In the Broad Street Railroad Station in Richmond, the Chamber of Commerce has placed a sign for all to read. It says: "WELCOME TO RICHMOND—THE DEPRESSION-PROOF CITY."

Diversified industry is part of the answer. From cakes to cigarettes to printing to railroads. Richmond also has the ideal location for inland shipping and selling. It's one market that cannot be overlooked in any radio time-buying budget.

If you want to cover Richmond, the depression-proof market that's at the top of the South, get the station that has come further faster—W-L-E-E.

**W-L-E-E**

*Mutual ... in Richmond*

TOM TINSLEY, Director  •  IRVIN G. ABELOFF, Gen. Mgr.  •  Rep. by HEADLEY-REED
Rita is learning the tractor with brother Lyle’s help. It takes two tractors to maintain the 200-acre Schertz farm operation.

The family home place—2-story house—tool shed—cowbarn—2-car garage—small orchard—chicken house—real living comfort.

Father Roy and future farmer Lyle discuss the crop records Lyle keeps. The Schertzes show real teamwork in the farm business.

Rita, grammar school graduate, was named “State Outstanding” in 4-H work—her dress and the skirt she is making are 4-H projects.

Cletus (l) manages Benson High’s ball team. Lyle graduated this spring. Vocational Ag Teacher Jackson (r) umpires the ball game.

We’re extra well-acquainted with the Roy Schertz family of Benson, Illinois. Keith (now studying Agriculture at the University of Illinois) won the WLS Future Farmer award trip in 1945. This year, Lyle won the same three-day Chicago trip. Don, 23, is a chemical engineering senior—Cletus, 17, high school junior—Rita, 14, grammar school graduate.

Schertzes have 90 acres in corn, using the four-year, corn-corn-oats-clover rotation. They marketed 225 Duroc hogs and five beef cattle last year—milk six Guernseys (three purebred), and have 400 laying hens.

Our microphones have focused for 23 years on this family and thousands like it in Midwest America. We give them the service they need, the entertainment they want. Their consequent loyalty to WLS is easily measured in sound advertising results.
A POWERFUL WALLOP
IN NEW ENGLAND

Sales punch in the vital spots where impact counts is always an actuality with Yankee home-town stations. No wild swings, misses or shadow boxing, as when too few and distant stations are employed.

Every Yankee station packs a punch — covers a major trading area with the in-fighting effectiveness that only a local station can provide. There are 24 of these Yankee home-town stations, reaching 89.4% of New England radio listeners — delivering a "Sunday punch" every day in the week.

Acceptance is THE YANKEE NETWORK Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
JOINT campaign which would be underwritten by major networks to sell radio as advertising medium under discussion with Victor Ratner, free-lance expert who did outstanding job as CBS director of promotion. Presentation would center around (1) radio as greatest advertising medium; (2) radio today is at very pinnacle of its achievement. Campaign would sell overall radio against other media.

MELO-WAX Shoe Polish, Philadelphia, reportedly ready to start test spot campaign in Philadelphia and Cleveland about mid-September. Wm. Von Zehle, N. Y., is agency.

ANENT item this column last issue on Drew Pearson, Harry Trenner, vice president in charge of radio of William H. Weintraub & Co., Lee Hat agency, says there is no plan for hat company's withdrawal of sponsorship of Pearson over ABC. He asserts plans being made for new agreement which would constitute "longest contract we have ever made with a piece of talent."

CBS reported last week considering expansion of transcription facilities. While no immediate expansion was planned, network spokesman said, "we would be interested (in acquiring additional transcription facilities) if an attractive proposition came along."

BIOW Co., New York, reportedly looking for show to replace Milton Berle this fall for Philip Morris cigarettes.

NEW developments not impossible in KMED Medford, Ore., transfer case, in which FCC proposed to approve sale to competing bidder under Avco Rule, not to original purchaser [BROADCASTING, July 7]. Gibson Broadcasting Co., first bidder, and Medford Radio Corp., successful applicant, may merge. If that developed, seller and both proposed purchasers might all have hand in KMED ownership, since Mrs. W. J. Virgin, present owner, now has potential interest in each applicant.

