blaw-Knox job.
WILLIAM S. CLARK, former New York manager of Howard H. Wilson Co. and brother of that New York manager of Clark & McClelland, has joined WBGW Albany, N. Y., as commercial manager. WBGW operates with an 5,000-watt day-time station; 157,000-watt night-time station; and 500,000-watt daytime station on 560 kc., to be on the air at the end of the month.

ROBERT M. FLEMING, formerly with Fred A. Palmer Co., Cincinnati, and as one time program director of WCQY Cincinnati, has returned to WCQY as sales account executive. Mr. Fleming previously was radio director of Stokes, Palmer and Dierman, and before that was vice president and radio director of Harry M. Miller Co., Columbus and Cincinnati agencies.

EDWARD J. DENKEN, sales manager, last five years manager of New York office of Howard Wilson, station representative, has joined staff of Headley-Reed Co., New York, effective Aug. 1.

CORDER KNIGHT, formerly with sales staff of WTAG Worcester, Mass., and commercial manager of WTMH Pitts- burg, Mass., has been appointed commercial manager of WOYC, new AM station at Nashua, N. H. NORMAN DE LUGO, also has joined WOTW as account executive.

WILLIAM G. RAMBOUR, Co. has been appointed national representative for KHKN Fort Smith, Ark.

KITCH WALKER, former representative at NOHC New York, and RICHARD C. LANDMAN, formerly of WNOH Worthington, Conn., have joined sales staff of WHN New York. Mr. Walker has been with WOBN since 1929 and has three years of service in AAF. Mr. Landman was before war with WATR-Waterbury, Conn., and WNAB Bridgeport, Conn., and joined WHN after service with AAF.

DORIS KENNEDY has joined traffic department of WXOK St. Louis.

BILLY VERNOR, who formerly operated own advertising agency in San Fran-

Handles Repeat

AFTER 14 years at WTOP Washington's switchboard, Marie McGrain finally put on her own program—complete with sound effects, and unre-

hooper breakdown

heard. Because the switch-

board was unusually busy one day last week around 10 a. m. when WTOP's daytime serial, Janice Gray is broadcast, she missed the show. So she im-

merately got hold of the script and started to read it when a listener called to say she, too, had missed the broadcast, and could Marie tell her what had happened. Thereupon WTOP's switchboard switcher started in on the dialogue, taking both male and female parts, through the complete broadcast, and was even able to supply the sound effects—the ringing of a telephone. Eavesdroppers say Marie's version was better than the original.
ORRIN DUNLAP IS MADE VICE PRESIDENT OF RCA

ELECTION of Orrin E. Dunlap Jr., as vice president in charge of advertising and publicity of RCA, was announced last week by Brig. Gen. David Sarnoff, RCA president and board chairman.

Mr. Dunlap had been RCA director of advertising and publicity since 1944, after serving for four years as manager of the corporation's Dept. of Information. Before joining RCA in 1940 he was for 18 years radio editor of The New York Times.

Mr. Dunlap's career in radio dates back to 1915, when he built an amateur wireless station at Niagara Falls, N. Y. He was chief operator of the Marconi Wireless Telegraph Co. of America aboard the S. S. Octorora in 1917, and served during World War I as a radio operator in the U. S. Navy, graduating from the U. S. Naval Radio School at Harvard as one of three honor men of his class.

A graduate of Colgate U., Mr. Dunlap attended Harvard Graduate School of Business, specializing in advertising and marketing. He is the author of ten books on radio, including two on Advertising, Advertising by Radio and Radio in Advertising. Mr. Dunlap was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Assn. and a senior member of the Institute of Radio Engineers.
Fulton Lewis, jr.

GARBER PRODUCTS Inc., New York (Garber’s Little Liver Pills), will increase its current spot campaign from 120 stations to 360 stations, supplementing its network shows, starting in most markets on Aug. 4. One-minute electrically transmitted spots will be placed from three to five times weekly in non-metropolitan markets and will run for 52 weeks. Agency: Ted Bates Inc., New York.

BARNUM COOLIDGE, former sales representative for Crowell-Collins Publishing Co., has been appointed advertising manager of Guelph Brewing Co., Detroit and Muskegon. Prior to the war, during which he served in AAF, he was with Hiram Walker & Co., and at one time was assistant advertising and sales manager for Florists’ Telegraphic Asn.

Mr. Coolidge

JUSTIN W. DART, president of Rexall Drug Co., Los Angeles, has been named one of six national vice-chairmen of the Community Chest of America.

E & J GALLOWINEY, Modesto, Calif. (Calo wines), has appointed Harrington, Whitney & Hurst, Inc., Los Angeles, to handle national advertising. Plans for 1947-48 advertising are in formative stage, with extensive fall and holiday season spot radio campaign contemplated.

TOM P. McDERMOTT, Inc., Southwest distributor of home appliances, has contracted with KOMA Oklahoma City and KTUL Tulsa, for weekly half-hour “Favorite Story,” featuring Ronald Colman. In Frederic W. Zev Co., transcribed open-end dramatic show, sponsor is planning heavy dealer promotion. Agency is Gibbons Adv., Tulsa.

GENERAL DRY BATTERIES, Toronto, starts this autumn three weekly spot announcement campaign on large number of Canadian stations, coast-to-coast. Agency: McKinn Adv., Toronto.

DOMINION CORKS, Montreal (foundation garments), Sept. 1 starts weekly Charles Jordan Show, quarter-hour musical program recorded at Montreal, on a number of Canadian stations, coast-west. Agency: Ronalds Adv., Montreal.

BRO GRANDE DISTRIBUTORS, Los Angeles (petroleum products), July 15 started for 13 weeks sponsoring weekly “Oedl Brown, Commentator” on KJZ Hollywood. Expansion is planned to include KXON-Donnell Adv., Los Angeles.

O’KEEFE & MERRITT CO., Los Angeles (stoves), in recent expansion of present Pacific Coast campaign has started spot announcement schedules on KFSD, KMJ, KTMS, KFAM. Contracts are for 52 weeks. Agency: R. B. Atkinson Adv., Los Angeles.

WYNNS Co., Los Angeles (tire distributors), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising, with local spot campaign planned.

VENUS PACKING Co., Vernon, Calif. (packaged dried fruits, beans), has appointed The Tullis Co., Hollywood, to handle national advertising. With advertising appropriation estimated at $250,000 for coming year covering all media, approximately 50% has been budgeted for radio, with a fall regional network program being considered.

TRINITY ALPS RESORT, Trinity Alps, Calif., has appointed Patricick Co., Oxnard, to handle national advertising. Resort on July 15 opened for 51 weeks, quarter-hour live musical on KLAC Hollywood, with recorded programs on KJW KBBS San Francisco.

GEORGE FULLER Co., Toronto (park people), has opened noon-hour news-cast six weekly on CCHU, Toronto, and plans to expand to other Canadian stations in autumn. Agency: Wilf Clement, Toronto.

Sponsors

OFFERED

Winter or summer, the Miami, Florida, market is one where people with money to spend congregate. Reach them with the Fulton Lewis, jr. program—over station WKAT.

On a constantly growing number of stations all over the United States (254 as this is released) local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. No other cooperative program is aired on so many stations—to an audience so large.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

CO-OP

1460 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

FOR BLANKET COVERAGE IN IDAHO

HOPE TALENT, IDAHO

370 BROADWAY, NEW YORK 13, N. Y.
Network Accounts

New Business

Renewal Accounts
STERLING DRUG Co., New York (Bayer Aspirin), July 16 renewed for 22 weeks “American Melody Hour.” Wed., 8-8:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York. Program has been on CBS under sponsorship since February 1943.

MUSICAL DIGEST MAGAZINE Nov. 2 reviews for 35 weeks “Sunday Evening Hour.” Sun., 9-10 p.m. on ABC. Agency: Richards, New York.

BALLARD & BALLARD Co., Louisville, Aug. 19, 3 rotating auditions “Valley Folks.” Sun. 9-9:45 a.m. on CBS. Agency: Henri, Hurst & McDonald, Chicago. Program has been on CBS since February 1943, under same sponsors.


Net Changes
WHITEKALL PHARMACAL Co., New York, Aug. 28 switches “Mr. Keen, Tracer of Lost Persons” on CBS from Thurs., 7-8 p.m., to Thurs., 8-9:30 p.m. Program begins summer hiatus on June 30. Agency: Dancer-Fitzgerald-Sample, New York.


Radio Plays Heavy Role in Osteopaths’ Meeting

Radio is playing an important part in the American Osteopathic Assn.’s 61st annual convention now in session at Chicago’s Stevens Hotel. Special broadcasts are being aired over six Chicago AM stations and two networks, as well as over WBKB, Chicago television station.

WJJD, independent station, will air “Posture—Backbone of Health” today (July 21) with three osteopathic specialists taking part. Early Ambulance is subject scheduled for presentation July 22, 12-12:30 p.m., over WMAQ-NBC. Independent station WAAF will present “Vacation Pest—Summer Cold” 10-10:30 a.m. July 22. Also scheduled for presentation July 22 is a 15-minute telecast by WBKB on plastic restorations for veterans and civilians. A program entitled “Sleep, Mystery of Life” will be presented by WBBM and CBS July 23, 5:15-5:30 p.m.

First of series of programs was heard July 19 over WLS, 10:10 a.m., when station presented an informal discussion of “Flying Doctors,” dealing with only flying club in the world made up of pilot-physicians. Industrial Fatigue highlighted presentation of WCFL same day, 11:46 a.m.-12 noon.

Woop Boston has received certificate of appreciation from Military Personnel Procurement Service of First Army for patriotic cooperation with Army recruiting service.

Marine Corps Preparing Enlistment Disc Series

U. S. MARINE Corps Radio Section is making available this week a transcribed series, Music You Like, featuring well known disc m.c.’s, on behalf of Marine recruiting. The first to be sent out to local recruiting offices includes Ted Husing, Bea Wain-Andre Baruch, Martin Block, Bill Anson, Al Jarvis, Woody Herman, Gene Norman, Curt Webster, with others to be selected later.

With each show running 15 minutes, the series is now planned to run 20 weeks. Part of the series is devoted to regular Marine recruiting, part to reserve recruiting. The Ted Husing show was sent out first as a “trial run” and between 750 and 800 stations responded.

Talent is donating services, and permission for a free hand to the Marine Corps in handling the series has been given by AFM, AFRA, ASCAP, BMI and all other organizations concerned. Discs are available from local USMC recruiting offices.

Canada License Fees

Radio Listeners in Canada paid $4,095, 95 for receiver licenses in the fiscal year 1948-47; it was announced in Parliament at Ottawa by Reconstruction Minister C. D. Howe. Of the 1,816,180 receiving licenses issued, 231,470 were for battery-operated sets. Cost of collection was $544,672. Receiving license cost $2.50 annually, battery receivers $2. Parliamentary Radio Committee recommended that Canadian Broadcasting Corp. receive full revenue from listener license fees, with Parliament voting funds for Dept. of Transport collection and administration costs.

BONUS-$-$-$-
Again-WTAR Tops Nation in Audience Delivery

“WTAR Sensational”, says The Billboard’s “Continuing Program Study” of Bonus Audience Stations, 5-31-47.

“...ratings higher than the national average on 10 of the 15 top nighttime shows and, most amazing, delivers the highest single rating of any station in any Hooper city in the country on 6 of these 10. In all, WTAR delivers 124.1 Hooper points in excess of national ratings of the 10 shows. In Norfolk 124.1 Hooper points represent a lot of ears.”

Of daytime shows The Billboard, 6-7-47, says WTAR is “pulling the somewhat fantastic cap of landing among the first 5 rating producing stations on all 7 of the shows NBC has in the standings” with first place in 3 of them.

Thrifty Choice

You have MORE customers and MORE “buying dollars” ready for you in the Norfolk Market NOW than in ‘46, ‘45, or ‘44 [Sales Mgt.’s Survey of Buying Power, ’44 through ’47].

And WTAR delivers them at less cost per sale, with MORE listening customers, national and local programs, than all other stations combined [Hooper CM, Fall-Winter, ‘46-47]. Listening to outside stations almost nil.

Let Us Tell You More About It

NBC AFFILIATE
5,000 Watts Day and Night
NORFOLK, VIRGINIA

National Representatives: Edward Petry & Co.
Operator, WTAR-FM on 93.1 frequency

Broadcasting * Telecasting
July 21, 1947  *  Page 55
Mr. Miller

and recently has been with Edward Petry Co., station representative. Mr. Waring has been in charge of sales promotion for Borden Co. and before joining the company was associated with Foote, OConnor & Co., Boston, Mass.

JAMES FONDA, co-director of talent in Hollywood office of Foote, Cone & Belding, Los Angeles, has been appointed radio director of agency's Chicago office, and HARRY F. DIETER has been appointed manager, radio department. Mr. Fonda has been with the company in Chicago since Sept. 19.

RICHARD DAVIS, assistant producer of the "Poole's" show, is acting as radio director in Chicago until Mr. Fonda completes his West Coast assignments.


EDWARD MAZZUCCHI, Puller, Smith & Ross, Inc., account executive for export, has left for three months surveying of advertising and sales promotion opportunities in South America.

CATHERINE OGLESBY, former president, New Catharine Oglesby Adv., New York, has joined Warwick & Legier, Inc., that city, in an executive capacity.

RANDOLPH M. BROWNE, Jr., former account executive with Foster & Davies Agency in Cleveland, has joined Geyer, Newell & Geyer as copy writer in Detroit office. He will work on Leonard Div. of Nash-Kevinator account.

MAXMILLIAN ELSER, JR., editorial head and chairman of plan board of the public relations department, and BEN J. COTHAN, account executive in same department of J. Walter Thompson Co., New York, have resigned to establish a general public relations department to be known as Elser & Cotahan, located at 521 Fifth Ave., New York. Both men are war veterans and their new enterprise is expected to offer a varied program of activities to public relations workers.

EMANUEL E. RAICES, formerly of Puller, Smith & Ross, Inc., New York, has joined Morton Freund Adv., New York, as manager of the eastern division of the executive staff.

EDMUND D. ABBOTT, vice-president in charge of radio for John W. Shaw, Inc., Chicago, and Julia Becker were married in St. Paul, Minn., week end of July 3-4.

VICTOR D. L. DYER, timebuyer of MacLaren Adv., Toronto, wrote the fourth in series of booklets, "What Timebuyers Want To Know Before They Buy," issued by William Wright, Toronto, station representative.

E. J. SPERRY, associated for past seven years with T. E. Long Co., Chicago, resigned effective July 18 to enter business of his own.

B. HAROLD MILLER, who has been appointed manager of Maximil Assoc., New York, Mr. Miller is known as a leader in advertising association activities. He was a former Thompson Co. executive for many years and has been associated with several other agencies. He is past president of Industrial Advertisers Assn. and chairman of Display Committee of the ANA and director and co-founder of Point of Purchase Institute.

ALLAN C. GOTTSCHALD, formerly of Charles W. Hoyt Co., New York, has joined Badger & Browning Inc., Boston, and Badger & Browning Inc., New York, as merchandising director.

RICHARD B. KNAPP, formerly of 

 Testing completed

First Annual examination by American Assn. of Advertising Agencies to attract and screen high calibre young people for the agency business has been completed under auspices of area AAAA councils and chapters. In 10 cities across the country 544 candidates were tested. Following examination, successful records and candidates will be referred to members' agencies. Field, in addition to radio, covers copywriting, contact, plans and merchandising, mechanical production, media, research, layout and art.
JERRY GORDON, formerly with CBS Washington bureau news room, will be joined by HARRY ROBERT, former staff write of Stanford U.'s journalism school and William Minnety, former of the OIC, New York, have been added to the news staff of KPO San Francisco.

HAL TERRILL, formerly of CBS and KDKA Pittsburgh, has joined WHIL and WHNY (FM) Hempstead, L. N. Y., as newsman.

HARRY ROBERT, sportswriter, has started a series of sports broadcasts over KYW Philadelphia, heard daily.

TED GRACE, well-known news commentator in Michigan area, has joined WWJ-TV Detroit, doing newscast Tuesday at 7:30 p.m.

EDWARD TOMLINSON, NBC commentator and advisor on inter-American affairs, will make six-weeks trip through Latin America, including coverage of the Pan-American Treaty Conference in Rio De Janeiro which begins Aug. 15. He will leave the U. S. Aug. 2.

JACK E. KRUUGER, new editor of WMJ Milwaukee, received a citation for exceptional quality in radio newswriting from Sigma Delta Chi, national professional journalism fraternity. Award was based on 26 WMJ programs—"Background of the News" and "Today's Events".

FRANK KORCH, sports director of WGN Chicago, and Virginia Mello, formerly with Chicago Journal of Commerce, were married in Chicago last month.

ANDY HICKEY, chief of WNEB Worcester, Mass., news staff, is the father of a boy.

GEORGE GRAY, former announcer and news editor for WGBH Boston, has joined WHOB Gardner, Mass., as news and special events director.

GRANT PRICE, newscaster with KTRI Sioux City, Iowa, has assumed position of news editor and will handle three newscasts daily.

ROBERT SCHWARTZ, former KWSC Pullman, Wash., news editor, has joined news department of KVYI Cœur d'Alene, Idaho.

Philo Canadian Plans
PHILCO Corp. of Canada, Toronto announced plans for its fall campaign at a meeting of station representatives and Canadian Broadcasting Corp. at Toronto on July 6. A total of 25 Canadian stations will be used for the recorded Bing Crosby program, to be aired Wednesday evenings at 10 p.m. wherever possible. Stations used will be the Dominion network stations used during the winter and spring campaign with additions, but program will not go network, and commercials will be inserted on local dealers at national rates. Program starts Sept. 28 for 39 weeks, and is being handled by Hutchins Adv. Co. of Toronto, Ont.

ALDEN PUTS OUT $250 HOME RECORDING UNIT
A CHAIRSIDE facsimile recording unit, containing a 4-inch recorder manufactured to RMA standards and an amplifier, housed in a mahogany cabinet made specially for home use and becoming a smooth-surfaced end table when the recoder is not in use, can be purchased for $250 from Alden Products Co., Brockton, Mass., according to a tentative price list issued by the company.

An affiliated company, Alfax Programs Inc., Wellesley, Mass., for $500 offers a three-fold service to purchasers of Alden facsimile equipment: 1) to assign a person to representatives of the customer to familiarize them with the equipment and to demonstrate it to them for three days at the Alden plant; 2) to supply a technician to go anywhere in the country for customer instruction for five days; 3) to provide a limited number of tests for the customer and typical programs for use with the scanners, and to consult on program possibilities.

Tower Work Halted
DELIVERY of a 410-ft. AM-FM tower for WJMJ Philadelphia was made to the tower site in Delair, N. J. within 31 days by Stainless Engineers, 50 Church St., New York, but a court order in the WCKY-PCC dispute [BROADCASTING, April 28] stopped construction work when 210 feet of the tower had been erected, Henry J. Guzewicz, of Stainless Engineers, reports. Mr. Guzewicz and Richard J. Eberle organized the construction firm upon their release from service last year. Firm is headed by Walter L. Guzewicz, who resigned recently as engineering and works manager of Fiaaek Helicopter Corp.
WRVA Manager Critical Of Radio Sales Story

EDITOR, BROADCASTING:

Your story in the July 14 issue of BROADCASTING concerning Radio Sales representation of WRVA is so contrary to our understanding of the intention and desires of Radio Sales in pursuing the matter of spot broadcasting that I urge you to get direct from Mr. Van Volkenburg of Radio Sales a corrected statement.

We are distinctly and very definitely not interested in any move to line up affiliates in network representation of spot broadcasting, and the fact that Radio Sales intend to add only two or three stations to their present small list is a big reason why we felt they could satisfactorily represent us.