FLANKING Ray Henle, Washington commentator who becomes editor-in-chief of new Sun Oil Co. Newspaper of Air on NBC, will be succeeded by Washington's best-known editor, Felix Morley, former editor of Washington Post and ex-president of Swarthmore, and possibly Ned Brooks, for 15 years one of top men for Scripps-Howard Newspaper Alliance. Third newcomer, who will not take flight on air with Henle and his associate editors, expected to be named as coordinator. Program, replacing Lowell Thomas who moves to CBS, begins Aug. 29, 6:45-7 p.m., Mon.-Fri. Agency: Roche, Williams & Cleary, Philadelphia.

MEXICAN radio agog over reports that West Coast Preacher Herbert W. Armstrong is negotiating for acquisition of one or possibly two high power "border" stations and is so-

(Continued on page 86)

BROADCASTING... at deadline

Upcoming


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


(Continued on page 83)

Bulletin

BMI AUTHORITIES said Friday that Eddie Janis, now West Coast professional manager, will become head of film synchronization for BMI effective Aug. 11, indicating broadening of BMI interest in picture music rights. Irving Weiss, now professional manager of Mayfair-Morris, to succeed Mr. Janis.

WLW NAMES DUNCAN ACTING HEAD OF TV

ROSCOE DUNCAN, chief television engineer for WLW Cincinnati since August 1944, named acting director of television operations for Crosley Broadcasting Corp., WLW parent firm. He will coordinate departmental relations pertaining to video. Philip Konkle continues to supervise construction of WLWT Cincinnati, WLWC Columbus and WLWD Dayton, Crosley video outlets.

IBEW LOCAL WEIGHS OFFER

IBEW Local 45, Los Angeles, to vote whether to accept 10% wage increase offered area's independent station engineers. Individual union members indicate acceptance likely.

KAISER-FRAZER Corp., Willow Run, Mich., planning national radio spot campaign from coast-to-coast. Details not yet available.

VICE VERSA

NAB MOVED Friday to correct error in current by-laws referendum which would have had members voting backwards on one subject. In referendum data previously sent out [BROADCASTING, July 14], numbering of Proposals No. 1 and No. 2 in Article 6, dealing with election of directors-at-large, was transposed. Thus members voting on basis of accompanying explanatory note, which referred to changes by number, actually would have voted for what they didn't want. Proposal No. 1 should relate to both nomination and election by station classification; No. 2, to nomination by classification, and election by full membership. Supplemental ballots for this section being distributed with warning that votes on Article 6 will not be counted unless recorded on supplemental ballots.

Business Briefly

FIG-SELLING CAMPAIGN • California Fig Institute, Fresno cooperative, Oct. 10 starts six-months transcribed campaign in Los Angeles, five Midwest cities, nine cities in East. Radio to get bulk of estimated $100,000 overall campaign appropriation. Agency, Eliwood J. Robinson Adv., Los Angeles.


GUM DRIVE • Leaf Gum Co. launching national radio spot campaign calling for expenditures of $750,000 on annual basis. Campaign will cover more than 100 radio stations, including most important outlets of four major networks.

BUYS NEWS SHOWS • Sweets Co. of America (Tootsie candies) buying news and other programs in dozen markets beginning Aug. 1. Agency, Duane Jones Co., New York.

ADIMARL PROFITS • Admiral Corp., Chicago, announced 74% increase in sales for first six months of 1947, compared to similar period of 1946. Net profit, after all charges, represents $407,394 increase for same period, or net profit of 55 cents per share.

CONGRESSMEN LAUD JONES AS HE LEAVES FOR FCC

BI-PARTY OVATION greeted official announcement of resignation of FCC Commissioner-designate Robert F. Jones (R-Ohio) from Congress last Friday afternoon (earlier story page 20). Dean of Ohio delegation, Thomas A. Jenkins, Republican, predicted "great success" for new Commissioner. Robert Sikes (D-Fla.) declared Mr. Jones had "inspired every member of Congress." Former Democratic Speaker Sam Rayburn (D-Tex.) said "I shall miss him personally." GOP Floor Leader Charles A. Halleck (R-Ind.) termed him "completely and thoroughly honest, unquestionably of great integrity." Appropriations Committee Chairman John Taber (R-N. Y.) called him "one of the ablest parliamentarians and ablest committee members we've ever had in the House."