Your opening paragraph is "news to us." Maybe your writer has some inside information that we don't have, but I rather imagine he has put into words some very erroneous impressions.

C. T. Lucy
General Manager
WRVA Richmond, Va.

July 15

Van Volkenburg
Clarifies His Point:

EDITOR, BROADCASTING:

There is need for clarification of your article in last week's issue of BROADCASTING as to the "expansion" plans of Radio Sales.

We do not have a campaign under way to sign up network affiliates for purposes of national representation nor do we have any such plans.

Station representation is the business of Radio Sales and, while it does not plan to engage in widespread expansion in this field, it will consider sales representation for those stations which request it and for whom Radio Sales feels it can be of real service.

J. L. Van Volkenburg,
General Sales Manager
Radio Sales, New York.

Editor's Note: See editorial, "Trend or Trouble?" on page 46.

** * * *

Craven Explains WOL's Use of Race Results

EDITOR, BROADCASTING:

I noted with interest the article in the current issue of BROADCASTING by Jeremiah Courtwe, relative to broadcasting racing news. I also note that in this issue you mention that WOL will commence broadcasting the racing results as a matter of "public interest."

...I consider Courtwe's article a reasonable analysis of the situation. I do not accept, however, the implication that the FCC has any jurisdiction in the matter. Also, how the broadcasting of racing news can be considered unfair trade practice is still difficult to comprehend in spite of Courtwe's explanation.

I have analyzed the radio situation here in Washington. One fact that is clear is that the people of Washington are sports conscious and like to be informed of sporting results. To deny them this type of service merely because some persons in authority believe that horse racing, prize fights, wrestling, and other similar sports, are obnoxious would be utterly foolish. As Manager of Station WOL, I believe it is our duty to recognize the desires of the people of Washington. One of our policies is to become a part of the community life of this city.

I was tremendously impressed by an unsolicited telephone call from a former secretary to a former president of the United States. He did not know me personally. He demonstrated that he was a student of radio programs. He has been listening to Washington radio programs for a period of years. He is a very intelligent gentleman, experienced in life, experienced in public affairs and has as good a cultural background as anyone would desire. His opinion of Washington programs was they had been deficient in furnishing the public of Washington with sporting news. He stated that this public wanted such news.

Fortunately, just prior to his call, we, at WOL, had adopted a policy to fill in this gap. We had moved Art Brown, who is an able sports analyst, from his position as "Morning Man" at WOL to an afternoon program consisting of music, news and sports. The following is our policy concerning this program:

(1) This program is designed to interest the entire public.

(2) Our objective is to secure and sustain a large listening audience from all sections of the public.

(3) The music and continuity is to be broadcast in Art Brown's

** FIRST **

IN READERSHIP

of the general advertising press

20 reader surveys

prove close to 2:1 preference for

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11, Ill.

Page 58 * July 21, 1947
Bands Read 'Press' . . . Not 'Radio'
EDITOR, BROADCASTING: Correct me if I'm wrong, but aren't those clever little arm bands worn by Nelson and Murray a nice plug for radio? Aren't I a rebel?
Ed J. Hennessy
Program-Promotional Mgr.
WRBL Columbus, Ga.
July 10

Portion of the picture in BROADCASTING July 7 showing coverage of the Golf National Open at St. Louis.

BROADCASTING will not publish anonymous letters. Where circumstances justify the request the Editors will withhold the name of the writer.

SPOSA WRITES BOOK ON TV PROGRAMMING


TELEVISION—and what makes it tick from the program end—is the theme of a new manual by Louis A. Sposa, director of commercial operations for television station WABD New York, and television instructor at New York's City College and New York U.

Mr. Sposa sets out to correct the impression held by many that television is some glamorized, furbelowed, distorted fantasy and presents it simply and clearly as a medium of electronic circuits, ideas, entertainment and service. With his wide experience he is able to cover the vast latitude of techniques involved in putting on a show, from script writing to use of the camera, make-up and costuming. In addition, he covers such other phases as programming, scenic designing, lighting methods, art work, titles, video effects, microphones and televising motion pictures.

Looking to the future, Mr. Sposa predicts that "international television across the ocean is a development barely a decade away." This, he says, "will mean international standards, international language, international programming hookups and international thinking."

Your Best MOVE for Greater SALES

Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

Cleveland listeners have made their move. The recent Cleveland Press Radio Poll gives WJW more firsts in listening popularity than any other

WJW more firsts in listening popularity than any other

WJW 5000 KC

5000 Watts DAY AND NIGHT

Represented Nationally by Headley-Reed Company

KSO DES MOINES

The Best Buy in Central Iowa

These TWO EXCLUSIVE FEATURES

Give You Iowa's RICHEST MARKET

In ONE package

On ONE station

1. Central Iowa's ONLY CBS Station

2. Response Rated Programming

Get the complete KSO story from your nearest Headley-Reed representative today.
IN LISTENERS...In Western New York they have the WHAM listening habit.

WHAM programs are tops in audience preference.

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market...43 county coverage.

WHAM TUNES THEM ALL
IN WESTERN NEW YORK

WARREN McCLOY, former head of Radio Division of Veterans Admin- istration in Pacific Northwest, has been appointed continuity director of KIRO Seattle. He succeeds EVELYN M. PENCE, who resigned to devote full time to domestic duties. Mr. McCloy was formerly continuity director of WSMO Seattle. ANN BOWDEN, former home economist, has joined KIRO con- tinuity staff.

Baldwin Harper, former pro- ducer-director with WTOP Washing- ton, has been ap- pointed program di- rector of WEAN Youngstown, Ohio. Mr. Harper has been in radio for 34 years, starting with KYW Chicago and later moving to station New York. He is a veteran of World War I and served two years World War II.

Mr. Harper is New York Branch of Office of War Information's supervisor of production.

PAUL PATRICK, continuity director of KGLO Mason City, Iowa, has resigned to join program department of WLCX LaCrosse, Wis. ED HASKINS has joined KGLO staff as continuity director.

DEAN LUCE, former staff announcer at WOR New York, Va., has joined announcing staff of WMAI, Washington.

TONY STEPHEN, former announcer at WING Dayton, Ohio, has joined announcing staff of WING Dayton, Ohio.

JAY SERWIN, formerly with WLAW Lawrence, Mass., and WTTM Trenton, N. J., has been appointed program manager of WOTW, new AM grant at Nashua, N. H.

BILL CARLSON, formerly with stations in Massachusetts, has joined announcing staff of WTMJ and WTCN Milwaukee.

FRANK LOGUE, of engineering department of WING Dayton, Ohio, has been named assistant music director of that station.

LEE ELLIS, former record m.c. at WFGC Fayetteville, N. C., has joined announcing staff of WEEI Boston, as summer replacement.

JACK LYMAN, producer of NBC Hollywood, and KAYE BOHNE, formerly of network's production department, were married on July 12.

STEVE AITCHISON, of WJZ New York, has joined WINX and WJXN in Boston, as music director. Mr. Engle comes from WINX from Library of Congress where he was a member of music department.

CHARLOTTE GRAY, new to radio, has joined WHOB Gardner, Mass., as woman news and special events director.

JAMES OLIVER TURNER, formerly with WSTF Salt Lake City, has joined announcing staff of WBOB Richmond, Va.

ROBERT CONEY, former announcer at KWSC Pullman, Wash., has joined announcing staff of KFPC Spokane.

EREOY HALE, formerly of KWOP Pullman, Wash., has joined writing-producing staff of KEIY Tacoma, Wash.

WASSY DARHAM, former announcer of WOBZ Pullman, Wash., has joined announcing staff of KFIR Spokane.

CLIFF OLIVER, formerly with WOAP and WOAI Austin, and ROBERT E. SMILEY, formerly with WAKR Akron, Ohio, have joined announcing staff of WHBC Canton, Ohio.

ED SCOVILL, director of CBS talks and special events, is the father of a girl, Alane, born full term only recently.

RUTH ROBERTS, formerly with WJMS Moline, Wis., and WJOL and WJWV Chicago, has resigned to devote full time to domestic duties. Mrs. Robert a, mother, has been named head music producer at WPXJ Spokane.

VIVIAN O'NEILL, resigned.

ED BAILEY, NBC Chicago producer, joins Ralph Edwards Productions, Hollywood, as director of NBC "Truth or Consequences." When program resumes Sept. 1, Mr. Bailey replaces BOB SEAL who resigned to become program manager of KGIL San Fernando, Calif., now under construction (BROADCASTING, July 14).

PAUL MASON has joined announcing staff of WREX Topeka, Kans. He served with WJAX last year as a stu- dent announcer.

CLIFF JOHNSON, former staff announcer for WBBM Chicago, who has been on the west coast, has returned to station's announcing staff.

LETTY BARBOUR, former featured vocalist on New York and Chicago network programs, has joined the staff of KMOX St. Louis, as singing mistress of ceremonies on a new program.

DAVID RANDOLPH, on leave of absence as music consultant to the Dept.'s Q.C., will replace BEN HAYMES as music consultant for CBS effective July 14. Mr. Hyams will visit Hawaii while on leave of absence from the network.

JERRY BURNS, announcer and special events man, rejoined KZOK St. Louis, on July 20. Mr. Burns has recently been a feature announcer on KDYL Salt Lake City.

ROBERT Q. LEWIS, CBS conedian, was taken to New York's St. Clare Hospital July 12, reportedly suffering from Rocky Mountain Spotted Fever which he may have contracted while visiting patients. Comedian AL BERNIE replaced Mr. Lewis on Friday night program and BILL CULLIN, m.e. of "Winner Take All," will substitute on Mon.-Fri. strip.

DAVID H. HARRIS has been appointed business manager of WBBM Radio Network effective July 1. Mr. Harris formerly headed a program packaging agency in New York, and previously was program director of WOL Washington and program-production manager of WTAE WOIO, Mass.

NANCY OSGOOD, director of women's activities for WRC Washington, has been named chairman of Washington, D. C., area of Assn. of Women Broadcasters. She also has been appointed chairman of membership committee of WRC Washington.

DENNIS OLDENKAMP, from England, has joined CHUM Toronto, as publicity director. He served with the RAF during the war, training in Canada, and prior to war was with advertising department, radio division, of Lever Bros. Ltd., London.

GIVING on-the-scene descriptions of flood conditions along the Mississippi are this crew from WTMV F. St. Louis, Ill., pictured aboard the Coast Guard Cutter "Foxgrove." They include (l to r): Joe Frenegard, commercial executive; Paul M. Enright, program director; Frank Imboden, executive producer; John Mahon (holding microphone), newscaster; Dool Boyer, publicity and promotion director; Jack Taylor, engineer (seated).

JACKIE PERRONE, formerly with UP and editorial assistant to NBC's H. Y. KALENDORF, has joined the contin- uity department at WLS Columbia, S. C.

DINAH KING has joined continuity staff of WPPT Raleigh, N. C.

VINCENT'S LEE, formerly of WBTB Brockton, Mass. has joined announcing staff of WCAU Philadelphia.

PEGGY COMMAND has joined continuity staff of KVGO Tulsa, Okla., newscaster; Vivian Greer, WOR New York.

HENRY SENTZ, formerly of WAKAP Al- lentown, Pa., and JOE HEGEMEYER, formerly of WOAS Iowa, have joined WHLY and WHIN- FM Hempstead, L. I. N. Y., as announcers.

WALTER SCHRADER, formerly with AAF and an Oklahoma oil company, has joined WKTX Oklahoma City, conti- nuity department as copy writer.

EARL ZEIGLER, staff photographer of NBC Hollywood, on 96-day leave from network, for active duty with Army as captain.
America’s favorite
250-watt AM transmitter
model BTA-250-L

With operating features as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters . . . more than 350 of them . . . have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 19-G, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
Combination of musical entertainment and quiz is basis of "Your Tune" program on WPEG Philadelphia, which is replacing "Where Can I Find It." Show, sponsored for the period by Quaker Storage Co., Philadelphia.

Given one daily spot on Your Move, Format of new program consists of questions about a famous Philadelphia. First listener to phone in correct identity receives $5 prize. Award accumulated for six months, and should be familiarized with the contest. Judges are members of nucleus, and so is a listener with a mention of some other personality. A man, H. M. H. Hill, judges contest.

Bob Hope, radio engineer, is getting ready for a number of new programs that are coming up, and will be in charge of the shows. The shows include a number of new programs, and will be part of the schedule announced for the new season. The programs will be heard on WBZ radio station.

Give-Aways—By Audience

BUD HINDS gives away bags of groceries, sets of aluminum and other items, to listeners of his radio show "Branch With Bill" on KDRA Pittsburgh, but it was reversed when 54 farmers' wives took part in a game at the studio audience loaded down with produce from their own farms. Mr. Hinds, the cast and the orchestra found themselves on a stage of six dozen eggs, six fully dressed chickens, flowers, homemade pie, bread and cakes, baskets of strawberries and vegetables. Mr. Hinds says this sort of thing may revolutionize radio—he hopes.

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<td>Janisky &amp; Bailey</td>
<td>1469 Church St., N.W. De 1234 Washington, D.C.</td>
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<td>Mcnary &amp; Wrathall</td>
<td>923 National Press Bldg. D1 1205 Washington, D.C.</td>
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<tr>
<td>Paul Godley Co.</td>
<td>Labs, Great Notech N.J. Little Falls 4-1000</td>
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<tr>
<td>George C. Davis</td>
<td>501-503 Munsey Bldg. - District 8456 Washington 4, D.C.</td>
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<tr>
<td>John Barron</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Bldg., Washington 4, D.C.</td>
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<td>RAYMOND M. WILMOTTE PAUL A. deMARS ASSOCIATE 1469 Church St., N.W. De 1234 Washington 5, D.C.</td>
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<td>Russell P. May</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D.C. Republic 3984</td>
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<td>Holey &amp; Hillegas</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
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<td>Andrew Co.</td>
<td>Consulting Radio Engineers 563 E. 79th St. Triaeangle 4400 Chicago 19, Illinois</td>
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<td>A. Earl Cullum, Jr.</td>
<td>Highland Park Village Dallas 5, Texas JUSTIN 8-6108</td>
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<td>Colton &amp; Foss, Inc.</td>
<td>927 19th St., N.W. Republic 3843 Washington, D.C.</td>
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<td>William E. Benns, Jr. Consulting Radio Engineer 5 P.O. Box 2407</td>
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<td>Anderson &amp; Merryman</td>
<td>New York City 88 W. 42nd St. American Bank Bldg. Wa. 7-8912 Raymond 0111</td>
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<td>Preisman &amp; Biser AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3208 14th St., N. W. Washington 10, D. C. Adams 7299</td>
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<td>A. R. Bitter Consulting Radio Engineer 622 Madison Avenue Toledo 4, Ohio</td>
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<tr>
<td>Barclay &amp; Saxon Radio Engineering Consultants 2915 Red River Phone 2-0555 Austin, Texas</td>
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**CONSULTING RADIO ENGINEERS**

Broadcasting • Telecasting July 21, 1947 • Page 63
July 11 Decisions

DOCKET CASE ACTIONS

(By the Commission)

The Sandusky Best Co., Lake Erie, Ohio, representing The Besty Bost Co., Lake Erie, Ohio—Made final proposed decision to grant application for station(s) KCMO 1450 kc 250 w unit, and to deny mutually exclusive applications for station(s) Sandusky Best Co., and The Bay Bost Co.

AM-430 1470 kc Magnolia Bost Co., Middletown, Maryland—Denied mod. grant of mod. CP to change frequency from 720 to 740 kc. Also granted mod. of CP for transit.

Sun Coast Best, Corp., Coral Gables, and Lincoln Operating Co., Miami, Florida—Granted application for station(s) WSPA 1480 kc, as well as formation of corporation.

The Inter County Connecting Co. to reconsider Commission action in determining hearing. Request to remain removed.

Petition Denied

WPIJ, Elmhurst, Illinois—Denied petition to reconsider order of Commission designating Walworth Co. as operator of station(s). Operation pending for renewal of license.

BY COMMISSION EN BANC

WSPA and WSPA FM, Springfield, Massachusetts—Granted mod. of CP to change frequency.

WORD and WORP, Worcester, Massachusetts—Granted consent to assignment of license from Spartansburg Bost Co. Partnership, to the Spartansburg Radio-Communications Corp. for consideration of $450,000.

APPLICATION ON MOTIONS

(Written by Commissioner Hyde)

WJJD Chicago, Illinois—Dismissed petition for leave to intervene in application of Pekin Best Co., Inc.

WKNX Canton, Ohio—Granted petition for leave to intervene in application of Pekin Best Co., Inc., and to file comments.

Southern California Association Newspapers, Los Angeles, California—Granted petition for leave to amend its application for station(s) KPLA 1490 kc to specify KTLK 1490 kc as a standard station.

KEX Portland, Oregon—Dismissed petition requesting reconsideration of Commission's decision of April 29 to grant the application for station(s) without hearing application of Yucca Bost Co., Inc.

Pekin Best Co., Inc., Pekin, Illinois—Granted petition for leave to amend application to specify revised DA, etc.

WNTM Des Moines, Iowa—Denied petition for leave to withdraw application in proceeding upon application of Inter-City Bost Co., Des Moines, Iowa.

Miami Best Co., Miami Beach, Florida—Denied petition for leave to withdraw application for station(s) for CP to show revised DA, etc., which was accepted and application removed from hearing.

Sandusky Best Co., Sandusky, Ohio—Denied petition for leave to amend application to specify revised DA, etc., and applications removed from hearing.

KVML Lafayette, Louisiana—Commission on its own motion removed from hearing application.

KMA Shenandoah, Iowa—Granted request to withdraw as party respondent in proceeding to re-application of Independent Bost Co., and dismissed petition requesting reconsideration in this proceeding.

KFDR Denver, Colorado—Denied petition requesting Commission to reconsider for re-application of Public Bost, Service of Charlotte Inc.

WLLN New Orleans, Louisiana—Denied petition to dismiss application to show deletion of P packet as a condition.

WDSAS Philadelphia, Pennsylvania—Denied petition to dismiss without prejudice application of station.

WJCL Jackson, Mississippi—Granted petition for leave to amend application to show deletion of K. A. Brown as secretary, director and stockholder.

KCMO, Kansas City, Missouri—Denied petition to dismiss application.


Perry Dillard, Raymondville, Texas—Denied petition for leave to amend application to specify 1390 kc instead of 1390 kc before the station was accepted and application removed from hearing.


Alabama-Georgia Bosts, Inc., Eufaula, Alabama—Denied petition requesting reconsideration of Commission's decision of April 29 to grant application.

The College Bost Co., College Station, Texas—Denied petition for leave to withdraw application in proceeding upon application of College Station Bost Co., College Station, Texas.

WERC, Kansas City, Missouri—Denied petition for leave to withdraw application in proceeding upon application of Kansas City Bost Co.

KXNO El Centro, California—License to cover CP as mod. which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power. Also mod. CP, as mod., which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, to change studio location.

License for CP

KFAC—Los Angeles—License to cover CP as mod. which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power.

WTIC Hartford, Connecticut—License to cover CP as mod. which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power.

WPAT Macomb, Illinois—License to cover CP as mod. which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power.

WMGN Morristown, New Jersey—License to cover CP as mod. which authorized installation of new trans., new vertical and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

On The Air, Inc., East St. Louis, Illinois—CP New FM station (Class C) on frequency to be assigned by FCC, ERP 25 kw.

Modification of CP

WJKQ Fort Wayne, Indiana—Modification CP which authorized new standard sta- tion for extension of completion date.

KXKX Cabin, Kansas—Modification CP as mod. which authorized new standard station to change frequency to Class C station and to change studio location.

WGAN-FM Portland, Oregon—Modification CP as mod. which authorized the station to change corporate name to Guy Station, Inc.

WNMN-FM St. Paul, Minnesota—Modification CP as mod. which authorized the station to change type trans. and make changes in ant. and studio location.