When Mr. Jones stood to answer his colleagues, entire House rose and applauded. Mr. Jones commented jovially: "Our relationship will never be the same because I am leaving to be a bureaucrat. And because I gave no quarter I expect none. But I hope to receive from you the same critical support we have tried to give in the past year."

He was praised by Republicans for handling of Interior Dept. appropriation, which was slashed originally under his direction by more than 40%. Democrats praised his capacity for work and ability on House floor. Salute was touched off by reading by Speaker Joseph Martin (R-Mass.) of letter from Mr. Jones announcing resignation effective Sept. 2.

BROADCASTING • Telecasting
WHHM celebrates the start of its second year of broadcasting this week

WHHM has set an enviable record in one year of broadcasting. The response in Hooper ratings, fan mail, and pleased advertisers clearly indicates WHHM is the freshest concept in radio in Memphis!

Sports—WHHM leads in bringing the latest play by play sports to the Mid-South • All road games of the Memphis Chicks • All local high school and college football games played in Memphis • State championship prep school basketball games • Sports News and Views.

News—News at regular intervals with emphasis on local and sectional events. WHHM's audience knows where to turn to get the latest news...first.

Music—Planned programming has lead to high Hoopers. WHHM is the station that's so easy to listen to. That's why it's first choice of so many.

* THERE'S A DIFFERENCE SINCE WHHM WENT ON THE AIR
* MORE LISTENERS PER DOLLAR IN MEMPHIS

Get ready for a bigger second year with WHHM

The spot for your spots in Memphis, Tenn.

Represented by FORJOE & CO.
WE DON'T WIGGLE FOR LITTLE EGYPT (Ky.)!

Sure, sure, sure—WAVE loves its country cousins, and we're delighted though doubtful if any of the boys and girls in Egypt, Kentucky, shake a leg (or anything else) to WAVE's tune, as it were. But no, we don't program for Egypt, nor otherwise shape our ends to the rural audience. We program for the Louisville Trading Area which happens to be a really metropolitan market, and which also happens to buy more merchandise than all the rest of Kentucky combined, and whose people deserve (and get) urban entertainment from WAVE.

The result? Well, we won't belabor the point, but if you really want to make your shimmy shake in Kentucky's best market, better put your name on the WAVE-y line.
A POPULATION HAS CHARACTER

... And that character can be measured in many ways—by income buying habits or tastes—depending upon the information you need. But, in the Nashville area population is divided into 156,908 families with average incomes over $2,500—well above the national average... And their buying power increased 1000% from 1935-45... There's ample sales potential, so, sell those buying families while they are tuned to favorite programs broadcast by WSIX.

* From 1947 report of Tenn. State Planning Board

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
saw it coming...

Alvar "Bud" Elbing walked to the center of the stage of the Washburn High School auditorium in Minneapolis. As his family and friends looked on, 17-year-old Elbing was handed his diploma, then walked down to face the toughest problem that can confront a graduating senior: "Where do I go from here?"

Bud's father had offered to train him as an electrician and find him a steady job with good pay. His English teacher, on the other hand, had said that with his knack for putting words together, Bud should go to college and get into advertising. Bud couldn't make up his own mind.

Then Columbia's 50,000-watt WCCO looked ahead. And found Bud's future.

Just as 1,683 other Northwestern high school graduates and veterans, Bud brought his problem to one of WCCO's "Vocational Guidance Sessions." He had a personal meeting with WCCO's Educational Director, E. W. Ziebarth, recognized Northwest authority on vocational aptitude—and found his "right niche". (In addition to directing WCCO's "Higher Education as a Public Problem in Minnesota" and "Challenge of Reading," E. W. Ziebarth devotes time to personal interviews, and conducts special vocational guidance sessions with groups of high school seniors through the cooperation of the Boards of Education of Northwestern communities.)

This month Alvar Elbing wrote: "Dear Mr. Ziebarth: This is just a note of appreciation for the guidance you gave me at WCCO. I'm entering the University this Fall, to study in the Advertising Division of the School of Business Administration. I'm sure now, after talking with you, that's what I want to do."

Finding the right niche for Alvar Elbing and other young Northwesterners, is the kind of service that has made WCCO "The Good Neighbor to the Northwest." It explains too, why more people listen to WCCO than to any other station in the Northwest.
Feature of the Week

AN EX-GI, wounded in Pacific action so that he can never walk again, will soon move into his own new home loaded down with gifts because of the kindness of his friends and neighbors and the efforts of WSYR Syracuse, N.Y.

When Vinnie Shelton was released from an Army hospital last fall he was greeted with the news that his friends and neighbors had conducted a car raffle and a dance and were raising money to build him a new home. It was just a matter of time, they said.

But several weeks ago WSYR Commentator E. R. Vadeboncoeur learned that all had not gone as planned. The house had been stalled since January when the committee ran out of funds and Vinnie was living in a hospital bed in the living room of his father's home. $2,000 more was needed, the commentator learned, so he staged an appeal on his 12:15 p.m. commentary and asked 2,000 listeners to send in $1 each to finish the job.

Five days after the original appeal he asked listeners not to send any more. Two days later he again urged them not to send any more, for the fund had passed $2,700.

Mr. Vadeboncoeur (I) congratulates Vinnie, surrounded by his wife and father.

When Mr. Vadeboncoeur refused money, people sent gifts. One gave the floors for bathroom and kitchen, another a washing machine and ironer, another a driveway, and so on. An alderman even got a tax deed for the lot next to Vinnie's.

The city of Syracuse made the house and land tax-exempt.

In a few weeks, Vinnie Shelton will be moving into "The House a Mike Built."

Sellers of Sales

VISITING a friend in Salem, Ore., the young Adolphe Wenland found him concerned about his failure to sell more Stutzes. Never one to despair, Mr. Wenland took hold of the fair ground display and assembled quite a crowd.

Pleased after delivering a sound sales pitch, Adolphe fully expected at least a couple of sales. But a man with a whistle appeared on the scene, blew a horn, and the majority of the crowd assembled to return to the local mental asylum.

That was thirty years ago. Since that time he has gone on to establish an enviable reputation in the west as a merchandising expert. First he devoted his time to merchandising and later opened Adolphe Wenland & Assoc., an advertising agency specializing in retail type accounts.

A trained and accomplished merchandiser, he has been retained in a number of liquidation proceedings amounting to more than $10,000,000. In his current occupation as head of a Hollywood agency bearing his name, he divides his firm's interest between exploitation and advertising, serving 20 accounts. Several of his local radio retail campaigns have been cited with national recognition.

A native of Portland, Oregon, where he was born June 1, 1899, Mr. Wenland received his secondary education at Portland Academy and Lincoln High School there. Next he attended Reed College for two years before entering service for one year.

Upon separation he joined his father who operated a retail store chain. From there he set out on his own in 1920, restricting himself to merchandising in Northwest states until he arrived in Los Angeles in 1930. Then in 1932 he established the agency which he currently operates.

On a trip to Los Angeles, he married Helen Oremland on March 24, 1927. They have two children, Benton, 17, and Belinda, 11. The Wenlands live in Encino, a San Fernando Valley community. Civic activity is Mr. Wenland's prime hobby. He is on the Encino Chamber of Commerce board of directors, is chairman of community's Mayors Selection Committee.
As you can plainly see, Wallace Kadderly has a highly-developed nose for news—farm news, that is. Wallace has just returned from a three month trip to Australia and New Zealand as special farm radio representative of the U.S. Department of Agriculture. This much-merited honor—entirely unsolicited—was the natural result of Wallace's long-time experience in the field of farm broadcasting. Program Director and Manager of KOAC at Oregon State College, director of the U.S. Department of Agriculture's part of NBC's Western Farm and Home Hour, and then chief of radio service for the Department of Agriculture, Wallace completed the cycle when he returned in June, 1945 as Farm Director of KGW.

"Farm Time" Monday through Friday (7:00-7:30 a.m. PST) has been maintained by KGW as an unsponsored, public service feature, but if you have something to sell to farmers—and what radio advertiser hasn't—KGW can deliver one of the most loyal farm audiences of any station in the nation.