License for CP

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

KSGM Ste. Genevieve, Missouri—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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

FM—88 mc

Atlantic Bost Co., Inc., New York—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—132 mc

KXEN—Missouri—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
July 14 Applications 

ACCEPTED FOR FILING

Bellagio, Inc., a California corporation, relinquishing of control of Permittee corporation from C. B. Stoll, Frank Burke and John A. Smith to C. Arno-

th, J. Frank Burke, John A. Smith and Paul L. Jones.

AM-1580

Southland Bcast. Corp., North Miami Beach, Fla.—CP new standard station 1580 kw. D- AMEND to station frequency from 1000 to 1580 kw and change trans., and studio locations.

AM-1340 kc

Brunswick-Islands Bcasti, Co., Brunsw.

IC-new FM station 1340 kc 250 w unil. (Facilities of WSAV requested.)

Transfer of Control

Wald Albany, Ga.—Voluntary transfer of control of license to Morris B. Gray.

AM-1490 kc

Wild West Point, Va.—CF make changes in trans. equipment, install new vertical ant. and mount FM ant. on top of AM tower and authorize new standard station location, AMEND to specify studio location 250 w. 

AM-1340 kc

Albert J. Feiman, New York, N.Y.—CP new standard station 1340 kc 250 w unil. (Facilities of WJCL requested.)

FM-Transmission

The Gate City Co., Keokuk, Iowa.—FM new station (Class D) 1000 kw. D-AMEND to change FM station location to be assigned by FCC and ERP 21.5 kw.

AM-730 kc

Morehouse Bcast Co., Bastrop, La. —CP new station 720 kw, 250 w D.

Modification of License

WJMUR New Orleans, La.—MOD licenses to change hours from D to unil.

AM-1490 kc

The Tower Realty Co., Cumberland, Md.—CP new standard station 1520 kw unil. AMEND to change power from 150 kw to 150 w.

AM-1520 kc

Fiora City Bcast Co., Monroe, Mich.—CP new standard station 1320 kw 250 w D.


Assignment of License

WCJY Columbus, Miss.—Voluntary assignment of license to Lester Williams.

AM-1320 kc

KKXL Clayton, Mo.—CP install new trans.

Modification of CP

WCBS-FM New York, N.Y.—CP which authorized changes in FM station for extension of completion date.

WBCA Schenectady, N. Y.—CP new standard station location, which authorized changes in FM station for extension of completion date.

AM-1240 kc


Modification of CP

WFPO Fort Wayne, Ohio—CP which authorized new FM station for extension of completion date.

KASA Elkhart, Okla.—CP which authorized increase power, install new trans., and change location for approval of Ant. and trans. location.

WFMJ-BFM Bradford, Pa.—CP which authorized new FM station to change frequency to Channel 261, 97.5 mc, specify studio location, make changes in Ant. system and complete commence and completion date.

AM-1240 kc

Charles M. Meredith, Silverdale, Pa. —CP new standard station 176 kc 1 kw D. AMEND to station frequency from 1270 to 1570 kc power from 1 kw D to 250 w D. change change type trans. and change trans. and studio locations.

(Continued on page 66)

Timberrr!

In BOSTON the usually harmless act of selling a tree was not so harmless a fortnight ago, for it cut off power to the WCOF transmitter and telephone lines between studios and transmitters. 

But the station is thanking its lucky stars it had an auxiliary generator and emergency studio, for they saved the day after only four minutes of silence. The transmitter operator filled in with recordings and announcements from the emergency studio, until station personnel could arrive with additional music and commercials.

TENDERED FOR FILING

Modification of CP

KITO San Bernardino, Calif.—Mod. CP to increase power from 1 kw to 5 kw install new trans. and make changes in DA, using DA-UN UNL on 1290 kc.

Assignment of License

KCOL Fort Collins, Colo.—Consent to assignment of license to The Northern Colorado Beson Company and Colorado Corporation.

AM-1230 kc

KBST Big Springs, Texas.—CP change frequency from 1460 1230 kc, using 250 w unlimited. (Request 1236 kc, being vacated by KBGO.)

AM-960 kc

K. G. LeTourneau, near Longview, Texas.—CP new standard station 960 kc 5 kw D.

Modification of CP

KVUN Logan, Utah.—CP to mod. DA-N, using 1 kw unlimited DA-N on 610 kc.

Assignment of License

KXOC Casper, Wyo.—Voluntary assignment of license to KVOC Bostig Co.
No Vacation

Good old summer time means a lot of hard work for us. We're on the job for you and as much on the ball as in January—and with almost as many people listening to us.

FCC Actions

(Continued from page 85)

Applications Cont.: AM—1350 kc
Wharton County Bestg., Co., El Campo, Tex.—CP new standard station 1460 kc 250 w unil. AMENDED to change frequency from 1460 to 1500 kc, power from 250 to 500 w; hours from unil. to D; change type trans. 1330 kc.

Graham Bestg., Co., Graham, Tex.—CP new standard station 1350 kc 500 w D.

TENDERED FOR FILING

AM—1450 kc
Bessemer Bestg. Co., Bessemer City, Ala.—CP new standard station 1450 kc 250 w unil. (Continuing on WTBC moving to another frequency.)

Modifications of CP

WIRD Tomsellea, Ala.—Mod. CP to change proposed trans. location, using 1 kw-N 5 kw-D unil. on 1550 kc.

Dr. Asa C. Baker, Seymour, Ind.—CP new standard station 1370 kc 250 w D.

The Henderson County Bestg., Co., Athens, Tex.—CP new standard station 1410 kc 250 w D.

AM—1250 kc
KOSA Odessa, Tex.—CP change frequency from 1450 to 1520 kc. (Continuing on KCRS vacating 1250 kc.)

July 15 Applications...

DOCKET CASE ACTIONS

(By the Commission)

Philadelphia FM

Announced order severing from hearing docket and granting following applications for Class B FM stations in Philadelphia: Unity Bestg., Corp. of Pennsylvania, Channel 20—103.7 mc, ERP 20 kw, ant. 500 ft, above average terrain; Independence Bestg., Co., Channel 287, 105.3 mc, ERP 20 kw, ant. 500 ft, and Franklin Bestg., Corp., Channel 291, 106.1 mc, ERP 20 kw, ant. 500 ft. In same order FCC granted petitions of WIRAS Bestg., Inc., for leave to amend its application for FM station to show transfer of ownership to William Goldman Theobald and make other changes. Said amendment accepted and application restated from hearing docket. Further ordered that request of Patrick Joseph Blanton for reconsideration and grant forthwith of his application be denied; said application continued in hearing status with oral argument to be heard on his exceptions at date to be designated.

BY THE SECRETARY
WDYE Chatahnoga, Tenn.—Granted mod. CP to extend completion date to 8/1/47.

KKSX San Angelo, Tex.—Granted mod. CP to extend commencement and completion dates to 8/18/47 and 2/18/48, respectively.

KYOU Merced, Calif.—Granted CP to make changes in vertical ant. and mount FM ant. on top of AM tower.

KIYI Shelby, Mont.—Granted mod. CP to change type trans., approval of ant. and trans. location, and specify studio location.

WRNS Columbus, Ohio—Granted license to cover CP for installation of new 30 kw trans.

KDKC Decatur, Iowa—Granted license for new station and for change of location.

WHPE High Point, N. C.—Granted license for new station 1070 kc 1 kw D.

WIXL Alexandria City, Ala.—Granted license for new station 1400 kc 1 kw D.

KDMO Carthage, Mo.—Granted license for new station 1490 kc 250 w unil.

WKAN Kankakee, Ill.—Granted license for new station 1240 kc 1 kw D.

WGYN New York—Granted mod. CP for extension of commencement and completion date of FM station to 9/20/47.

WNYE New York—Granted mod. CP to make increase in ant.

WAFM Birmingham, Ala.—Granted mod. CP to extend completion date 12/31/47.

KENI Anchorage, Alaska—Granted mod. CP to change trans. site.

WJJD Chicago—Granted mod. CP for extension of completion date to 8/25/47.

KWLY Topeka, Tex.—Granted mod. CP to change type trans. and make changes in vertical ant.

WBRC-FM Altoona, Pa.—Granted mod. CP for extension of completion date to 7/15/47.

WNJQ Uniontown, Pa.—Same to 7/15/47.

WINX-FM Washington, D. C.—Same to 8/15/47.

KTFF-FM Twin Falls, Idaho—Same to 8/15/47.

KTRM Beaumont, Tex.—Granted license for new station 990 kc 250 w D and for change of studio location.

KFFE Dallas—Granted mod. CP for extension of completion date to 10/1/47.

WHIS-FM Bluefield, W. Va.—Same to 11/15/47.

KPNF-Palo Alto, Calif.—Same to 11/15/47.

WMAR Baltimore—Same to 1/16/48.

KOB-TV Albuquerque, N. M.—Same to 1/16/48.

WNBT New York—Granted license for new commercial TV station 68-72 mc, Channel 4.

WEPR Thomas, Ga.—Granted license for new station 1220 kc 250 w, 1 kw D.

WKAY Warner, Iowa—Granted license for new station 1500 kc 1 kw D and for change of studio location.

WCSP Savannah, Ga.—Granted license for extension of completion date to 6/12/47.

WGBK Hattiesburg, Miss.—Granted license to cover CP for installation of new station.

WKGM Knoxville, Tenn.—Granted mod. CP to make changes in ant. and trans. location, approval of ant. and trans. location, and specify studio location.

WKLY Uniontown, Pa.—Granted license for new station 1200 kc 1 kw D.

WBFN New York—Granted CP for extension of completion date 10/1/47.

WPOX New Orleans—Granted mod. CP for extension of completion date to 2/2/47.

WAFS Alpine, Calif.—Same to 12/31/47.

WGQV New York—Granted mod. CP to make increase in ant.

WKNY York—Granted mod. CP for extension of completion date to 11/15/47.

WABU Washington, D. C.—Same to 11/15/47.

WFLA Cleveland—Granted mod. CP for extension of commencement and completion dates to 10/15/47 and 2/18/48, respectively.

WDPX Altoona, Pa.—Granted mod. CP for extension of completion date to 10/25/47.

WDYR Baltimore—Same to 10/15/47.

WKXJ Baton Rouge, La.—Same to 9/15/47.

The Western Connecticut Bestg. Corp. area of Stamford, Conn.—Granted license for new remote pickup station WRUD to be used with WSTC.

American Colonial Bestg. Corp. area of Island of Puerto Rico—Granted mod. CP for extension of commencement and completion dates to 7/1/47.

IN EASTERN NORTH CAROLINA YOUR SALES ALPHABET STARTS WITH ABC... AND PAYS OFF WITH WRRF-WRRZ

3000 WATTS, 950 KC WASHINGTON, N. C.
1000 WATTS, 880 KC CLINTON, N. C.

To sell the 7,22,353 folks living in the rich 31-county area of Eastern North Carolina’s fertile agricultural belt, you have to reach them with regional Tar Heel stations. These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this “as good as gold” market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large “bonus” audience in the secondary area.

WRRF, known as “Golgy” and WRRZ, nicknamed “Speedy,” sell this prosperous market where last year’s bright leaf tobacco crop alone sold for $245,459,906. They sell out outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the “as good as gold” market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or your For Joe & Co. representative.

WRRF-WRRZ

3000 WATTS, 950 KC
WASHINGTON, N. C.
1000 WATTS, 880 KC
CLINTON, N. C.

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TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York, Chicago & Los Angeles

No Vacation

Good old summer time means a lot of hard work for us. We’re on the job for you and as much on the ball as in January—and with almost as many people listening to us.

WIOD’s B. M. B. coverage maps with market data now available.

HOHorace N. Stovin
AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG • TORONTO

Page 66 • July 21, 1947
IN CHATANOOGA

THE OUTSTANDING STATION FOR 21 YEARS

HAS BEEN

1925-1946

1946-1967

CHATTANOOGA WSM-NBC 5K W (Continued on page 69)

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

AM-1360 kHz Shreveport Both. Shreveport, La.—CP new standard station 1460 kHz 250 w un. AMENDED to change frequency from 1460 to 1460 kHz. (Continent on KRMD to change from 1340 to 1460 kHz.)

FM-95.5 mc

Annapolis Both. Corp., Annapolis, Md.—CP new FM station (Class B) on Channel 228, 100 w ERP 11.2 kw.

AM-1130 kHz

NEW New York—CP to make changes in DA.

AM-800 kHz

Snohomish Both. (cont.)—New standard station 1200 kHz D. AMENDED to change frequency from 1200 kHz to 1250 kHz. (Continent on KE PLM to change from 1250 kHz to 1200 kHz.)

License for CP

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

FM-Unassigned

Century Both. Corp., Johnstown, Pa.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 20 kw.

Modification of CP

KFRC-FM Houston, Tex.—Mod. CP as mod., which authorized new standard station for extension of completion date.

AM-800 kHz

Samuel L. M. Both. Miss., Birmingham City, Ala.—CP new standard station 780 kHz 250 w D. AMENDED to change frequency from 780 to 800 kHz.

License Renewal

WFTL Ft. Lauderdale, Fla.—License renewal.

WFSP New Kensington, Pa.—Same.

Modification of CP

WFCC Hartford, Conn.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WGGO Golborne, N.H.—Mod. CP which authorized new standard station to change from vertical ant. and specialty studio location.

License for CP

WBLS Los Angeles, Fla.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WDEC Americus, Ga.—License to cover CP as mod., which authorized new standard station and for change of location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTH-FM Dubuque, Iowa.—Mod. CP as mod., which authorized new FM station for extension of completion date.

License for CP

KTOP Topeka, Kan.—License to cover CP as mod., which authorized new standard station and for change of station location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNGO Mayfield, Ky.—Voluntary assignment of license to West Kentucky Bestg. Co. Inc.

AM-1260 kHz

Monroe Bestg. Co., Monroe, Mich.—CP new standard station 1350 kHz 250 w. D. AMENDED to change frequency from 1250 kHz to 1250 kHz.

License for CP

WJNN Jackson, Miss.—License to cover CP which authorized change in frequency.

FM-561 mc

John J. Larux, Niagara Falls, N.Y.—CP new FM station (Class B) Channel 341, 0.1 mc, ERP 15 kw.

License for CP

WFWV New Wilmington, Pa.—License to cover CP for new noncommercial educational station.

Modification of CP

WFMY Greensboro, N.C.—Mod. CP which authorized new FM station for extension of completion date.

Transfer of Control

WPEN Philadelphia—Voluntary transfer of control of licensee corporation from Radio Station to Sun Ray Drug Co. Contingent upon grant of WCAU transfer.

WCAU Philadelphia—Voluntary transfer of control of licensee corporation from J. David Biren to Bulletin Co.

FM—Unassigned

Inter-City Bestg. Company Prov- iders of new FM station (Class B) on frequency to be assigned by FCC and is licensed for CP.

2 Channel PORTABLE AM and FM REMOTE AMPLIFIER

Here is a remote amplifier that has been designed for operation under any condition. Sturdy and compactly built, light weight, it can be easily carried. Power supply is self-contained.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 15,000 cycles.

Output Power: 80 db.

Output Noise Level: —60 db.

Impedance: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.

Input Impedance: 30, 125, 250 and 500 ohms.

Input Impedance: 600 ohms.

Power Output: Maximum + 10 dbm.

Dimensions: 7" x 9 1/2" x 9 1/2".

Weight: 9 lbs.

Finish: Crackled Gray.

Equipped with Cannon Male Chassis Connectors

INTERNATIONAL ELECTRONICS CORPORATION

Dept. C, 4145 Commerce St.

DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications.

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America's Oldest School Devoted Exclusively to Radio Broadcasting

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BROADCASTING • TELECASTING

July 21, 1947 • Page 67

For shipment now

2 Channel Portable AM and FM Remote Amplifier

Complete with Tubes F.O.B. DALLAS . . . . 18750

If you are looking for a remote amplifier for your radio, this one from International Electronics Corporation in Dallas, Texas, could be the answer. It's designed for operation under any condition and is compactly built, making it easy to carry. The power supply is self-contained, making it convenient to use.

Here are its specifications:

- Frequency Response: Uniform within ± 1 db, from 30 to 15,000 cycles.
- Output Power: 80 db.
- Output Noise Level: —60 db.
- Impedance: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
- Input Impedance: 30, 125, 250 and 500 ohms.
- Input Impedance: 600 ohms.
- Power Output: Maximum + 10 dbm.
- Dimensions: 7" x 9 1/2" x 9 1/2".
- Weight: 9 lbs.
- Finish: Crackled Gray.
- Equipped with Cannon Male Chassis Connectors.

The company, located at 4145 Commerce St., Dallas, Texas, specializes in designing special equipment or building to your own specifications.
WDSU, broadcasting 5,000 kilowatts from the French Quarter to the Gulf and South Louisiana, and exclusively to the WDSU Wire, has developed a high quality of integrity with civic leaders and the public. Several mailings have featured drawings of WDSU's various programs and promotions, including "Have There Been Some Changes in Our TV-Papering Program," "Problem," and "A Problem Is Solved." The history of the "radio" of television is presented in easy, readable form. Conclusions are reached on the influence of television on the Farnsworth plant, labeled "Home of Television." A Radio and Television Station is members of The Philadelphia Association Press, on the cover and back cover. It presents the questions of how to build a membership for radio and stresses the nature of membership and rate principle in connection with AP.

Popularity Poll

"Make Believe Ballroom" shows. Merchandise offered prizes to listeners who came closest to actual broadcast of record. In addition, popular monthly poll of "I Like WDR's Downtown Radio" was held by CKEY, one of the city's leading radio stations. The program offered prizes to listeners who correctly predicted the week's top ten songs. Booths and portable radios were set up all over the city, with the "no-anger" motto. Newspapers carried stories of the event, and the music was broadcast all over town.

KECK Album

ANSWERING LISTENERS' requests for a "special" on station personalities, KECK, a disc jockey, made a personal appearance in the studio. The album presents photos and short biographies of the disc jockey, with Keck adding a personal note. The album also includes a "special" designed for the disc jockey's birthday.

ARTHUR BELL, formerly with creative staff of Burton Holmes Motion Pictures, has joined WBB (FM), Chicago, as director of public relations and promotion.
Applications Cont.
License for CP

WWMX Florence, S. C.—License to cover CFMW authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KMKH Mitchell, S. D.—License to cover CKMK authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTRH-FM Houston, Tex.—Mod. CP as mod. which authorized new FM station for extension of completion date.

APPLICATION RETURNED

Scotland Bestg. Co., Laurinburg, N. C.—Mod. CP not renewed. RETURNED July 11. Program analysis not submitted and also discrediting ERP as presented in the application.

FM-97.9 mc


TENDERED FOR FILING

Robert F. Laffiettle, Dunkirk, N. Y.—New standard station 1360 kc 500 w. D.

AM-1440 kc

The Bristol Hotel, Bristol, Conn.—New standard station 1440 kc 250 w. D.

Transfer of Control

KTSW Emporia, Kan.—Consent to transfer of control to Robert B. Reed, San Angelo, Texas, by C. P. Reed, Garden City, Kan.

AM-1340 kc

Wilson Radio Co., Wilson, N. C.—New standard station 1340 kc 250 w. D. (Subject to 1340 kc being released by WGTM.)

AM-1260 kc

Yambelco, Inc. McMinnville, Ore.—CP new standard station 1360 kc 1 kw. D.

July 17 Decisions

BY A BOARD

Authorized conditional grants for Class A and six Class B stations.

Authenticated proposals for Class A and two Class B stations. The previous announcements of change proposals for Class B stations have been delayed.

Designated for Hearing

McClatchy Bestg. Co., Stockton, Calif.—Decisions for Class B station upon issue: To determine what overlap of service area if any exists between proposed station and any other existing or proposed stations, opened or contested by same interest, as proposed station and whether such overlap if any is in contravention of Sec. 324 of Commission's rules.