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

**KGW**
PORTLAND, OREGON
AFFILIATED WITH
PROMOTION!

And who is this industrious character, you ask? It's our E.P.J. Shurick, F&P Promotion Manager (and author of radio's official history, "The First Quarter-Century of American Broadcasting"). Except for being an author, however, Ed is essentially no different from every other Colonel in our organization. We all feel that we are doing more to promote spot-broadcasting than any other outfit—by more constructive research, sales and service. Let us prove it to you!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1922

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BALTIMORE: WCBM
BEAUMONT: KFDM
BOISE: KDSD
BUFFALO: WGR
CHARLESTON, S. C.: WCCF
CINCINNATI: WCKY
COLUMBUS, S. C.: WIS
CORPUS CHRISTI: KRXS
DAVENPORT: WQC
DES MOINES: WHO
DENVER: KVOD
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
FT. WORTH-DALLAS: WBAP
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WNMC
OMAHA: KTAB
PEORIA-TUSCOLA: WMBD-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WPTF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFL

ST. LOUIS: KSD-TV

TELEVISION:

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street

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BROADCASTING • Telecasting
Agencies Predict New Radio Accounts

Small Percentage Is Predicted For New Station

NEARLY HALF of agency executives, or 44%, plan to use radio this fall for accounts which have not used radio before, according to answers received in the third questionnaire in BROADCASTING'S Poll of Advertising Agencies (8th in the TRENDS series). The poll was submitted to representatives of advertising agency executives and were received on a special survey of ad-

FORTY-FOUR per cent of agency executives expect to use radio this fall for accounts which have not used radio before, according to answers received in BROADCASTING TRENDS third agency survey. The poll, conducted by the Business and Advertising Survey, also showed that the majority of those accounts will be in the food and drink category.

gramming and announcement innovations, the agency panel was asked:

"Are you planning to use radio this fall for any accounts which have not used radio before?"

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Almost half (44%) of the agencies in the panel reported that they will be using radio for some of their clients for the first time in the

NAB Committee Outlines New Code

Commercial Copy Limit Of 3 Minutes In Each Quarter-Hour

PRELIMINARY paper work for a new broadcasting code, designed to establish standards of practice horizontally applicable to all segments of radio and to be voluntarily observed, was completed by the National Association of Broadcasters Executive Committee of the NAB at a two-day meeting last week in Washington.

In a wholly harmonious atmosphere, the committee completed its revision of standards proposed to govern commercial and program operations of all stations and networks and as a means of establishing uniform trade practices throughout radio.

The recommendations now go to the NAB's Program Executive Committee, tentatively scheduled to meet in Washington Aug. 8-9. Under Association action, authority to promulgate the code resides in the board of directors, which is not scheduled to hold its next meeting until Convention time in Atlantic City the week of Sept. 15.

Greatest discussion, it is thought, will center upon provisions relating to limitations on commercial credits. The proposed code would provide a maximum of three minutes of commercial in each 15-minute segment throughout the broadcast day. This maximum would apply to participating programs or those in which more than one advertiser is accommodated.

Limit on Segment

The limitation for a single advertiser sponsoring a 15-minute segment would be two and a half minutes, leaving to the station the one-half minute break for station identification and an unrelated commercial announcement. Double-spotting would be out.

As had been discussed on every recent occasion during which length of commercials has arisen, the preponderant view is that there should be no differentiation between day and night commercials, with the

same limitations to apply.

Consideration likewise has centered around a 20-second, 40-word limitation on station break spots.

Concerned over the recent case [BROADCASTING, July 14] where a local advertiser brought litigation against a station on the ground that he contracted for a 15-minute program and was given 14½ minutes, sentiment on the committee favors specific definition in the code of a quarter-hour program as one running 14 minutes 30 seconds.

Banning of the middle commercial in news broadcasts likewise is expected to engender protracted discussion. A number of stations, notably larger outlets in major markets, already have eliminated the middle commercial, though criticism of this form of credit has tapered off since the war's end.

Other topics covered in the draft will deal with handling of children's, political, mystery, and religious programs, and of controversial issues.

The proposed new code would be (Continued on page 73)
General Mills Achieves New High in Total Sales

TOTAL SALES in the fiscal year ending May 31 of nearly $371,000,000—at largest in the company’s 10-year history—were reported last week by General Mills, Minneapolis.

Sales were $370,082,427, compared with $296,791,768 for the preceding fiscal year. Earnings also soared to a new record. They were $92,386,214, compared with $7,146,107 in the previous fiscal year.

Earnings per dollar of sales remained at about the same level that had been obtained during the preceding year—2 percent. Earnings per share of common stock was $3.91, compared with $2.91 in the fiscal year 1946-47.

To Shift Shows

COLGATE - PALMOLIVE - PEET, through its agency Ted Bates Inc., New York, last week revealed plans for reshuffling its three NBC shows this fall. On Aug. 30 the Judy Canova show will return after a summer hiatus to its Saturday 10-10:30 p.m. period and will remain there until Oct. 4 when it will be heard a half hour earlier on the same day, replacing Can You Top This at 9:30-10 p.m. The latter show takes over the Friday 8:30-9 p.m. period. That period was originally intended for the Kay Kyser show but instead the Kyser show will be heard Saturday nights and will be placed on the 10-10:30 p.m. period of July 28.

JIMMY'S 'EYE WASH'
AFM Czar-Maddy Feud Still Simmers Despite

He Wants to Call the Tune

CONCURRENT with Rep. Kearns' announcement in Washington last week that James C. Petrillo, AFM president, had agreed to lift his broadcast ban against student musicians, the feud between Mr. Petrillo and Dr. Joseph E. Maddy, musical director of the National Music Camp at Interlochen, Mich., has risen to the surface again.

In the AFM era, in answer to the question of whether the agreement would affect the union's ban on broadcasts from Interlochen, commented that "the subject never came up," he did remark that "they're not school children at Interlochen. They don't belong to any school when they're out there. We didn't go into it [the subject] and I don't want to go into it."

The Camp's broadcasts were banned from the air in mid-1942, with the Camp being placed on the “comedy” list in 1945. Subsequently, in 1946, Dr. Maddy was expelled from the union.

At Interlochen, Dr. Maddy termed the Washington announcement as "so much eye-wash," adding that Mr. Petrillo "has agreed to nothing more than he has to" and that "he hasn't agreed to permit broadcasts from here, although the law prohibits his interference."

Mr. Petrillo has confirmed the fact that music educators have been invited to submit to him a "code of ethics," purpose of which would be to allow children musicians to participate in civic functions, such as music festivals. Meanwhile, no comment was forthcoming from school authorities here. AFM local in Chicago is also sticking by its ruling, leveled against audience participation shows employing musicians, which would require extra reimbursement for musicians used on remote shows.

In addition, the ruling calls for added pay for each musician whenever a commercial trade name of any product is mentioned. After announcement of ruling, another ABC show, Wake Up and Smile, promptly abandoned prizes for cash and bonds instead.

NETWORK BOXSCORE

| Number of commercials on four nationwide networks, June 30 | 264* |
| Number of network commercials starting during July | 8 |
| Number of network commercials ending during July | 5 |
| Net decrease | 3 |
| Number of commercials on four nationwide networks, July 31 | 270* |

July Additions

SPONSORS PROGRAM NETWORK TIME AGENCY
Adam Hat Stores Big Block NBC Sun., 10-10:30 Blow Co.
Kreml Hair Tonic Biddy Duchin ABC M.W.F., 4:30-5:45 Erwin, Wasey & Co.
Lever Bros. Co. Hop Harrigan MBS M.F., 5:30-5:45 Fette, Cone & Belding
Noxambo Chemical Gabriel Heather MBS Fri., 9-10:15 p.m. Stouffer, Sullivan, Colwell & Share
United-Raycol Drug Summer Theatre Co. NBC Wed., 10-11:00 N. W. Ayer & Son p.m.

July Deletions

AFL
Best Things in Life MBS Thurs., 9-10:30 Furman, Feiner & Co.
AFL
Best Things in Life MBS Mon., 3:45-4:50 Furman, Feiner & Co.
Lobor Must Be Free MBS Tues., 8:15-9:30 Furman, Feiner & Co.
American Transit
Bulldog MBS Fri., 9-10:30 p.m. Owens & Chappell
H. C. Case
McGill
Sherlock MBS Mon., 8:30-9:00 Erwin, Wasey & Co.
Kreml Hair Tonic
Humes MBS Mon., 5-5:15 Sherman & Marquette
Quaker Oats Co.
Terry and the Indians MBS Mon., 9-10 p.m. E. Maddy
Sascany Vacuum Oil

July One-Timers

Adam Hat Stores
Gillette Safety Razor Co.
Massachusetts Magazine ABC Wed., July 30 Maxon Inc.
Gillette Safety Razor Co.
All-Star Baseball Game MBS Tues., July 8 Maxon Inc.
Eversharp Inc.