Assignment of CP

WRRC Jackson, Miss.—Granted consent to assignment of permit from limited partnership to corporation composed of same partners.

Assignment of License, CPs

KTSB, KARR, KISS-FM Shreveport, La.—Consent to assignment of license for standard station KTSB, and associated relay station RARR from Radio Station Bestg. Co., partnership, to Radio Station KTSB Inc., corporation.


Transfer of Control

KCNZ Tucson, Ariz.—Consent to voluntary transfer of control of Catalina Bestg. Co. from Erskine Caldwell et al. to William A. Small et al; no monetary gain or loss is involved.

FM-1060 kc

Langlade Bestg. Co., Inc., Antigo, Wis.—Granted CP new station 1000 kc 25 d; engineering cond; AM-1150 kc

John H. Philips, Mariliana, Fla.—Granted CP new station 1340 kc 250 w. D. provided that no application or hearing shall be necessary until certificate of completion of WTAL Tailacoes, Fla., for 1970 is covered by license.

AM-1320 kc

Cortland Bestg. Co., Inc., Cortland, N.Y.—Grant new CP station 920 kc 1 kw. D.

AM-1250 kc

The Heim Coal Co., York, Pa.—Granted CP new station 1250 kc 1 kw. D; engineering cond

AM-630 kc

Georgia-Alabama Bestg. Corp., Columbus, Ga.—Granted CP new station 620 kc 1 kw. D.

AM-580 kc

La Crosse Bestg. Co., La Crosse, Wis.—Consent to order granting CP station 580 kc 1 kw. D.; DA subject to reapproval of station and ant. system

FM-600 kc

WCAO Baltimore—Granted application to make changes in WCAO four kw; frequency to 93.1 mc; location to 863 ft; and install FM ant. on top of one of towers of directional system.

Universal Bestg. Co., Inc., Indiana—Consent to order granting permission to dismiss application for new station on 1120 kc 10 kw using DA without prejudice to filing of application for transfer of construction of WISH FM Bestg., Inc., of WISH Indianapolis, to Universal Bestg. Co., Inc.

WMC Memphis, Tenn.—Adopted order dissolving petition of WMC for reconsideration of grant to WTAR Radio Corporation, Northport, Ala. (to make changes in DA of WTAR and mount FM ant. on one of Antenna towers), designate said application for hearing and make WCIR CP to hearing. In said order, Commission further ordered that said petition to be filed in WCSU and made in said case that WTAR shall radiate in direction of WMC no more than 179 mv ft at N.

Lake County Bestrs. Eustis, Fla.—Adopted order granting petition for reconsideration and grant of its application, removed from hearing docket, and granted CP new station 780 kc 1 kw DA-CN.

ING BY COMMISSIONER HYDE

Hearing Date

Ordered that consolidated hearing on applications of Hearst Radio Inc. for license renewal WBAL Baltimore and Baltimore Service Bestg. Co. for reassigned station Baltimore be held Oct. 6 in

July 17 Applications

APPROVED FOR FILING

AC-1460 kc

Diamond H. Ranch Bestg. Co., Auburn, Cal.—New standard station 1420 kc 250 w. D.

AM-1310 kc

Kenneth Allen, Twin City, Calif.—CP new standard station 1310 kc 250 w. D. proposed station authorized for coverage of power transmitted from WFUN and change type trans.

Modification of CP

KCSB Colorado Springs, Colo.—Mod. CP which authorized new standard station for approval of ant. and mount translocation and to specify studio location.

AM-1460 kc

The St. Andrew Bay Bestg. Co., Panama City, Fla.—New standard station 1460 kc 250 w. D.

AM-250 kc

Modification of CP

WRLB Columbus, Ga.—Mod. CP which authorized change frequency, increase power, install new trans. tower and DA-N, and change trans. location.

WBAX-FM Columbus, Ga.—Mod. CP which authorized new FM station for extension of commencement and competition dates.

FM-92.3 mc

Dekalb Bestg. Co., Decatur, Ga.—CP new FM station (Class B) Channel 255, 91.9 mc and ERP 38 kw.

Modification of CP

WRGA-FM Rome, Ga.—Mod. CP as mod., which authorized new FM station for extension of completion date.

AM-1340 kc

Hobart Stephens, Centralia, Ill.—CP new FM station (Class B) on fre. to be assigned by FCC and ERP 7 kw.

FM-135.1 mc

Richardson, Spring & Adair, Crawfordville, Ind.—CP as mod., which authorized new FM station for extension of completion date.

AM-1240 kc

Robert F. O'Bannion, Croydon, Ind.—CP new FM station (Class A) on fre. to be assigned by FCC and ERP 74 kw.

AM-1260 kc

Modification of CP

WTRC-FM Elkhart, Ind.—CP which authorized new FM station for extension of completion date.

AM-1240 kc

Kosciusko Bestg. Corp., Warsaw, Ind.—CP new standard station 1240 kc 250 w. D.

FM-91.5 mc

Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa.—CP new noncommercial educational station on Channel 218 91.5 mc, 1 kw, ERP 9 kw, and completion dates.

FM-91.5 mc

WIOA Clinton, Iowa.—Mod. CP which authorized new FM station for change trans. for expansion, and permit for new station.

AM-1300 kc

Hawkeye Bestg. Co., Fort Madison, Iowa.—CP new standard station 1300 kc 250 w. D. AMENDED to change power from 150 to 500 w and change type trans.

Modification of CP

WLPF-AM Lexington, Ky.—Mod. CP which authorized new FM station to change trans. site, station power from 1 kw to 5 kw, frequency to 900 mc, ERP 4.8 kw, make changes in ant. system but not to change power, and require completion dates.

FM-90.7 mc

Southwest Ohio—Mod. CP which authorized new FM station for extension of competition date.

AM-1260 kc

WHRM-AM New Orleans—Mod. CP as mod., which authorized new FM station for extension of completion date.

AM-810 kc

The KJAN Bestg. Co., Inc., Opelousas, La.—CP new standard station 810 kc 1 kw. D. AMENDED to officers, directors and stockholder.

Modification of CP

WJWX Boston—CP which authorized increase power, install new trans. tower, and change trans. location.

AM-1340 kc

WKMH Dearborn, Mich.—CP to make changes in vertical ant. and mount FM ant. on Ancker Tower.

AM-1340 kc

Petition for license renewal for new FM station for extension of completion date.

FM-199.3 mc

Suburban Indians, Dearborn, Mich.—CP new FM station (Class B) on Channel 203, 1012 mc, ERP 255 kw and antenna height above average terrain 302 ft. 3 in.

AM-1340 kc

WKMH Dearborn, Mich.—CP to make changes in vertical ant. and mount FM ant. on Ancker Tower.

Modification of CP

WJWM-FM Lansing, Mich.—Mod. CP as mod., which authorized new FM station for extension of commencement and competition dates.

AM-1300 kc

The Starkville Bestg. Co., Starkville, Miss. (Continued on page 70)
FCC Actions (Continued from page 69)

Applications Conf.: NCR-CP over standard station 1230 kc 250 w uni.

Modification of CP

WHBB-FM Kansas City, Mo.—Mod. CP as mod. which authorized new FM station to change ERP to 48.1 kw and height above average terrain to 592 ft.; transmitters and make changes in ant. system.

Assignment of CP

WKBQ Binghamton, N. Y.—Voluntary assignment of CP to WKBQ Binghamton Bist. Inc.

Modification of CP

WWHG Meshus, N. Y.—Mod. CP as mod. which authorized new FM station to change ERP to 48.1 kw and height above average terrain to 592 ft. by special permission.

Assignment of CP

WISE-FM Ashville, N. C.—Mod. CP which authorized the new FM station for extension of completion date.

WATG Ashland, Ohio—CP as mod. truth and studio location.

WFMZ Allentown, Pa.—License to cover CP which authorized new FM station.

Modification of CP

WMRF-FM Lewiston, Pa.—Mod. CP as mod. which authorized new FM station to change type trans. and changes in ant. system, change completion date, area of coverage.

Assignment of License

WISX Philadelphia—Assignment of License to WISX Philadelphia Bist. Inc. Contingent upon WISX.

WACU Philadelphia—Assignment of License to WACU Philadelphia Bist. Corp. Contingent upon WACU.

Rhode Island Bist. Co., Providence, R. I.—CP new FM station (Chas. B) on frequency to be modified, FCC and ERP 15.2 kw.

Modification of CP

WROL-FM Knoxville, Tenn.—Mod. CP which authorized new FM station for extension of completion date.

WSKJ Montpelier, Ia.—Mod. CP which authorized new standard station to change type trans. and for approval of site and location.

AM—1950 kc

Peninsula Bist. Co., Hampton, Va.—CP new standard station 1170 kc 250 kw AM-AMENDED to change frequency from 1170 to 1050 kc.

Modification of CP

WAWJ-FM Morgantown, W. Va.—Mod. CP as mod. which authorized new FM station for extension of completion and competition dates.

Modification of CP

WKXW Newark, N. J.—Mod. CP which authorized standard station to change ERP and height above average terrain.

KPOR Riverside, Calif.—Mod. CP which authorized new standard station to change ERP and height above average terrain.

KGSM Benton, Cal.—Mod. CP which authorized installation of FM station.

License for CP

KPFQ Denver, Colo.—License to cover CP as mod. which authorized installation of new station, and authority to determine operating power by direct measurement of ant. power.

AM—1990 kc

WCHR Waterbury, Conn.—CP to make changes in ant. system and install FM ant. and trans., installation and make changes in AM ant. system.

Modification of CP

WOL-FM Washington, D. C.—CP as mod. which authorized new FM station for extension of completion date.

License for CP

WIBY-Burlington, II.—License to cover CP as mod. which authorized new FM station to change ERP and height above average terrain to 592 ft.; transmitters and make changes in ant. system. Also mod. CP as mod. which authorized new FM station for extension of completion date.

WFMF Inc., Area of Lafayette, Ind.—Relay station WJG to change frequencies from 30.82, 33.74, 35.82, 37.88 mc to 30.32, 33.24, 35.32, 37.38 mc to 30.42, 33.34, 35.42, 37.48 mc for 30.52, 33.44, 35.52, 37.58 mc to change ERP from 15 to 30 kw; to change emission from A3 to special emission for FM and to change type trans. and trans. ERP.

AM—1390 kc

WFBF Baltimore—CP to make changes in DA.

AM—990 kc

WBTB Brockton, Mass.—CP to increase power from 250 w to 1 kw and install new trans. site.

License for CP

WFUW Grand Rapids, Mich.—License to cover CP which authorized new standard station and specify studio location and ant. system, for approval of operating power by direct measurement of ant. power.

Modification of CP

KCFM Kansas City, Mo.—Mod. CP as mod. which authorized new standard station to specify studio location, change trans. site and ERP to 35 kw, height above average terrain to 350 ft.; make changes ant. system and change commencement and completion dates.

Frequency to Channel 351, 88.1 mc.

License for CP

KWPM West Plains, Mo.—License to cover CP as mod. which authorized new standard station and for change of ERP and height above average terrain and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAAW Newark, N. J.—Mod. CP as mod. which authorized new FM station to change type trans.; make changes in ant. system and change commencement and completion dates.

Patron Bist. Co., Inc., Albany, N. Y.—Mod. CP which authorized new standard station for extension of commencement date.

WIND Durant, Miss.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

KOKH Oklahoma City—Mod. CP as mod. which authorized new noncommercial educational station for extension of commencement and completion dates.

KPGP Portland, Ore.—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 Permits

WEPN-Philadelphia—Voluntary assignment of permits to WEPN Philadelphia.

KPM Rancho Mirage, Calif.—License to cover CP as mod. which authorized new noncommercial educational station for extension of commencement and competition dates.

KPGP Portland, Ore.—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 Permits

WEPN Philadelphia—Voluntary assignment of permits to Philadelphia Bist. Corp.

Modification of CP

WPII Providence, R. I.—Mod. CP as mod. which authorized new noncommercial educational station for extension of completion date.

KXEM Temple, Tex.—Mod. CP as mod. which authorized installation of new station, vertical ant. with FM ant. mounted on top of and changes in ant. system, and change trans. location, for extension of completion date.

KWPQ Bellows Falls, Vt.—Mod. CP which authorized new standard station to change ERP and height above average terrain and location to specify studio location.

License Renewal

KSSL Great Falls, Mont.—License renewed.

License Renewal

WBGR Elberton, Ga.—Same.

APPLICATION RETURNED

McMinville, Bist. Co., McMinville, Ore.—CP new FM station (Class A) on frequency to be amended by FCC and ERP 350 kc. RETURNED July 15. Program authorization for temporary discrepency in geographic coordinates. Also no frequency designations.

Assignment of License

KKIN Visalia, Calif.—Voluntary assignment of license to KKIN Bist. Inc. RETURNED July 10. Incomplete.

TENDERED FOR FILING

AM—1400 kc

Springville Radio, Springville, Utah—CP new standard station 1400 kc 250 kw unil. (Contingent on KNKX changing to AM 1400.)

AM—960 kc

Radio Athletic Bist. Co., Athens, Ga.—CP new standard station 960 kc 1 kw D. License for CP.

KRFM Fresno, Calif.—Consent to assignment of CP to California Inland Bist. Co.

Assignment of License

KTKC Visalia, Calif.—Consent to assignment of license to California Inland Bist. Co.

AM—1230 kc


Modification of CP

KDWM Des Moines, Ia.—Mod. CP to change proposed trans. location and make changes in ant. system.

AM—1150 kc

KING Seattle, Wash.—CP to increase power to 10 kw and install new smart FM ant. and antenna, and authority to change type trans. and approval of trans. location and ant.

Assignment of CP, SSA

KWBK Corpus Christi, Tex.—Consent to assignment of outstanding CP and SSA to Baylor U.

BRADCASTING Circular, Hart-Young’s Radio City will be challenged to determine any audible difference between radio broadcasts by a pianist and the reproduction of another pianist on the stage before them. The pianist will play the audience alternately as the playing of a second pianist, broadcast from a nearby remote point, is piped to a radio on the stage. Members of the audience will be asked to determine which of the two is playing. This demonstration of RCA’s new postwar radio-phonograph line begins today, July 21.

Piano Challenge

VISITORS at the RCA Exhibition Hall in Radio City will be challenged to determine any audible difference between radio broadcasts by a pianist and the reproduction of another pianist on the stage before them. The pianist will play the audience alternately as the playing of a second pianist, broadcast from a nearby remote point, is piped to a radio on the stage. Members of the audience will be asked to determine which of the two is playing. This demonstration of RCA’s new postwar radio-phonograph line begins today, July 21.

When It’s BM It’s Yours

Another BM “Pin Up” Hit—Published by Republic

MY PRETTY GIRL

On Transcriptions: CAPITOL—Jan Garber, Del Porter; STANDARD—Lawrence Welk; RCA—Gregor; WORLD—Rudolph Lang-Worth; Randy Brooks, Lenny Berman.


BROADCASTING MUSIC INC. 550 FIFTH AVENUE NEW YORK 15, N. Y.
Eight AM Outlets Authorized With Alf Landon in One Firm

AUTHORIZATIONS for eight new standard stations, comprising five daytime and three fulltime outlets, were issued recently by the Federal Communications Commission. Three of the grantees include individuals who have interests in existing AM stations.

The grants and ownership of respective applicants: Englewood, Colo., 1250 kc, 1 kw, daytime, Alf M. Landon doing business as Englewood Broadcasting Co., Mr. Landon in Alf M. Landon Co., Licensee, is 65, and is 65% owner Seward County Broadcasting Co., AM permittee at Liberal, Kan.

Antigo, Wis., 1340 kc, 250 w, daytime, Langlade Broadcasting Co., Inc. Principal: W. James Proctor, potato grower, president; and Roy W. Kewley, secretary-treasurer, is 99%, and is 99% owner of Langlade Broadcasting Co., Inc. AM permittee at Antigo, Wis.

Cortland, N. Y., 520 kc, 1 kw, daytime, Cortland Broadcasting Co., Inc. Principal: J. Gerald Mayar, attorney, minority stockholder WMCA Schenectady, N. Y., president and 41.3% owner; John T. Rylin, attorney, executive vice president 6.9%, Lewis W. Billings, banker, treasurer 46.6%, Morgan D. Jeffers, attorney, secretary and assistant treasurer 3.5%, Scott G. Holley, attorney, assistant secretary 6.3%. Remaining interest held by five other individuals.

York Principals
York, Pa., 1250 kc, 1 kw, daytime, The Herald Group, Inc., Licensee, is 99% owner and managing director. Howard J. Williams, 33, Morgan & Coulier, 50, Lowery W. Williams, 50, and Howard C. Holm, Jr., 15.

Columbus, Ga., 610 kc, 1 kw, daytime, Georgia AM Broadcasting Corp. Principal: A. H. Chapman, president of B. W. Page Corp., the Encquirer-Bunt Corporation, the Ledger-Encquirer Co. and Georgia Market Co., is stockholder in each, president; his wife, Winnie Page Chapman, owner in same firm as husband; M. K. Ashworth, publisher of Columbus Enquirer, is managing editor and Ledger vice-president; his wife, Annie-Laurie Page Ashworth, is 4% owner of B. W. Page Corp., and general manager of Ledger Encquirer Co., secretary-treasurer. Each holds 20% interest.

LaCrosse, Wis., 580 kc, 1 kw, unlimited, LaCross Broadcasting Co. Principal: Cecil B. Segal, president of Community Sales Service and Community Loan and Trust Co., is 14.5% owner, Ralph L. Atlas, general manager 14.5%, and owner WLOL, Minneapolis, 9.5%, John D. Ward, owner of Dry Cleaning Co. 14.5%, Herman Tillman, president of First Federal Savings and Loan Assn., 15.5%, Emil H. Erickson, vice-president of Trust Co., president of Davis and air conditioning unit manufacturer, 14.5%, Quincy Hale, attorney, 14.5%.

Vernon D. Dale, owner Ogallala Transportation Co., bus line, 14.5%, and Independent Merchants Broadcasting Co., WVOX, New York, 10.5.

Estes, Fla., 750 kc, 1 kw, unlimited, directional day and night, Lake County Broadcasters Partnership: C. Harold Ferran, part owner of Tallin & Ferran, citrus packing firm, one-quarter interest; E. Lorraine Ferran, one-quarter interest; Harvey K. Glass, employed by Florida Bank, Estes, one-quarter interest; R. J. Schneider, operator of Mr. Schneider's Creamery, one-eighth interest, and Frank W. Stebbins, attorney, one-eighth interest.

OGLING a recent issue of BROADCASTING, Jerry (The Mustache) Colonna seeks protection from autograph hunters and relaxes in the chair belonging to KOIL Manager Bill Newens as the latter attempts to evict him. Mr. Colonna, appearing with his All Star Revue at Omaha's Orpheum Theatre, participated in a broadcast over KOIL.

KDAL (610 kc) to Boost Power to 5 kw on Aug. 1

KDAL, CBS affiliate in Duluth, Minn., now operating on 1 kw, will increase its power to 5 kw on Aug. 1. Dalton A. LeMasurier, owner and general manager of the station, announced. Testing for the 5 kw operation is now in progress.

Station used the current flying saucer theme to advertise the power increase. The station's 9-inch aluminum-type "saucers" is bearing the inscription, "Flying Saucers: KDAL: Soon 5,000 Watts—Sharper! Clearer! Stronger! Still at 610 on Your Dial!" were dropped from a plane July 12 over Duluth, Hibbing, Virginia, Chisholm and other surrounding communities, as well as the Wisconsin areas of Superior, Ashland and Bayfield.

Attached to many of the discs was a label stating that that particular "saucer" was worth $5.00 in cash if returned to KDAL before July 15. The disc stunt was described for KDAL listeners by station's news editor, Bill Xeuger.