*Corrected from the 270 reported last month.

NAB GROUP WILL STUDY COURSE ACCREDITATION

NAB EDUCATIONAL Standards Committee, holding its initial meeting today (July 28) at NAB’s Washington headquarters, will attempt to devise a means of standardizing accreditation of courses dealing with radio and allied fields.

Set up by the NAB board of directors at its last meeting in May, the committee is making a study of courses in schools and colleges, particularly those dealing with script writing and announcing.

Broadcasters attending the meeting are: Ralph Hardy, committee chairman, KSL Salt Lake City; Dr. Willis Dunbar, WKZO Kalamazoo, Mich.; Frank C. Sowell, WLAC Nashville, Tenn.; William B. Way, KVOO Tulsa, and Judith C. Waller, NBC.

Anthony to WJBK

BOB ANTHONY, former promotion chief of WJR Detroit, has joined the Fort Wm. J. Busch, promotion director of its new acquisition WJBK Detroit. He will supervise all program, publicizing and advertising and his duties also will cover WJBK-FM. He is expected to report to the Detroit office early in August.

Mr. Anthony, who was director of promotion at WHN New York and was secretary of the Television Producer Assn., will take over the promotion duties at WJBK. He had been with WJR since 1943.

Gen. Foods Shift

ROBERT Q. LEWIS show current-ly heard on CBS Fri. 8:30-8:56 p.m., during the General Foods Ad Campaign, will be moved to a Saturday 9-9:55 p.m. slot. The change will be effective the week of Aug. 5.

IT'S NOT OFTEN that one man can be credited with swelling the population of a small town in one day—say, about 1200%—but that's what happened a fort-night ago in St. Ignisip, Wisc. (pop. 250). The local fire department decided to have a celebration for Gordon Thomas, m. c. of Top O' the Morning program on WTMJ Milwaukee. Some 3,000 people crowded in to watch as Alvin Voigt, local fire chief, presented Mr. Thomas with a badge making him a full-fledged member of the “smoke eaters.” Award was made as an inducement to the disc m. c. to restrain from “riding” the fire department.

Fut-ter-Man Job

ASSOCIATED PRESS

Some 3,000 people crowded in to watch as Alvin Voigt, local fire chief, presented Mr. Thomas with a badge making him a full-fledged member of the "smoke eaters." Award was made as an inducement to the disc m. c. to restrain from "riding" the fire department.
Network FM Music Is Still Uncertain

Fear Petrillo May Ask Pay Boost For AFM
By RUFUS CRATER

NEGOTIATIONS looking toward FM duplication of network musical programs were moving swiftly to a head last week, with promises of "an important announcement" about July 31 (Thursday)

Informed industry sources were far from confident that the duplication had at last been cleared, however, despite these developments during the week:

1. AFM President James C. Petrillo, hard pressed by passage of the Taft-Hartley labor law and the Supreme Court's action upholding the Lea Act, reportedly disclosed that he would make no move to for

FM NEGOTIATIONS looking broadcast FM music, unless he himself could amount to an effective ban.

FM demonstrated last week what it could do along these lines. Following KWK St. Louis disposed of "foreign" stations when their contracts expired (BROADCASTING, July 21), the union responded with a demand for at least tripled wages for one of two musicians retained and approxi-

mately doubled pay for another. KWK then dropped one of the two. Another factor lay in the AFM network contracts themselves. Although both Petrillo and network spokesmen were represented as agreed that the contracts contain nothing prohibiting the use of AM music in FM at conferences, some network representatives contended that specific permissive language is necessary.

At least one network reportedly took the position that it will not undertake AM-FM duplication on the strength of anything short of an order from Mr. Petrillo counter-

manding his 1945 edict, which forbade duplication except where double crews of musicians were hired.

The question of union relations with FM broadcasters was the subject of a series of Washington conferences last week. Network representa-

tives met with officials of NAB and of FMA, and Mr. Petrillo and Rep. Kearns engaged in several conferences in which FM was one topic.

Out of this round of meetings came the recurring report that an important announcement relating to AM-FM duplication would be forthcoming about July 31.

That date Rep. Kearns is slated to meet again with Mr. Petrillo, this time in Chicago, to receive a report on AFM plans for FM and television.

It was speculated that there might be a joint announcement by the Congressman and the AFM cauc. But views were divided on what the announcement would contain.