Zoomar Lens Test

THE ZOOMAR lens, designed to permit an uninterrupted change of focus from a wide-angle long shot to a close-up, was to be tested by the camera crew of WCBS-TV New York last Saturday afternoon in covering the gold cup race from Belmont Park and again this afternoon (July 21) in covering double header ball game between the Brooklyn Dodgers and the Cincinnati Reds. Alfred Gwymen Budweiser, millionaire horseman, was to announce the race. Bob Edge handles the ball games.

SELL

No. 1 Market

- WINSTON-SALEM
- GREENSBORO
- HIGHT POINT
IN THE SOUTH'S
No. 1 State

WJSJ

WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC AFFILIATE

Represented by HEDLEY-REED COMPANY

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.
ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

These four Boston radiomen are consultants at the three-weeks (July 7-25) Workshop on Radio in Education being conducted jointly by Boston U. and the New England Committee on Radio in Education. L to r: James S. Powers, educational director of WNAV-Yankee; Ben A. Hudeison, educational director of WZB-WBZA; John D. Maloy, WOTP program director; Frederick H. Garrigus, assistant program director, WEEI. Four hours of credit are offered the 125 hand-picked educators attending the workshop, which is directed by Dr. Everett L. Austin, Rhode Island’s director of secondary education, assisted by Prof. Edward C. Manning of Boston U. and 12 professional radio specialists. Classes are held in studios of the four cooperating stations (mentioned above) and at Boston U.

FCC Reorganization
(Continued from page 18)facsimile, developmental and auxiliary radio services. (studio link and remote pickup).

The entire Commission is given jurisdiction over all matters not specifically delegated to a division; over rules and regulations, including rules for the FFC Divisions; over assignment of bands of frequencies to various radio services; over the appointment and tenure of all officers and other employees of the Commission and its Divisions; over applications for reconsideration of actions taken under a delegation of authority; over all matters which fall within the jurisdiction of two or more divisions.

Where a conflict arises as to division jurisdiction or where jurisdiction is not allocated to a division, the Commission will determine whether the entire Commission or a specific division should exercise jurisdiction.

Other Levels Conform

The new division setup, Mr. Denny had told the Senate committee, would conform with the present FFC structure below the Commission level. In each of the Commission professional departments — engineering, law and accounting — there is a broadcast division and a common carrier division and, in addition, the Engineering and Law Departments have safety and special service divisions.

In writing Chairman White, Mr. Denny pointed out that the draft order which “could be used” to establish the three divisions he had discussed in his testimony had been prepared by the Law Department.

“The exact details of the order itself,” he said, “will depend on the specific plan that may ultimately be adopted by the Commission.”

The draft order brings out that three members of a division constitute a quorum and that the majority decision prevails. Where opinion is evenly divided (2-2) on any matter, it is referred to the entire Commission for determination.

Actions taken by any division or referred to individual Commissioners shall be enforced in the same manner as if made or taken by the full Commission.

Any person affected by an order, decision or report of any division or other delegation of authority is permitted under the proposed procedure to petition for reconsideration within 20 days to the full Commission.

Increase Expected

As a result of recommendations made by Canadian Parliamentary Radio Committee on removal of ban on ceiling of 5 kw for Canadian independent stations, a number of Class II stations are understood to have immediately applied for power increases to 10 kw. Recommendations have not yet been accepted by board of governors of Canadian Broadcasting Corp., but judging by acceptance of past recommendations of Parliamentary Committee, it is expected that CBC will recommend to Department of Transport that stations asking for power increases be licensed for the increased power.

Brochure has been sent to advertisers and agencies by CBC radio stations containing BHM audience maps for nine stations represented by spot sales division.

NEW ORSON WELLES

Goerch of WPTF Finds People
Believe Most Anything

Carl Goerch, whose Carolin Chatz has been a Sunday feature on WPTF Raleigh, N. C., for 15 years, used his stunt on July 13 to tell about his encounter with a mythical flying saucer while flying his private plane home from Wrightsville beach.

Without labeling the story as fictional, Mr. Goerch spun a hair-raising yarn, complete with helmeted men having green skins and bulging yellow eyes, and said that he engaged in an interesting conversation with them by means of sign language as their saucer drew alongside his plane.

Numerous phone calls were received by WPTF, most persons wanting to know if the story was authentic.

Says Mr. Goerch: “From now on, regardless of how absurd a story is, I’m going to label it plainly and distinctly as a joke so there won’t be any misunderstanding.”

The station, since it had not received an advance copy of Mr. Goerch’s script, had no opportunity to edit it, according to R. H. Mason, WPTF general manager. “In view of the many obviously absurd statements contained in the broadcast,” Mr. Mason continued, “it was presumed that the audience would realize that the story should not be taken seriously by anyone. Mr. Goerch did not see a flying saucer — period.”

AFM-CBC Negotiations

Negotiations Between American Federation of Musicians and Canadian Broadcasting Corp. regarding dual pay for AM and FM broadcasting and shortwave broadcasting of AM programs is still continuing, Walter Murdoch, Canadian executive of AFM, told the Parliamentary Radio Committee at Ottawa in answer to questions. He would not give definite policy on FM and shortwave broadcasts in view of negotiations, which pressed if Canadian FM development would be subject to same policies as that in the U. S.
Text
(Continued from page 18)
to read as follows:

Divisions of the Commission
1.8 Broadcast Division, which performs those functions relating to broadcasting and delegated to the Division by the Commission in Section 1.108 of these Rules and Regulations.
1.7 Common Carrier Division, which performs those functions relating to common carriers by radio and delegated to the Division by the Commission in Section 1.108 of these Rules and Regulations.
1.8 Safety and Special Services Division, which performs those functions relating to safety purposes and delegated to the Division by the Commission in Section 1.108 of these Rules and Regulations.
1.3 Section 1.11 is amended to read as follows:
1.11 Secretary.—The Secretary of the Commission, or his designee, is the custodian of the official records and of the records of the respective Divisions. He is responsible for the preparation of the minutes which are the official records of action taken by the Commission and the Divisions, the processing of the correspondence and official papers, the administrative examination of applications, and certain functions relating to the internal management of the Commission and the Divisions. All orders, permits, licenses, or other instruments of authorization made by the Commission or the Divisions are signed by the Secretary. He shall sign the seal of the Commission which is also the seal of the Divisions, and the checkbook of the Divisions shall be specifically directed by the Commission. In the Office of the Secretary are the following units:

(a) License Division
(b) Service Division
(c) Records Division
(d) Librarian Division
(e) Library Section

1.101 Authority for delegations.—(a) Under the authority of Section 3 of the Communications Act of 1934, that portion of the business, work or functions of the Federal Communications Commission which is the subject of its official records and of the records of the respective Divisions shall be delegated, assigned and referred to the respective Divisions of the Commission for the purpose of supervising and controlling the work of the Divisions. Delegations to the Divisions of the Commission shall be made by actions taken under delegation of authority:—(b) Any Division of the Commission, in the exercise of its discretion, may delegate, assign or refer to an officer of the Commission any function, matter or duty, when it appears to the officer that the same can be performed by an officer of the Commission or by any employee of the Commission.

(b) Any Division of the Commission, Commissioner, or other officer or employee, to whom any power or authority is delegated shall have power and authority to make and execute orders, rules, and regulations, to detect and determine, order, certify, report, or otherwise act as to any such work, business or functions so delegated, and the same may be and are subject to the same duties and obligations. Any failure to perform, or report made or other action taken in respect to any matters delegated, assigned or referred shall have the same force and effect, and may be made, evidenced and enforced in the same manner as if made or taken by the Commission.

(c) The entire Commission shall have and exercise jurisdiction over all matters with respect to which authority is not conferred by specific delegations in these Rules and Regulations.

(d) Wherever, in these Rules and Regulations delegation is made to the Commission and to the exercise of Commission authority, such reference shall mean, with respect to the respective Divisions of the Commission with respect to any matter delegated to the Divisions by the Commission.

1.102 Consideration with regard to action taken under delegation of authority.—(a) Any person affected by an order, decision, or report or other action taken or made under any delegation of authority, or denied a benefit or service which he may have obtained by order, decision, or report, shall be entitled to have a petition for reconsideration within 20 days after public notice is given of the action, except that any delay therein may be necessary for the preparation of the petition shall be passed upon by the Division. Appeals from action of the Division Commissioner must be taken within 2 days in accordance with Section 1.748.

(b) Within 20 days after public notice has been given of any action taken or made under any delegation of authority, or denied a benefit or service which he may have obtained by order, decision, or report, and upon the filing of any such petition, the Division Commissioner shall have and exercise jurisdiction over applications for reconsideration of actions taken under a delegation of authority, and over all matters which fall within the jurisdiction of two or more of the Divisions established by these Rules and Regulations.

1.109 Conflicts of Authority.—In any case where a conflict arises between divisions of the Commission or between the Commission and any other governmental body, in the interpretation of these Rules and Regulations, the Commission shall have and exercise jurisdiction, and if a Division, the Division which shall have and exercise such jurisdiction.

1.110 Board of Actions of the Divisions.—All actions taken by the Divisions of the Commission shall be recorded each week in writing and filed in the minutes of the respective Divisions.

It is Further Ordered, That this Order shall take effect and be in full force and effect upon adoption and including March 31, 1948, after which date all amendments Section 1.110 of these Rules and Regulations shall expire and the rules and regulations herein revised and deleted shall be reinstated in their present form and content, unless otherwise ordered by the Commission.

FEDERAL COMMUNICATIONS COMMISSION

T. J. BLOWIE, Secretary.

JONES
(Continued from page 15)
Comr. Durr being in Alabama.

While Messrs. Denn, Jeff and Webster have returned to Washington intermittently for sessions with their colleagues on the legislation, sources expect that during the remainder of the international sessions their visits will be rare unless questions of a high policy level occur.

The policy of reserving decisions on major policy problems until the full Commission can be assembled is expected to help Mr. Jones himself somewhat more gradually in FCC activities. Otherwise he would be plunged immediately into the maze of problems, both large and small, which confront the Commission.

Meanwhile he is still working fulltime on Capitol Hill as Congressman from Chippewa in Dis-
tect. He expects to do so until Congress adjourns about July 26 and then, after getting his desk in order, plans to take a short rest before he is on duty again, raising up his duties at the Commission.

JANIE E. MIEL, executive secre-
ary to the Volunter Bureau of the NAACP in Hartford, has sent a letter to WDBB Radio in Corsaic, Kansas, congratulating the station on splendid service performed through its public information broadcast.

PUBLIC RELATIONS,
WDBB, Corsair, Kansas

The Voice of Kansas
in OPEKA

BROADCASTING • Telecasting

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"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICO

SPENCER-ESTERVILLE, I.A.

A TAYLOR-HOWE

SNOWDEN STATION

SPEARHEADING THE PROGRESS OF FM

WASHINGTON, D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL

EVERETT L. DILLAND

GEN'AL

15TH & STREET, N.W.
Petrillo
(Continued from page 17)

the most the committee will achieve will be an unofficial and informal agreement that the music chief will comply with the law as it stands in return for easy treatment at the hands of the committee. Talk of additional legislation has died completely for the present.

The Committee is beginning to lose interest in Petrillo alone, and according to a statement issued last Thursday by Chairman Hartley, "is authorized to investigate labor union racketeering in general." This broad approach will be initiated in Hollywood. Hearings there will be conducted by Rep. Kearns and Richard M. Nixon (R-Calif.).

Murrow
(Continued from page 20)

and is a former president of the National Student Federation. In 1932 he was appointed assistant director of the Institute of International Education, leaving that post to join CBS.

Winner of many journalistic and radio awards, Mr. Murrow is the first Overseas Press Club award for distinguished foreign news coverage. In 1941 he was voted "Man of the Year" by Kappa Sigma, his fraternity. His CBS show, London After Dark, won a first prize at Ohio State U.'s Institute for Education by Radio in 1941. He is the author of one of the first best-sellers of the war, This Is London.

His probable successor at CBS, Mr. Taylor, who is 40, broke into radio in 1929 as an announcer for WHAS Louisville. He joined CBS as an announcer-producer in 1933 and was made head of the network's Music Division in 1936.

But the young CBS veterans were granted wartime leave from CBS for assignment to Gen. Eisenhower's headquarters. He later headed the S.H.A.E.F. radio station. He returned to CBS in November 1946, as director of programs and in December of that year was made a vice president. He shared with Mr. Murrow the responsibility for all CBS broadcasts.

Mr. Robinson recently resigned as vice president and national radio director for Foote, Cone & Belding. He joined Young & Rubicam as a messenger in 1928 and rose to become a vice president and associate director of radio for that agency. He set up Young & Rubicam's Station Relations Dept. in 1933 and took over the agency's radio production in 1938. He was named radio director in 1943 and a vice president the next year. Mr. Robinson and Young & Rubicam in 1941 to become a vice president of the Blue Network, which later became ABC.

**PETTRIL BLASTED**

Newspapers Editorially Hit

At AFM 'Dictatorship'

EDITORIAL COMMENT on recent developments dealing with James Caesar Petrillo:

Los Angeles Herald-Express: "It is an investigation were made into the abuses which could be charged against this particular dictatorship the report would fill volumes, but no such investigation and no such report is now necessary, for the Taft-Hartley bill, now law, will correct the evil. But this law will not make Mr. Petrillo completely a good boy. Even as he accepted the passing of the law he told a House Labor Subcommittee that his union is taking steps to cut off the broadcasting of AFL musical recordings over national networks."

New York Herald Tribune: "... instead of simply accepting the law we find him now before a House labor subcommittee proposing brazenly to sidestep it in particular. With respect to recordings, transcriptions and broadcasts for national networks, his organization, he said, intends this year to stop making them entirely and possibly go into the recording business itself..."

Bridgeport (Conn.) Post: "That maestro of absurdity, James Caesar Petrillo didn't surprise anyone when he told a House Labor subcommittee, 'I'm no angel, I lost my wings a long time ago. Nobody ever thought he was an angel, though he still gives evidence that he has something that needs to be clipped, whether it be wings or just plain gall...'"

**On Clinic Program**

FOUR NEW YORK advertising executives are scheduled to discuss the relationship between network affiliates and agencies at the CBS promotion managers' clinic to be held in New York Sept. 8-10. Those participating in the panel discussion, scheduled for Sept. 9, will be: Lillie Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Frank Silvernail, BBDO, and William Dekker, McCann-Erickson Inc.

**WFIL-TV DISCLOSES ITS PROGRAM RATES**

WFIL-TV Philadelphia will start its television programs with a $200 per hour rate for live shows, according to the station's rate card. Charges are to be graduated, however, based on the number of receivers in use, up to $850 when there are between 15,000 and 20,000 sets in the area.

The half-hour rate for the opening is $120 and $80 for a quarter hour. Two hours of camera rehearsal will go free with each hour of bought time. Twenty-five dollar an hour is charged for extra rehearsal time over two hours but less than four hours for each hour of bought time.

Film shows range in scale from $75 per half-hour while there are less than 5,000 sets in use to $250 when there are more than 15,000 in circulation. Spots, time signals or weather forecasts are to cost $25 for film at the 5,000 level up to $65 for the 15,000 figure. Charges for live spots range from $36 to $65. Time segments are to be 50% of the 15-minute rate for five minutes and 80% of the 15-minute rate for 10 minutes.

**Resumes Bulletin**

BCC on June 20 resumed publication of the American edition of its Overseas Press Bulletin, weekly program schedule and news report, which had been suspended during the war period. First issue reports that BCC has placed orders with Electric Musical Industries and Marconi's Wireless Telegraph Co. for a video and sound transmitter, respectively, for a new television station to be erected in Birmingham. New station will relay the programs of the BBC London video station and is expected to serve an area of about 40 miles radius around Birmingham.

"HAWK LARRABEE," a CBS western drama, will be offered for sale by local CBS stations on a cooperative basis starting Saturday, Aug. 2, the network announced last week. On that date the program series switches from 8-8:30 p.m. Fri. to 7-7:30 p.m. Sat. Show originates at KNX Hollywood.

**BULOVA WATCH COMPANY**

has continuously presented the famous Bulova Time Signals, two each evening, seven days a week, ever since WINR went on the air last August.

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

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, National Representative

BROADCASTING • Telecating
RCA Claims Its 50-kw FM Transmitter Is 'First' of Kind

Dana Pratt, manager of RCA Broadcast Equipment Sales, examines one of the grounded grid tank circuits and the newly-developed tubes used in the amplifier circuits of the transmitter.

RCA Victor claimed this week to be the first to develop a commercial 50-kw FM transmitter. It was stressed that the transmitter is of pre-production design.

The announcement was made by Dana Pratt, manager of the Broadcast Equipment Sales Section of the RCA Engineering Products Dept., who said the transmitter is constructed to permit flexibility of installation. It consists of a series of vertical chassis, supported by steel frames and mounted in cabinets of uniform height. It breaks down into small units for easy installation in skyscrapers or in other difficult locations.

Transmitter makes use of a unique type of construction in the tank circuits of the power amplifier section. The power tubes are operated in metal-enclosed concentric tank assemblies, which are grounded and form an integral part of the transmitter. Since this housing is at zero potential, it acts as a shield and eliminates the need for special guard cages or enclosures, ordinarily required for the protection of personnel from dangerously high voltages.

A specially designed high-frequency power tube (RCA-5592) was developed by the RCA Tube Dept. for the new transmitter. It is an air-cooled triode, designed for grounded grid operation. The same type is used in the driver and final amplifier stages.

The new transmitter, RCA Type BTF 50-A, employs grounded grid circuits which have certain inherent advantages over conventional circuits, according to Mr. Pratt.

Actual frequency modulation is accomplished in the exciter unit directly by push-pull reactance tubes connected across the frequency-determining circuits of the modulated oscillator. This direct modulating process eliminates numerous multiplier and converter stages, resulting in lower noise and distortion levels and lower power consumption. A frequency control circuit of special design instantly corrects any deviation from the mean carrier frequency, RCA Victor explains.

Circuit Protection

All high power circuits are doubly protected by high-speed overload relays in addition to magnetic trip circuit breaker switches. Circuit indicator lamps provide a quick means for analyzing faults such as air failure and circuit overload. Protection from antenna or transmission line failure is provided by a transmission line monitor which automatically shuts down the transmitter when any unwarranted change in signal intensity is detected.

To insure continuous broadcast service, provision is made for antenna cutback operation, a single control switch transferring the antenna from the final amplifier to an intermediate amplifier, which supplies approximately 8 kw. At the same time, the driver and power amplifiers are isolated, making it possible to service these units in complete safety while a regular program is being broadcast at reduced power.

A new control console is supplied as standard equipment with the transmitter. It contains audio mixing and monitor controls, and primary power switching for the transmitter and for the antenna tower lights.

NEWSMEN WATCH NEW FM 'PILOTUNER' WORK

PILOT RADIO Corp.'s new FM 'Pilotuner' was given its first metropolitan preview at a demonstration for newsmen and FM broadcasters in New York's Hotel Dorset on July 15.

The 'Pilotuner' is described by its manufacturers as an FM "translator" that may be attached to any AM radio set by a single wire and "provide the full benefit of superior FM reception." The price is $29.95.

In last week's demonstration it was attached successively to a 1939 table model Pilot radio, a 1940 FM-AM Pilot radio-phonograph combination and a standard public address system.

The "Pilotuner" itself is 8 1/2 inches wide, 8 1/4 inches high and 5 1/4 inches deep, finished in walnut. It has five tubes, a selenium rectifier, a three-gang upper condenser and built-in FM antenna. Circular letters on the "Pilotuner" have been mailed to all FM stations, Pilot Corp. officials said.

It Takes Only One Buy to Cover

—the Pacific Northwest's 5th Major Market!

Where per capita retail sales are TRIPLE the National average.

You can cover this market with just one buy because—

KIDO

Basic NBC Order

Dominates the Boise Market

Represented Nationally by
John Blair & Co.

Baltimore's Listening Habit

We Cover the Baltimore Market

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives
John Elmer, President
George H. Bower, General Manager

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Fibber (Continued from page 15)

advertising manager, who has been with the company for 22 years, sets forth the aim of its advertising in these words: "We want the good will and selling support of dealers for our products, but we seek to earn it by making the customer so thoroughly aware of Johnson quality that her purchase of Johnson products is automatic. Our goal is to have the public so completely conscious of the superiority of our products that dealers need only give them good display to do a profitable year-round business on them."

As Johnson's sponsorship of Fibber McGee and Molly (and such popular replacements as Fred Waring, whose Pennsylvanians this summer provide Johnson's entertainment for the second year, begins in July 24) has continued since its entry into radio in 1936, its radio expenditures have been multiplied 3 times, reflected in increased cost of talent, time and additional stations. In 1935, Johnson divided up its advertising budget 70% to radio and 30% in publications. Today the ratio is closer to 55% radio and 44% publication.

While this money goes largely to advertise such Johnson products as Wax (Paste, Liquid and Cream), Glo-Coat for floors and linoleum, Carnu and Auto Wax, these same manufacturers a variety of other products for industry. Even the orange you cut up for breakfast may have an invisible protective coating of a special Johnson's Wax on it.

New Product

As a result of its war production, Johnson is now on the market with a new water-repellent for fabrics called Drax, which it expects to join other Johnson products as household words.

Johnson's first ad called attention to the "refinement and quality" of its parquetry—a type of parquetry flooring that has since become almost a lost art. The founder of S. C. Johnson & Son, Inc., got into the wax business more by accident than design. As more and more customers wrote in to ask how to polish their parquetry flooring, Mr. Johnson began to realize that there might be more demand for wax than for parquet flooring.

The gradual growth of the Johnson firm to its present position as the world's largest manufacturer of wax products is the story of an old-fashioned belief inspired by the founder that if you put something better than your competitor and talk about it enough, people will soon insist on buying it.

By 1916 the firm abandoned the manufacture of parquetry entirely as hardwood floors came into common use. In addition to making floor finishes, the company, under the direction of Herbert Fisk Johnson, son of the founder, soon branched out into the manufacture of paints and commercial wax products. Johnson entered foreign markets by establishing an English company in 1915. Despite the brisk competition and the natural preference for British-made merchandise, Johnson's Wax today is a leading seller in Great Britain.

Other Foreign Branches

The company's expansion eventually added other foreign offices; one in Australia, a Canadian company in 1920, and a Paris branch in 1931. The company also owns considerable holdings in Brazil, source of the raw cacao on which Johnson's Wax Products are made.

The confidence that S. C. Johnson had in the effectiveness of advertising has carried over to the third generation. Ever since Herbert F. Johnson succeeded his father after the latter's death in 1928, S. C. Johnson & Son has used every advertising medium to carry its message to the American housewife. Eleven oldest advertiser in Curtis Publications, Johnson ads appear in leading national publications and countless newspapers.

Johnson advertising is aimed at the consumers' eyes and ears. Family publications such as Saturday Evening Post, Woman's Home Companion, Ladies' Home Journal, Life, Better Homes & Gardens, the American Weekly, etc., are most frequently used. The copy and art is aimed to show the many uses for Johnson's products and Johnson ads feature bright, gay interiors. With radio, the company feels its sponsorship of good clean entertainment will find receptive ears for straightforward statements about the products.

The extent to which Johnson advertising has influenced public acceptance for wax polishes is indicated by recent surveys which reveal that 9 out of 10 American homes use such products, most of them, happily, bearing the Johnson label.

Dell Modern Magazines recently made a consumer survey which showed 60% of the women interviewed—a random sample of 5,000—used Johnson's Wax, with 6% for its nearest competitor.

Product Display

But while Mr. Connolly admits that radio and publication advertising are both essential, he also stresses the importance of product display. It is, he says, half the advertising job. As a result, each of Johnson's 250 salesmen gives point-of-purchase display his constant attention.

Johnson executives include: H. F. Johnson Jr., chairman of the board and president; J. J. Babb, executive vice president; P. M. Peterson, vice president in charge of sales; R. W. Carlson, in charge of all sales and merchandising; R. P. Gardiner, vice president in charge of production and Mr. Connolly, advertising manager.

In Racine, Wis., the Johnson factory is known as a "good place to work." The Administration Building is probably the most unusual office building in the nation. Designed by Frank Lloyd Wright, this streamlined window-less Johnson building is breathtaking in its beauty. The factory buildings, less exciting to the eye than the floor of the most modern wax-making equipment, number 36, cover 13 acres.

Behind the company's growth is a rare story of good employer-employee relations. For 30 years profits have been shared with employees. The company was one of the first to institute group insurance program, pensions and unemployment compensation. There is even a clause in the company's policy manual that requires executives to "take time off from working hours" for golf, a little fishing or other recreation in the interest of their well-being. All employees, factory or office, receive at least two weeks vacation with pay annually. Members of the company's 20 Year Club, of which there are 132 actively working, get three weeks with pay.

With an employe program of this caliber, it is little wonder that everybody in Racine, from the taxi-driver who drops you off at the station to the traffic cop, is likely to tell you that the sponsors of Fibber McGee and Molly are good people to work for.
Three Class A, Six Class B Conditionals Issued for FM

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC.

One of the Class B grants went to CBS for an FM affiliate of its WTOP Washington. The network, not an applicant for one of the nine channels originally assigned in the Capital, received one of the reserved channels which became available July 1. CBS earlier had given up its Class C-WBIF Boston. WASH, Ind., and WXYZ and WBBM Chicago.

The Class B conditional grants:
Bristol, Va.—Appalachian Broadcasting Corp., WDBT Greenville, S. C., and WDRB Louisville.
Wabash, Ind.—Syndicate Theaters Inc., WTTA Fort Wayne, Ind., and proposed grant for AM station.
Frem, Calif.—Pacific Broadcasting Corp., permittee FM station KSAN San Francisco.
Santa Rosa, Calif.—Ruth W. Finley, licensee KABC Los Angeles.
Durham, N. C.—WDOC Inc., licensee WDRR.

In lieu of previous assignments, new frequency assignments were made by FCC as follows: KGO-FM San Francisco; Channel 53A, Los Angeles.

The following stations were authorized CPs; conditions (power given is effective radiated power, antenna height above average terrain):
Associated Broadcasters Inc., Bethlehem, Pa.—Class B Channel 300, 107.9 mc. 16 kw, 345 ft.
WGAL Inc. (WGAL), Lancaster, Pa.—Class B, Channel 267, 101.3 mc, 1 kw, 363 ft.

The following were authorized CPs in lieu of previous conditions: Hudson Valley Broadcasting Inc., New Rochelle, N. Y. (AM permittee). Albany, N. Y.—Class B, Channel 350, 81.1 kw, 91.8 ft.

Laurence W. Hardy, Fortoria, Ohio—Class A, Channel 388, 105.5 mc, 1 kw, 360 ft.

WATL Decision
FINAL ACTION on charges of unfair labor practices brought by AFRA against WATL Atlanta is still to be taken by the National Labor Relations Board. A report on the WATL case in Broadcasting, July 14, it was stated erroneously that NLRB had reached a decision. One of NLRB's trial examiners, Sidney Lindner, has recommended that the board dismiss the AFRA charges, except in the case of Lawrence J. Mellert, an announcer who was discharged by WATL April 26, 1946. NLRB can accept or reject Mr. Lindner's recommendations, since the report of any trial examiner is not binding on the board.

VETERANS ADMINISTRATION now has available to Veterans and disabled Veterans owning radio equipment about 200 complete educational courses. Among the educational manuals offered is one titled "What is the Future of Television."
Help Wanted

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMOG-owned station near Concordia, Kans. Write Oly. A. Moler, Chief Engineer, KMOG, Kansas City, Missouri.

Where are all the good radio men? Brennan, announcer and engineer, answered. Must be experienced and have good sales ability. Local station needs top personnel. Reply Box 883, BROADCASTING. Experienced announcer for 5000 watt CBS station. Position is steady for the right man. Good salary, two years' bonuses; free insurance and hospitalization. Vacation with pay. Forty hour week. Box 997, BROADCASTING.

Opener for copywriter who can turn out volume of selling spot copy. Will have opportunity to head department after proving ability. Send background, work samples and starting salary requirement to Box 992, BROADCASTING.

Announcer—operators with ticket. Three months' experience, good photo, and experience, also state salary required. For new FM station near Chicago. Apply on the air September 1st. WJJW Wyandotte, Mich.

Wanted: Two first class engineer-an- nouncer salesmen, salary $4500. Pay $500.00 weekly. Box 988, BROADCASTING.

Wanted: Experienced announcer capable disc jockey, ad sales, special events and play-by-play sports. Forty dollars per week and photo, and experience, also state salary required. All replies to Box 997, BROADCASTING.

Wanted: Sales engineer with FM engineering experience to sell service transmitting equipment in southwestern United States. Box 903, 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)

Are you this woman? You are interested in a career in the field of broadcasting. Must be between twenty and thirty, single, have had some business experience, and have a good background in the field of technology and engineering. You must have a good command of written and oral English. If you have any experience in this field, please write to Box 95, BROADCASTING.

Sports announcer, North Carolina station wants experienced play-by-play sports announcer. Must have had five years' experience and be expected to handle some staff work and special events. Reply Box 990, BROADCASTING.

Chief engineer, regional station updates New York. Working knowledge direct-drive arrays required. Contact Paul Godley Company, P. O. Box 3, Upper Montclair, New Jersey.

Salesmen with experience wanted by a 250 watt network station serving communities with approximately 60,000 population. Must be a real producer. Box 929, BROADCASTING.

If you are an experienced engineer with a great idea you have for a place for you. Salary commensurate with your experience. Send your name, address and photo first letter, please. Box 651, BROADCASTING.

Man with experience for new midwestern regional station. Must be thoroughly familiar with sound broadcasting. Must be thoroughly experienced in studio management. Box 940, BROADCASTING.

Announcer—Immediately; must be experienced. This is a permanent job. Airmail complete details to Box 947, BROADCASTING.

Salesman wanted 1000 watt network station in the south. Salary plus commission. Will have to be a good producer to cut costs. Box 959, BROADCASTING.

Local salesman for midwest NBC affiliate. Must be thoroughly familiar with advertising in retail advertising and radio selling. Give complete background and your major selling accomplishments. If you can sell yourself to us we have an excellent opportunity for you. Write Box 951, BROADCASTING.

Wanted—Experience time salesman. Daytime station in Texas on the air five months. Fulltime advertising, selling. Latest Hooper shows remarkable growth. Must be expected to handle plenty of radio know-how. Commission plus good salary. Advertise directly at your own expense. Give complete background, also references and experience. Write to Box 952, BROADCASTING.

Wanted—Station manager and chief engineer. Will consider new independent broadcast station in Chicago. Veterans and Chicago residents preferred. Give references and experience. Box 955, BROADCASTING.

Wanted—Editor and program director. Send references, audition disc, picture, salary expected. Must have minimum of five years experience. Housing must be capable of married personnel. Write to Box 999, BROADCASTING.

Regional Station For Sale

Fulltime 5000 watts on Pacific Coast

This well known station has been under present ownership more than twenty years. Owner has excellent reason for selling.

The property, although a good moneymaker, should do better under management skilled in competitive operation in large metropolitan areas.

Substantial corporate cash reserves and Class B FMI are included in the purchase.

Box 990, BROADCASTING

HELP WANTED

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only— Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, acceptable. $12.00 per insertion, non-commissioned. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Wanted—First class phone operator—preference given to combination men. Experience desirable. Salary $4500. KMOG, 1000 watts. Two yearly bonuses. Box 941, BROADCASTING.

Chief engineer for new 1000 watt newspaper owned South Dakota station. This station will be located in a small town with directional antenna desired. Inclusive experience and salary expected in first letter. Henry J. Schmitt, American News, Rapid City, S. Dak., Box 942. KMOG, Mcllen, Texas. 1000 watts MBS needs night shift announcer immediately. Salary competitive. Apply, 1000 watts, San Antonio, Texas, Box 943. KMOG, Milwaukee, Wisconsin, 1000 watts MBS needs experienced announcer with directional antenna. Must have experience in the field. Send first letter to Box 944, BROADCASTING.

Applications for positions as radio station engineers are invited from all nationalities. The New England Engineering Company, 170 Union Street, Providence, R. I., Box 904, BROADCASTING.

Chief engineer—Experienced FM—AM, control room, AM studio transmitter construction, FM translator and FM studio construction. Good experience with FM and AM station operation required. Reply to Box 995, BROADCASTING.

ENGINEER—Experienced in FM network affiliate in metropolitan mid-south community. Must have proven record as program general manager, program director, chief engineer, sales manager, engineering manager, continuity writer, salesmen. Excellent working conditions. No replies wanted. Position available immediately. Reply to Box 996, BROADCASTING.

Opportunity to work with Chicago station. Reply to Box 997, BROADCASTING.

Chief engineer to direct new network affiliate in metropolitan mid-south community. Opportunity for progressive career. Experience essential. Reply to Box 998, BROADCASTING.

Chief engineer wanted in tough new region with network affiliation to metropolitan city. Excellent working conditions. Reply to Box 999, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 992, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 993, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 994, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 995, BROADCASTING.

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Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 997, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 998, BROADCASTING.

Chief engineer wanted new regional network affiliate in metropolitan city. Excellent working conditions. Reply to Box 999, BROADCASTING.

TOWER FOR SALE

Heavy duty, 200-foot, self-supporting, non-insulated, four-cornered Blow-Knob tower will be available for immediate delivery. This tower was designed to support a 6-foot fiberglass antenna. It comes with a 25-foot tubular antenna mast complete with socket and masthead. It can be extended for AM use or increased by 50 percent for FM use. Contact Robbins & White, 21 Monument Square, Portland, Maine.

AVAILABLE AT ONCE


WANTED

TRANSMISSION BROKERS AND SALESMEN

New children's show. Year round promotion. Universal appeal to build Hooper ratings for small stations. Some territories open on exclusive franchise basis. State your experience, qualifications, and terms. Brams, Box 384, BROADCASTING.
Available Immediately

Football Sportscaster:

Box 916, BROADCASTING

BROADCASTING • Telecasting

Situations Wanted (Cont'd)

Experienced in football sportscasting. Will travel. Disc photo. Any coast, 2037, BROADCASTING.

Situations Wanted (Cont'd)

Experienced in football sportscasting. Will travel. Disc and photo. Box 916, BROADCASTING.

Situations Wanted (Cont'd)

Ambitious, but without experience, 21, single, willing to travel. Training in progress at Chicago college of Broadcasting, Reno, Nevada, $75.00 monthly. Box 916, BROADCASTING.

Available Immediately

Sportscaster:

Box 916, BROADCASTING

BROADCASTING • Telecasting

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Excellent radio voice and personality. College degree, must have had college references available. Prefer east coast. Box 991, BROADCASTING.

Manager-programmer-newswriter, Excellent 10 years experience in Union Turntable. Prefer New York area. Box 991, BROADCASTING.

Man seeking writing work. Has written copy for advertising agencies, newspapers, magazines, etc. box 79, BROADCASTING.

No experience; however, thoroughly grounded for eight years in radio. Fully equipped in daily news, sports, etc. Box 132, BROADCASTING.

Has 3 years experience in advertising, 2 years of which has been in radio. Desires change. Box 100, BROADCASTING.

Strong desire to get into a broadcasting position. Box 508, BROADCASTING.

Situations Wanted (Cont'd)

Wants a job in which to use personality. Box 508, BROADCASTING.

Situations Wanted (Cont'd)

Available Immediately

Business manager, seeks newspaper work. Has 10 years experience in newspaper. 2027, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer desires change. University training in broadcast engineering. Box 454, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer desires change. University training in broadcast engineering. Box 454, BROADCASTING.

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work. He told Broadcasting that he had advocated the broadcasters that “if you don’t like the White Bill, you should back better legislation.” Earlier he had said he might introduce a bill upon which hearings would be held before the committee on the bill.

There was practically no time left in this session for the introduction of a new bill, much less hearings. But the way was clear for industry to make its suggestions and organize its approach for hearings next year. If industry does write a bill of its own, it appears certain that the House Committee, and not the Senate, will handle it. Therefore the next session may be faced with two radio bills, and a conflict over which should take precedence.

New Chairman

The House radio committee, however, may have to meet next year with a new chairman. Mr. Howell is waiting “Monday to Monday” for an appointment to the District Committee of Clarence. Next in line to head his committee will be Rep. Leonard Hall (R-N.Y.). Mr. Hall has said he will pick up where Mr. Howell left off, and is expected to sponsor whatever legislation his predecessor may initiate.

The subcommittee was to have held hearings on a bill by Rep. William Lemke (R-N.D.) to return FM to the 50 me band. But since FCC witnesses could not be summoned because of their required presence at the Atlantic City conventions, the hearings were put off entirely.

Chairman of the full House Interstate & Foreign Commerce Committee, Rep. Charles A. Wolverton (R-N.J.) gave another reason for the lack of action in the radio subcommittee. He declared that the International Radio Conference in Atlantic City might have an important bearing on domestic radio legislation, and that he preferred to defer all radio legislation in his committee until it could be determined what the future situation of world radio will be. He indicated that the radio committee will remain in existence during next year’s session.

Mr. Howell had no comment to make on Senator White’s statement regarding the Senate bill, although he thought that the House Committee would “certainly” hold hearings on the White Bill if the White Bill is passed in the Senate next year. His own bill will be a clear departure from the lines established by the White Bill. Mr. Howell has given careful attention to the amount and nature of industry opposition to the White Bill, and if he introduces a bill of his own, it would be designed to gain the support of both the broadcasters and FCC, both of whom opposed the White measure, although on different grounds.

Recess Date Near

Senator White, meanwhile, said there is a good deal of unanimous thought in the Interstate Commerce Committee regarding radio legislation. This agreement, he declared, could even produce sufficient votes this session to report out a radio bill, although such action is extremely unlikely due to the pressure of business facing the Senate as the recess date of July 26 approaches.

Senator White said he feels Congress will recess for the early sessions “if it wants to.” There is a “great deal of controversial legislation which must be dealt with before we can recess,” he pointed out.

Some members of the Interstate Committee, notably the radio subcommittee and its staff, will work on through the summer. This seems to be Senator White’s absolute necessity if, as he predicts, the bill is to be passed early next session.

In what appeared to be a warning to industry of the stand he intends to take, Senator White declared that the Committee was in substantial agreement on a stand opposed to the industry’s conviction that radio should be permitted the same freedom allowed newspapers and other news outlets.

Radio Special Entity

He declared that “the industry would be making a serious mistake to defend this point of view.” Its position would be untenable, he asserted, in the face of what he was “certain” would be complete Senate support of the Committee’s position that radio is a special entity requiring special treatment. He said “I think the Senate will probably go along with the subcommittee on this and with a good many other points on which we are already in substantial agreement.”

He would not identify the “other points” but characterized them as “among the most important” provisions of the original bill as it was introduced by him. He did concede, however, that the hearings had contributed considerably to the form in which the final bill will take.

Spade Work

The subcommittee has been doing some of the spade work of compiling and examining the great bulk of testimony presented during the last three weeks of hearings. Senator White himself has done no work on the bill since the hearings ended. It is understood that he will not start work on it until the subcommittee is able to present an abstract of the testimony. Then Senator White probably will take time during the summer to go over a good part of the hearings himself.

Meanwhile, the radio subcommittee will continue in existence at least until after it reports the White Bill out. It is conceded as a possibility that it may be necessary to hold further hearings next year if public interest in the legislation remains at the peak demonstrated this year. Further hearings probably would be initiated only if there were industry pressure but Senator White indicated that he may be prepared to do battle with the industry in defense of his legislation, which holds little promise of meeting basic demands made by broadcasters.

No one on the Interstate Committee has been willing to predict just what will be the substance of the Committee version of the White Bill. However, if the bill follows Senator White’s thinking, it appears that it will contain substantially the same “public interest, convenience or necessity” clauses which were written into the original version. Many of these, in turn, were borrowed directly from the old White-Wheeler bill of 1943.

Among the sections of the original bill most likely to be changed are those dealing with the broadcasting of news programs. Testimony from both executive and operational broadcasting witnesses made clear that the restrictions suggested by the White Bill would be inoperable.

Another section of the bill apparently destined to remain intact deals with procedural and appellate matters. There was less opposition to this part of the proposed law than to those which directly affected the conduct of radio stations.

Senator White said that although there may be some advantage to permitting the bill to lie over until next session, there is a danger that “people will lose a lot of steam during the summer.”

Last Year Seen

It is expected that since next year will be Senator White’s last in Congress before retiring, he will devote the greater part of his energy and time to pushing his bill. There is little doubt that he considers it his final contribution, and will attempt to get the bill enacted into law so that it will stand as a memorial to his already considerable contribution to the body of laws governing radio.

These were major issues but the year was also full of lesser ones, some of them acting as irritants and some as sideshows.

Sen. Arthur Capper (R-Kans.) succeeded in getting a hearing for a bill (S. 265) which would ban

TRYING TO ROLL their own during Waddy Week celebration in Amarillo, Tex., are KFDA’s Bill Kelly (l), promotion, reading instructions, and Earl Watson (center), salesman. Bill Lane, news editor, indicates he has little faith in the proceeding. The KFDA staffers are wearing traditional garb of Waddy Week.
the advertising of liquor over the radio. The bill, one of his pet projects and the favorite of “drys” over the country, has been repeatedly introduced since the 73rd Congress. This was the first time, however, that it was accorded a hearing.

The hearing was conducted by a subcommittee of the powerful Interstate and Foreign Commerce Committee. Senators heard the networks and individual stations take to task for “blanketing” dry areas with “audacious” and “lurid appeals” to a defenseless audience to drink alcoholic beverages. No new bill has been taken on the bill, but there is more opposition this year for “drys” to work it out of committee before it dies a natural death.

Daylight saving time rose briefly as a national issue. Debate that sometimes waxed bitter brought one law—daylight saving time for the capital—and one bill for nationwide uniform time. Rep. Joseph P. O’Hara (D-Pa.) is the author of a bill which would assure the entire country running by a single time standard. But the bill, supported as it was by some networks and many small stations, and transportation industry people, was pigeonholed by the House Interstate Committee.

Bill Doomed
Also apparently destined for slow death in committee files was a bill (H. R. 1299) which would give performers and artists a share in royalties from recordings. This radical departure from conventional copyright practices has been sponsored for some 11 years by the National Association of Performing Artists. For the first time NAPA succeeded in getting a hearing before a House Judiciary Committee, but to date no report has been issued. "In the nick of time" makes it appear unlikely that action can be taken before next session at the earliest.

Radiowise, the Congress did succeed in making one of the relatively minor economies. The highly controversial Office of International Information and Cultural Affairs (OIC) was cut from a requested $30,000,000 to $12,000,000.

This agency, under the direction of its equally controversial chief, Assistant Secretary of State William Benton, is responsible for the 20-language “Voice of America” broadcasts. The broadcasting, paradoxically, fared well in the appropriation, but cultural affairs suffered heavily.

Under wraps for the time being, was a proposal to remove all broadcasting from the State Dept. and place it under the control of a public corporation, the so-called “International Broadcasting Foundation.” The proposal has not found favor with Congress and there was no little doubt as to whether it would ever reach the floor of either House in the form of a bill.

Mr. Benton, meanwhile, sat on an uneasy throne. His salesmanship was resented on Capitol Hill, and in spite of plaudits for the job he has done, Secretary of State George C. Marshall was approached by a number of Senators and Representatives to request the resignation of his information chief.

In the airmen category was a bill (H.R. 2984) just passed by the House which would restrict the construction of radio and video antennas to narrowly specified conditions in the District of Columbia. Although the legislation has not yet gained the approval of the Senate it stands as a precedent for other cities, and radio watched un-easily to see how the development of urban television might be affected.

Industry Benefit
All industry benefited by passage of a bill (S-554) which will provide a unified manufacturing census. The measure was introduced by Sen. Albert W. Hawkes (R-N.H.) and will re-establish and consolidate a census which was discontinued in 1939.

It was a stormy session, but it served to acquaint the country with its first Republican Congress in 12 years, and it was enough to acquaint Congress with the issues with which it is faced. The 80th Congress planned and worked for a July 25 adjournment. The deadline only a few days off, there was no certainty that it would be precisely met, but practically, it was the end of the session.

Next session will be no less stormy. There will still be a Republican majority but a Democrat in the White House. It will also be election year.

Long-Drawn KTHS Case Up for Further Hearing; Several Applications Involved

FURTHER HEARING in the long-drawn effort of KTHS Hot Springs, Ark., to increase power and move to West Memphis, Ark., will be held before FCC Comm. Rosel H. Hyde at 10 a.m. Tuesday (July 22) in Washington.

The case involves the KTHS application to raise its power from 10 kw to 10 kw day and 1 kw night to 50 kw day and 25 kw night, using directional antenna at night; a companion application of the Springs Broadcasting Co., Inc., for a new station on 550 kc with 5 kw day and 1 kw night (directionalized) to replace KTHS at Hot Springs; the application of Hot Springs Broadcasting Co. for a new station there on the KTHS frequency using 50 kw fulltime, and the bid of WMJF Daytona Beach, Fla., to change from 250 w on 1450 kc to 1 kw fulltime on the 1090 kc channel (DA at night).

The case was originally heard in July 1946.

Old Controversy
The highly controversial application to move KTHS dates back to December 1944, when the station, owned by the John D. Ewing radio and newspaper interests, was filed for permission to transfer to Memphis, Tenn. The proposed new site was changed to West Memphis, Ark., after officials of the Hot Springs Chamber of Commerce, a former licensee of the station, noted that their sales contract prohibited removal of the station from Arkansas and elicited from FCC the information that it would be considered a Tennessee station if the main studio was in Memphis, even though the transmitter was in Arkansas.

Sen. J. W. Fulbright (D-Ark.) was one of the opponents of the proposed KTHS move to West Memphis, writing to FCC in 1946 that "it is purely an evasion to consider that the station is in Arkansas if it is moved to West Memphis."

The Arkansas Legislature petitioned earlier against the move. The City of Hot Springs also filed opposition. Leo P. McLaughlin, Webb McEuen, and Aaron Smith, owners of a new firm, Hot Springs Broadcasting Co., in its application for the KTHS facilities for use in Hot Springs.

Earlier this year Earl T. Ricks, now mayor, wrote FCC that "drastic changes" had occurred in city and county governments. He said the petitions were based on 14 counts of alleged malfeasance or misfeasance in office and that Jay Rolan, city attorney when the city's petition was filed, had been indicted on nine counts.

Any general opposition to the KTHS move, he said, resulted from "misrepresentations" which created the impression that the owners planned to move the station without replacing it at Hot Springs.

Changes in the corporate setup of Hot Springs Broadcasting were noted by FCC last week when the Commission granted the company's petition to show that Carl E. Bailey had been elected president replacing Mr. McLaughlin and that Harry G. Galloway had been named a director in Mr. McLaughlin's stead.

QUONSET COMFORT
KSYL Alexandria, La. Pleased—With Its Hut

KSYL, new NBC outlet in Alexandria, La., looked like anything but a radio station a few months ago when its quonset hut home was in the process of construction for 250-w fulltime operation on 1400 kc.

But now that the station is in operation, the Fox Broadcasting Co., licensee is pleased with the set-up and visitors have expressed their approval. The hut has two floors, with the upper one designed to serve as an auditorium studio sitting approximately 250 people and, in addition, it contains a stage and control room.

The main floor has a large transmitter and control room; two studios, one designed for speech and the other for speech and music; a news room; executive offices, reception room and two rest rooms. KSYL's manager is Paul Goodman, who has 20 years of varied radio experience in Southern and Midwestern stations. Other staff members include Sylvan Fox, assistant manager; Milton Fox, sales manager; Bruce Rainey, program director; George Hughes, staff pianist and office manager; Steve Campbell, continuity director; Bill Bolton, Bob Dengler and Paul Mitchell, announcers. The station is owned and operated by Chief Engineer Alfred Highlands and includes Earl Eggers, James Moulds and Vernon Brinig.

BROADCASTING • Telcasting

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"A BILL to revise the Communications Act of 1934 is currently being pushed through Congress with unseemly haste and little opportunity for responsible civic groups to prepare and present their point of view. The National Association of Broadcasters has seized the opportunity to press its case against the Federal Communications Commission and its "infamous" Blue Book on radio's public service responsibilities. Radio, here and elsewhere, is one of the big prongs in the current struggle for power by reactionary big business enterprisers."

Charles A. Siepmann in The Nation, July 5. Chairman of the Dept. of Communications of the School of Education of New York U., author of "Radio's Second Chance" and former program adviser to BBC.

"IF Commander E. F. McDonald Jr. had his way with the FCC and with AT & T we may in the near future pick up the telephone receiver and say 'Give me television whenever we want to see a television play or a baseball game . . . . The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death."


"ONE INTERESTING thing about television receivers is that the number of people viewing each receiver is considerably more than the number of people listening to each radio. A million television receivers are almost an audience of five million. Those of you who live in cities now receiving television service have probably noticed the eagerness with which bars, grills, taverns, etc. have installed television receivers. Sporting events occupy a great proportion of the program today and when baseball, boxing and wrestling events are shown it is pretty hard to elbow your way into one of these emporiums."

Ralph B. Austrian, president, RKO Television Corp., in a report on television to RKO Radio Pictures' 18th annual sales meeting July 10 in New York.

"INSIGHT into the hopes and aspirations of America has buoyed the Hummerts through 15 years of soap opera. Their estimated income of $300,000 a year alone testifies to a personal triumph of extra-ordinary perception."

From "Life Can Be Terrible," an article about Frank and Anne Hummert's serial format written by Thomas White-side in July 14 New Republic.

PLANS FOR PLAY-BY-PLAY broadcasts of eight consecutive Sunday afternoon football games of Aquinas Institute (a Catholic high school) over WRNY Rochester, N. Y., beginning Sept. 21 were announced during a special program over WRNY 7:45 p.m. July 11. Principals in broadcast were: Seated (1 to r)—George B. Kelly, president of Monroe Broadcasting Co. and WRNY; Rev. Cyril F. Carter, C. S. B., director of athletics-Aquinas, and Frank J. Houlihan, general manager of Valley Cadillac Corp. (Rochester Cadillac and Pontiac distributors), who will sponsor play-by-play series; standing (1 to r), Add Penfield, program and sports director, WRNY, who will handle play-by-play; David Curtin, announcer, who will assist Mr. Penfield, and Harry Wright, Aquinas head football coach.

WBAL and Pearson-Allen Applications Are Designated for Hearing on Oct. 6

A HEARING Oct. 6 on the rival applications of WBAL Baltimore for renewal of license and of Drew Pearson and Robert S. Allen's Public Service Radio Corp. for WBAL's clear channel facilities was ordered by FCC last week.

Whether the hearing actually would be held on that date was still speculative, however. It originally was set for last Feb. 26 but was stopped by a preliminary injunction issued in District Court for D. C. on petition of WBAL. The injunction was dissolved when the Court dismissed WBAL's suit against FCC and its Blue Book (BROADCASTING, July 7). The station is now appealing to Court of Appeals for D. C., and filed a motion last week asking that the injunction be reinstated until litigation is completed.

It was thought the Court probably would hear argument on the motion within the next two weeks. Observers thought it unlikely that the appeal itself could be heard before fall.

FCC's order for an Oct. 6 hearing was issued by Commr. Rosel H. Hyde, who had been slated to preside when the hearing was set for February. Whether he or some other Commissioner would preside now was not known. The hearing was set for Baltimore.

WBAL was one of a group of stations cited in FCC's Blue Book for an allegedly excessive commercialism and its renewal application was designated for hearing. Messrs. Pearson and Allen and a group of associates applied for the station's 1090-kc. 50-kw facilities, and the two applications were set for hearing. WBAL contended the Blue Book's charges were false and that without them the Pearson-Allen application would not have been filed. Its suit against FCC seeks to have the Blue Book "corrected."

TV Lens Magnifier

A MAGNIFYING lens which approximately doubles the size of the images received on small-screen video sets is being offered by Kel- lard Co., New York. Imported from France, the lens is set in a patented special metal mounting which permits the lens to be moved out from the viewing tube until a five-inch picture on the tube is enlarged to 10 or 12 inches. Lens, complete with mounting, retails for $100 installed, or $95 if the purchaser handles his own installation.

A CAGE television system with a six-by-eight-foot screen has been installed at Walter Road's Monte Carlo Pool and Stadium at Asbury Park, N. J., to entertain patrons for the remainder of the season. Company previously installed DuMont video sets in its chain of movie theatres (BROADCASTING, June 16).

Antenna Curb Bill Approved in House

Provisions Would Affect Urban Radio and Telecasting

A PRECEDENT which may have serious repercussion on the development of urban radio and television was set in the House last Tuesday when a bill to restrict antennae was reinstated in the NEC and the District Commissioners who claim that current zoning regulations are sufficient protection for residents of the Capital.

Not only does the bill limit construction to certain specific conditions, but it rules out antennae or transmitting towers whenever they might prove "dangerous."

A loose word in the bill leaves determination of permission to build to the judgment of the Commissioners or zoning authorities.

Rep. Joseph P. O'Hara (R-Massachusetts) at a subcommittee which held hearings on the bill, managed it on the floor of the House. His own comment added uncertainty as to the meaning of the legislation when he remarked that he "thought" the bill would not affect towers already authorized.

The bill now goes to the Senate where it must be approved before it is sent to the White House for President Truman's signature. It is of such a routine nature that there is some danger that it will slip through unnoticed and become law before its opposition can become organized.

FACSIMILE PROGRESS

Finch Firm Cites Role of Its President in Development—

EARLY APPARATUS, built and demonstrated more than ten years ago by Capt. W. G. H. Finch, president of Finch Telecommunications, Inc., embodied principles and features which today constitute the foundation of modern ultra-high-speed facsimile transmitting technique, according to an announcement by the firm. These principles, the announcement points out, are the substitution of the cathode ray tube and other electronic devices for the more clumsy mechanical counterparts.

More than 90 patents have been issued to Capt. Finch on facsimile in a variety of forms, the Finch firm reporting that these patents cover the fields of the adaptation of the cathode ray tube for use in both sending and recording facsimile copy; high-speed film developing equipment, and high-speed synchronizing.


**Upcoming**

Sept. 8-10: CJC Board of Governors meeting, Chicago
Sept. 12-13: NBA Convention, Roosevelt Hotel, New York
Sept. 12-13: National Association of Television Program Stations annual convention, Atlantic City, N.J.
Sept. 13-18: MAR with annual convention, Atlantic City, N.J.
Sept. 18-20: The National Association of Television Program Stations annual convention, New York City.
Oct. 4-6: An arm of National Advertisers annual meeting, Hotel Chalfont, Haddon Hall, Atlantic City
Oct. 23-25: Life Insurance Advertisers Assoc. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: An arm of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 4-9: Southwestern Assoc. of Advertising Agencies fall convention, El Paso, Tex.

**I BEW-Don Lee Pact**

I BEW has concluded pact with Don Lee Broadcasting System calling for 10% increases to technicians of its four owned stations. Agreement covers KJH KHJ-FM KTSL (television) in Los Angeles, KPRC San Francisco, KGB San Diego and KDB Santa Barbara. Highest scale of $110 will prevail in Los Angeles and San Francisco, with San Diego and Santa Barbara drawing top of $25.

**WIND Revenue Up**

REVENUE of WIND Chicago, independent station, has shown marked increase of 15.3% for the first six months of 1947 over the same period in 1946, with time sales currently running at increased rate of 21.3%. It has been announced by John Carey, station manager. Commenting on figures, Mr. Carey stated that trend in the commercial copy is toward premium, toward mailers and brochures, and that advertisers are watching expenditures with increasing care.

**Senate Group's Mundt Bill Okay Aids 'Voice' Program**

"VOICE OF AMERICA," on a touch-and-go status for the last several months, received a final shot in the arm last week when the Senate Foreign Relations Committee approved the Mundt bill to authorize State Dept. cultural and informational activities.

The bill passed by the House, was maneuvered out of the Senate Committee through skillful handling by Sen. H. Alexander Smith (R-N.J.). The Senate Foreign Relations Committee and the Policy Committee both had been lukewarm toward the measure.

The bill is now on the consent calendar, which means that it can be voted on whenever the Senate wishes. A vote would mean almost certain passage.

**Toll Tale**

From OUT Texas way comes a tall tale. KBPX, new 1-kw outlet in Beaumont, Tex., evidently likes to do things in a big way, for it started out by erecting what it claims is the tallest radiator in the area and now, to add to the accomplishment, the station says it has tallest collection of announcers in that district. Program Director Jimmy Simmons is the chief of the staff standing only six feet, while the rest of the gang averages six feet, four and one-quarter inches tall.

**Petition is Filed Against Ky. Grant**

Rival Middleboro Applicant Seeks Show Cause Order

PETITION for a show-cause order against a Kentucky grantee company was filed with FCC last Friday by a former rival applicant, on grounds that the grantees' principal purpose was to influence the hearing on their application.

Cumberland Gap Broadcasting Co. of Middleboro, Ky., asked that the company, the former licensee of Pinnacle Broadcasting Co., also of Middleboro, to show why its grant should not be revoked. Cumberland also asked that its own application be reinstated and given further hearing.

Both applicants were seeking 1490 kc with 250 w. The decision awarding the facilities to Pinnacle was issued by FCC last January [BROADCASTING, Jan. 13]. It was based on the two Pinnacle owners' alleged failure to comply with station affairs and on their non-connection with a newspaper in contrast to Cumberland's ownership by owners connected with the daily paper in that city.

Cumberland's petition cited affidavit filed by E. P. Nicholson Jr. and John Wallbrecht, owners of Pinnacle, to support its contention that they misrepresented facts during the hearing. One affidavit voluntarily submitted to FCC in April asserted that their application was filed "to be in direct conflict with the Cumberland application, and that one Floyd Ball, "for reasons of his own", paid part of the costs of prosecuting their application but had since been repaid.

**List Reasons**

In an affidavit filed earlier this month, they said that "the reason for failing to give full and complete information in connection with the hearing...to avoid local publicity of facts and circumstances recited in the previous affidavit which would have been disclosed in the preparation of Cumberland application, and that one Floyd Ball, "for reasons of his own", paid part of the costs of prosecuting their application but had since been repaid.

Mr. Wallbrecht was indicted in June on a charge of making false entries in a stockbook and embezzlement while serving as acting city auditor.

Cumberland is owned by 11 stockholders, among them the Middleboro Daily News, and is headed by Neil G. Barry, president of the local Coca-Cola Bottling Works. Its petition was filed by Arthur W. Scharfe and Allen M. Jankey of the Washington law firm of Loucks and Scharf, of Louisville.

**Milestones**

KLX, the Oakland (Calif.) Tribune on July 2 noted its 26th birthday but paradoxically enough, on July 25 the station will celebrate its silver anniversary under the KLX call...Dud Williamson, Hollywood m.c. of the MBS-Don Lee program, What's the Name of That Song, July 23 starts his fifth year on the network...Stanley Peer this month observes his sixth anniversary with WDBC Hartford, Conn. He's on control room staff.

The daytime drama serial, The Romance of Helen Trent, heard weekdays on CBS, is in its 15th consecutive year on the air. Sponsor is Whitehall Pharmaceutical Co., New York, which places through Dancer-Fitzgerald-Sample, New York...The WOOP Canton program, Curbatone Quiz, has begun its second broadcast year. Quiz is conducted before station's ground floor studios by Nelson Bragg.

**Broadcasting** • Telecasting
NAB Public Relations Group Plans Publicizing New Code

FREE time grabs, per inquiry business, and other sharp practices regurgitant to radio business ethics, shared attention with plans for publicizing nationally the upcoming revised standards of practice for radio at sessions of the NAB Public Relations Executive Committee last week at Washington headquarters.

With the Special Standards of Practice Committee to meet in Washington Tuesday to complete its tentative draft of the self-regulation code, the public relations group was continuing to gain widening possible acceptance of the code (see story page 38), once it is approved by the NAB board and ratified at the national convention in Atlantic City Sept. 15. The sessions were addressed by NAB President Justin Miller and other department heads.

Means of accelerating public sensitivity, and other sharp practices regurgitant to radio business ethics, shared attention with plans for publicizing nationally the upcoming revised standards of practice for radio at sessions of the NAB Public Relations Executive Committee last week at Washington headquarters.

Other topics on the agenda included means of getting widest possible cooperation in observance of National Radio Week, Oct. 26-Nov. 1, methods whereby stations can promote more truthful presentations of transcriptions discussing radio itself and featuring leaders of the art.

Other broadcasters attending the meeting besides Mr. Nunn included A. A. Schochet, NBC vice president in charge of news and special events; William S. Hedges, NBC vice president for development and planning; Craig Lawrence, vice president, Cowles Broadcasting Co. and general manager; WCOP Boston; Clarence Werden, CBS; Beryl Lotttridge, WOC Davenport, Iowa; Harold Wheelan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh, N. C.; and Merrill Lindsey, WSOY Decatur, Ill. Attending for NAB in addition to Judge Miller were A. D. Williams Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, director of public relations, and Charles Batson, director of information.

Devices to Measure Being Perfected in FM, TV Listening Nielsen Co.'s Labs

Nielsen research, the company pointed out, is "to measure concurrent interest in FM and television on the same minute-to-minute basis in the complete cross section sample of Nielsen Radio Index homes.

In addition, the research staff is at work to include in the same device a means of measuring number of times families sampled listen to their phonograph records.

Executive concludes that development work now has progressed to a stage where it seems clear, they say, that listeners and other groups will be able to measure tuning to five different channels and 60 different stations. They point out that, in addition, it will be possible with instrument to record simultaneous tuning of each of different radio sets in multiple radio homes.

Company executives pointed out, however, that such a technique would be the technique of development of phases of the industry well beyond the point at which it now stands as a whole, and that the Nielsen program seems to be "well in advance of the need for measurement of FM and television."

NEW FRENCH language stations are expected to be started at Edmonton and Prince Albert, in western Canada, according to a report that the Parliamentary Radio Committee hearings at Ottawa last week. Dunton, chairman, stated that local interests in these cities had renewed applications for stations there, originally made about three years ago.

In the Public Interest

Air Ball Games for Vets

VETERANS at Letterman General Hospital, San Francisco, now hear broadcasts of Big League baseball games at any convenient hour over their own private wire. Through the facilities of KFRC San Francisco, daily ball game broadcasts are now re-created from Western Union wire service and are fed over private wire directly to the radio reading station at the hospital, at any time which the hospital stipulates. The arrangements are the results of a campaign to make the broadcasts available to the wounded soldiers in spite of the baseball law which gives baseball franchise owners in each city all broadcast rights. William D. Pahst, KFRC manager, offered the facilities of his station and a private line, and Jack Macdonald, official broadcaster of San Francisco Seals games, offered to do all. Similar arrangements are now being made for other veterans hospitals in the San Francisco area.

White Means Stop

INFORMING the motoring public and out-of-state people in Colorado that blind people are identified at a glance by the white canes they carry, KLZ Denver, recently broadcast a program titled White Means Stop. A tinted picture called to the fact that blind persons carrying a white cane have the legal right in Colorado and listeners were asked to spread this information to help safeguard the blind from needless accidents on streets and highways.

Crop Saver

THANKS to all who participated by Paul F. McRoy, manager of WCIL Carbondale, III., from L. F. Aldrich, of the College of Agriculture, U. of Illinois, a crop of strawberries was saved. Mr. Aldrich reported that due to the low yields of strawberries in southern Illinois would have to be picked immediately or the crop would be a complete loss. Mr. McRoy placed emergency bulletins on WCIL appealing for pickers. Enough residents responded to save the crop.

Aids Flood Victims

DURING the recent Ottumwa (Iowa) flood, KRNT Des Moines, had a direct line from the weather bureau giving listeners street and road information for areas near the town, thus enabling areas where rises were expected to prepare for evacuation. All programs, both commercial and sustaining, were interrupted with repeated warnings to residents to evacuate as soon as possible. At the peak of the emergency KRNT remained in operation all night giving on-the-scene flood news, reports on blocked highways, transportation needs of rescue crews...
Turner Promoted in FCC Engineering Reorganization

REORGANIZATION of FCC’s Engineering Dept., with George S. Turner promoted to assistant chief engineer, was announced by the Commission last Friday.

FCC abolished the department's branch chief positions and realigned the duties of senior Assistant Chief Engineer John A. Willoughby, heretofore in charge of the Broadcast Branch, to include responsibility “for engineering contacts relating to new broadcast stations, engineering status of applications, and, in particular, providing engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all services.”

With branch chief positions abolished, Assistant Chief Engineers Marion H. Woodward, William H. Krebs, and Mr. Turner henceforth will be in charge of the Common Carrier, Marine Radio & Safety, and Field Engineering & Monitoring divisions, respectively, in addition to their special duties as assistant chief engineers.

George K. Rollins, assistant chief of the Aviation Division, was promoted to chief of a new Radio Operator & Amateur Division.

Mr. Turner, new assistant chief engineer, fills the vacancy created by the advancement of George E. Sterling to be chief engineer last May 1. He has been chief of the Field Engineering & Monitoring Division, which was formed July 1, 1946, by merger of the war-created Radio Intelligence Division (RID) with the Field Division. Before that, he was chief of the Field Division. He was radio inspector in charge of the Atlanta office before the Federal Radio Commission was replaced by FCC.

FCC said the reorganization was recommended by Chief Engineer Sterling “as a means of tailoring the Engineering Dept. to current requirements and at the same time to permit utilization of the services of the Assistant Chief Engineers for special assignments to assist the Chief Engineer.”

With respect to the realignment of Mr. Willoughby's duties, giving him specific new responsibilities in addition to his special work as senior assistant chief engineer, the Commission said:

“Relieving the Senior Assistant Chief Engineer of the responsibilities of administering a division will enable the Chief Engineer to devote more time to the special problems of the Commission and industry as they relate to engineering.”

The International Division, currently under Common Carrier Branch, was abolished and all common carrier radio services, in addition to international point-to-point services, will come under jurisdiction of the Common Carrier Division. John A. Russ will be assistant chief, with Mr. Woodward as chief.

Certain treaty functions of the former International Division are transferred,” FCC said, “along with the NARBA work of the

KXOK 30-COUNTY STUDY RESULTS EYED BY BMB

BROADCAST Measurement Bureau has indicated a keen interest in the results just announced of a 30-county coincidental telephone survey conducted by Edward G. Doddy & Co. for KXOK St. Louis, and is said to be studying the possibility of a relationship between this type of survey and the BMB study of last year.

Objective of the KXOK survey was twofold, according to C. L. (Chet) Thomas, station's general manager: (1) To determine and analyze the number of individuals served by the telephone service of KXOK and competing stations in the 30-county area (St. Louis proper and St. Louis County were not included, since they are adequately covered by C. E. Hooper Inc.); (2) To determine by hourly periods the extent of the listening audience in each of the individual counties, and thus supplement in a limited sense the BMB area report of a year ago.

Counties selected for the KXOK study were determined through the BMB report, and more than 109,000 complete telephone calls were made in the area surveyed. Only counties showing 59% or more BMB listening to KXOK daytime and nighttime were included. The 59% figure was selected at arbitrarily, Mr. Thomas said—but even so—the physical distance extended to a 100-mile radius from St. Louis.

Survey was programmed to cover two weeks, with the largest town in each county chosen as the base of telephone operations.

Facsimile Grants

GRANTS for experimental relay press radio communications facilities—to assist in the establishment of facsimile—issued to Hearst Corp., New York, by FCC Thursday. Facilities, to speed gathering and transmission of news, include land station to local New York newspapers, Mirror, with 10 mobile units to be used by Mirror reporters.

Standard Broadcast Division, to the present Frequency Service- Allocation Division.

The Marine Division was renamed Marine Radio & Safety Division, with Mr. Akens as chief, and Howard C. Looney as assistant chief.

The Emergency & Miscellaneous Division was renamed Public Safety Services Division and is made up of four sections: Public Safety Services, Land Transportation, Industrial Service, and Experimental & Miscellaneous.

Experimental Class 2 stations will be unified in the new sections having jurisdiction over the services in which the experimentation is being conducted. Responsibilities for radio operator matters as well as amateur and Citizens Radio services will be held by the new Radio Operator & Amateur Division.

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Legislative

Mill

H.R. 2984—Bill to regulate the installation of radio or television transmitting antenna in the District of Columbia. Passed by the House July 15 by a voice vote. Introduced April 9 by Rep. Sid Simpson (R-Ill.).

H.R. 3993—The Legislative Appropriation Bill, signed by President Truman July 17. Contains appropriation for Joint Recording Facilities. (See story page 18).

H. R. 3839—Appropriation for Independent Offices containing funds for the FCC. Passed by both Houses of Congress but still must be approved by a Conference Committee.

AT&T

(Continued from page 20)

8-hour daily sight-and-sound hook-up between New York and Philadelphia would be about $6,000, while it would approximate $12,000 a month for similar service between New York and Washington.

In view of the rates are permitted to go into effect as proposed, it is thought the Commission will have a stronger inclination to make frequencies available to broadcasters who want to establish intercity links by radio relay. Allocations as currently proposed make no such provision but the question is undetermined consideration within the Commission.

Both Philco and General Electric have received recent grants for experimental operations in this field—Philco to change the frequencies of New York-Philadelphia relays from the 230-242 mc area to the 1300 mc region, and GE to use mobile equipment operating in the 1900-mc area to test programs between New York and Schenectady.

George E. Sterling, FCC's chief engineer, is defined to examine by hand examination of the GE New York-Schenectady operation later this month.

Wesson to KQH

ROBERT H. WESSON, who for the past three years had been handling national sales in San Francisco for ABC, has assumed new duties as manager of national sales and promotion for KQBQ Spokane, R. O. (Dick) Dunlap, president of KQBQ, announces. Previously Mr. Wesson for two years was director of promotion for KGO, ABC-owned outlet in San Francisco.

EDITORIAL stand favoring a Los An- geles Broadcast Bureau, that city "much of the credit for the Los Angeles broadcast picture belongs to Mayor Fletcher Bowron. He called staf- fers stand ‘one of the finest contribu- tions made to community welfare. I have seen.” He specifically cited "The American Woman's War Program.

BROADCASTING  •  Te lecast ing
At Deadline...

RODMAN, TULARE-KINGS MERGER IS PROPOSED

UNIQUE TRANSFER-MERGER of J. E. Rodman and Tulare-Kings Counties Radio Assoc.'s AM-FM interests at Visalia and Fresno, Calif., is being filed in applications with FCC. Goal: group ultimately would own 50 kw outlet on 940 kc and one FM station at Fresno. Merger proposed in lieu of competitive-comparative hearing on individual applications.

Mr. Rodman, licensee KFRE Fresno and KERO Bakersfield, Calif., and permittee KRFM Fresno (FM), transfers KRFM to California Inland Broadcasting Co. while Tulare-Kings transfers its AM station, KTTC Visalia, Calif., to California Inland. Joint group pursues KTTC application for increase to 50 kw on 940 kc, for use at Fresno on KFRE call, and would operate KRFM, KFRE (1340 kc, 250 w) and KSEQ, Tulare-Kings FM outlet at Fresno, would be deleted.

California Inland stockholders include: Mr. Rodman, president; Homer W. Wood, vice president 15%; Percy M. Whitehead, secretary 15%; Kenneth M. Whitehead, chairman; Mrs. M. Whitehead, assistant secretary 7.5%; and Charles E. Whittington, 11.25%. All except Mr. Rodman compose Tulare-Kings partnership. Interests of latter are proportionate to their holdings in Tulare-Kings.

Merger was chosen to avoid uncertainty of consolidated proceeding ordered by FCC on KTTC request to boost power from 5 kw to 50 kw on 940 kc and KFRE request to change from 250 w on 1340 kc to 1 kw on 970 kc.

FARNSWORTH VIDEO SETS;
NICHOLAS HITS PHONE VISION

FARNSWORTH Television and Radio Corp. will put video receivers on market early next month, President E. A. Nicholas said Friday in Chicago at annual convention of Farnsworth distributors. He said models include table sets retailing at $349.50 and AM-FM TV consoles at $497.50. Both have 10-inch direct-view picture tubes.

Mr. Nicholas, criticizing Zenith's Phone Vision development [BROADCASTING, July 7], in address before distributors' convention, referred to potential "pay-as-you-see" sets as "home juke boxes," characterized system as impractical, financially unsound.

REGULAR license renewals for 33 AM stations announced Friday by FCC, which also renewed WNYC-FM New York to July 1, 1948, and W2XMT New York, experimental television station, to Feb. 1, 1948. AM renewals to Aug. 1, 1950; KFVS KTSW銎 KBKL WSTC KCHS KELD KENO KGFVL KGVL KHON KTEM KTTX KVIN KWLX WARM WBTH WBTM WCNC WEST WGBR WHDF WHUB WJHO WMAN WMFD WMAS WRDO WJRN WSAM WSLB. To May 1, 1950: KBWC and WFNS.

HOWELL TO JUDGESHIP;
HALL HEADS HOUSE RADIO

APPOINTMENT of Rep. Evan Howell (R-II.) as Judge of U. S. Court of Claims by President Truman announced Friday. Rep. Howell is Chairman of House Radio subcommittee and will be succeeded by Rep. Leonard Hall (R-N. Y.) Mr. Howell will not go over to the Court until after close of this session. His present salary is $17,000 annually for life. Mr. Hall is chairman of Securities Exchange Subcommittee and GOP Campaign Committee. It will be Mr. Hall's responsibility to introduce industry-sponsored Radio Bill, probably in January when new session opens.

NEW IDAHO STATION

GRANT for new 250 w fulltime station at Coeur d'Alene, Id., issued by FCC to owners of KVNI Spokane, formerly Coeur d'Alene station. New station to operate on 1240 kc. Permittee company is Coeur d'Alene Broadcasting Co. (licensee KVNI). FCC consolidated hearing of WTRY Troy, N. Y., to increase power on 980 kc from 1 to 5 kw, DA fulltime, and of WKRQ Mobile, Ala., 1-kw daytime outlet on 710 kc, to operate nighttime with 250 w, DA.

CONSOLIDATED proceeding dissolved by FCC Friday on application of Public Serv- ice Broadcasters for new station in Toledo on 1230 kc, 250 w, unlimited (WTOL facilities) and WTOL applications for license renewal (on Blue Book issues) and change to 580 kc, 5 kw fulltime, DA. Action results from grant of Public Service petition for leave to make its application contingent upon grant of WTOL switch.


ELLIS SARD, formerly with La Roche & Ellis, New York, joins television-radio departments, Kenyon & Eckhardt, New York.

JULE L. GOODWIN, Arnold Cohen Corp., New York, promoted to traffic manager effective Aug. 1. He was formerly with McCarty Co., Los Angeles.

NAB SYNAGOGUE PLAN

ATLANTIC CITY synagogues, both orthodox and reformed, are prepared to accommodate NAB members of Jewish faith who wish to attend High Holiday services (Rosh Hashanas) which occur during Sept. 15 NAB conventions, New York. Because of commitments involving convention Hall and hotels, NAB said, it was impossible to make any change in schedule. On June 24 NAB had been notified of conflict. NAB said “it is imperative” that it be informed promptly so arrangements for synagogue accommodations can be expedited.

NAB UNIT TO HELP SELL BMB WITH BIG PR PROGRAM

FINAL SESSION NAB Public Relations Executive Committee (see earlier story, page 84) adopted resolution for fullest possible use of public relations to bring acceptance of BMB. Action follows NAB board approval of BMB's continuation.

Means for more effective participation in educational institutes-clinics at colleges to be studied. Subcommittee—A. A. Schechter, vice president, MBS, chairman; Craig Lawrence, vice president, Cowles Broadcasting Co. and Buryl Lottridge, WOC Davenport, Iowa—named to make study.

NAB Research Dept. activity also endorsed; stations urged to answer queries; selling radio daily shows—philosophy reformed; press coverage of convention discussed.

Closed Circuit

(Continued from page 1)

are being made almost daily, even including transfer of construction permits of AM stations not yet on air.

REPRESENTATION of WSUA Wassaau, Wisc., ownership of which was assumed by Milwaukee Journal Co. June 20, will be taken over by Edward Petry & Co. along with its representation of WTMJ. Station previously was represented by Howard Wilson Co., which is in process of dissolution [BROADCASTING, July 7].

IT WOULDN'T surprise observers on video scene if AT&T withdrew its proposed coaxial cable rates for television relays (running $40 per circuit mile) sometime this week. That would mean continuation of present experimental status of New York-to-Washington cable beyond Aug. 1. Rate-effect- ive date proposed in application filed with FCC. (See story page 20.)

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), through its agency, William Weintraub, New York, is negotiating with networks for time for its Sherlock Holmes show in mid-September.

MUTUAL reportedly considering establishment of new high level job in program department. Phillip Carlin, MBS vice president in charge of programs, said he has interviewed several programming experts as candidates.

SPORTS AFFIELD magazine to start small test spot announcement campaign in about nine markets on publication date starting in August for three months though BBDO, New York.

WHAT MAY BE first meeting FCC has ever held outside Washington has been scheduled for Wednesday (July 23). Unannounced as yet, it's to be held at Atlantic City where Chairman Denny and Comrs. Jett and Webster are attending International Telecommunications Conference. Others to join them from Washington to provide quorum.

FCC's new two or three-month hearing calendar now expected about mid-August. It'll call for first hearings about Labor Day. Commission now in summer hiatus so far as hearings are concerned, with only few scheduled.

BROADCASTING • Telecasting
MARKETCASTS...

One of the least glamorous but most vital services broadcasting performs is keeping stockmen posted on prices of the day's markets. To that 49 per cent of the listeners who fill the foodbasket of the nation, KMBC's Bob Riley presents exclusive market news, three times daily, direct from the Kansas City livestock exchange, largest livestock building in America. Yes, with farmers, as with all other segments of the listening audiences, the program is the thing. For over a quarter-century KMBC zealously has been pursuing ever-increasing horizons in program service.

—KMBC of Kansas City

Free & Peters, Inc.
PROGRAMS are the only power a listener can feel. WKY's power is super in this field.
A week-long inventory of listening in the 30 counties around Oklahoma City proved that
again some time ago. A diary study by Audience Surveys, Inc. showed WKY programs with top
ratings 93.3% of the time. This was not news to WKY, nor a startling discovery. From the
very beginning of listener surveys WKY has been riding the crest. Listening to WKY has
become, you might say, as routine as sleeping or eating in the lives of a million Oklahomans.
Results, too, are routine for advertisers on a station to which most people in its area listen
most of the time.