Temporary Duplication

Some observers felt that it would announce FM approval of AM-FM duplication, at least until the present subcommittee hearings scheduled for August 1. Another group felt more conservatively that it would express a willingness on the part of the union to discuss the subject with network leaders.

Negotiations on the question of duplicated music have included an informal conference between Mr. Petrillo and FMA Executive Director Bill Bailey. The FMA officials said the music czar told him flholy that the union-network contracts do not forbid FM duplication of AM music. Mr. Petrillo reportedly assured him that the union would not try to block duplications.

Network representatives and other broadcasters met most of last Monday (July 21) with members of NAB's Employee-Relator Committee, in conferences on FM duplication. The session included discussion of the duplication question, and it was discussed again in a meeting of the network people with FMA officials Friday evening.

When the networks reported that they would endeavor to arrange for AM-FM duplication, the NAB committee gave its support in a resolution endorsing "the proposal of the networks to confer with the proper officials of the AFM to the end that there be the earliest possible resumption of duplication of AM network musical programs over FM facilities.

Present at the FMA-network ses-

sions were: Mr. Petrillo, Mr. S. Hedges and John H. MacDonald and Assistant General Counsel Henry Ladner, representing NBC; Vice President Joseph A. McDon-

ald of ABC and General Manager Kenneth H. Berkeley of ABC's WMAL, Washington; Vice Presi-

dent and Treasurer Frank K. White (Continued on page 76)

Kears Gamble on Hope That Petrillo Will 'See the Light'

GAMBLE WITH AFM is being taken by Congressman Carroll D. Kears (R-Pa) in the hope that the AFM's union's 'will see the light' and refrain from practices "which are harmful . . . to the in-

dustry, the American public and the musicians."

Mr. Kears met with James Caesar Petrillo and a number of prominent music educators in his office last week in a series of con-

ferences which brought about an historic rapport between the AFM chief and some of his former ene-

mies. The result, said Mr. Kears, was that this "conference developed a great friendship and a lasting one, between Mr. Petrillo and the music educators and school administrators of this nation."

The purpose of the Washington conference was to change the code of ethics whereby school children, as well as college and university students, could participate in civic functions without restraint.

Some indication of the success of the meeting was given by an invitation to Mr. Petrillo to be the main speaker at the Music Educators' National Conference in Detroit next April. Mr. Petrillo accepted the invitation, tendered by the Mu-

sic Educators' President Luther A. Richman.

Another concession from the union boss came in an agreement between Mr. Petrillo and Lt. Comdr. Charles Brendler, Capt. John A. Curry, S. Army Air Forces band chief; Maj. William F. Sautel-

mann, Marine band leader, and Ma-

jor George S. Howard, conductor of the Army Air Forces band, to permit recordings of military bands to be used instead of on-the-spot performances. Mr. Petrillo also con-

sented to consider possible sale of such records to the public. He said he would permit use of the record-

ings by schools, colleges and uni-

versities.

Notify Recorders

Mr. Petrillo will notify the re-

presentatives met with officials of given permission for them to make recordings of the service bands, and within a very short time the entire Labor committee will meet with the recording companies to make ar-

rangements for cutting the platters, the Congressman asserted.

Mr. Kears said it will be defi-

nitely established that all district, state, and local union officials will be permitted to broadcast over local, state, and national hookups. Mr. Kears vigorously denied that he was being "soft" with the AFM and its chief. He declared that he had criticized Mr. Petrillo "in no uncertain terms," and that the musicians' leader had responded in "a gentlemanly fashion."

Petrillo Complaints

Mr. Kears revealed that Mr. Petrillo had complained about having a subpoena "hanging over his head." But, declared the Congress-

man: "I felt more conservatively that we could keep the subpoena hanging right there until we can be sure that we are getting some place. The in-

vestigation and hearings will con-

tinue as planned, although we are giving Mr. Petrillo this chance to show his good faith by meeting some of the criticisms that have been made of his union." Mr. Kears, who heads a Labor Committee sub group investigating labor union racketeering, said there were things to be said in defense of the union boss. He said that in manyinstances he was convinced Mr. Petrillo had been the victim of poor counsel. Also, he added, that he did not always know of, nor was he always responsible for, actions taken by local unions.

Mr. Kears asserted that he had told Mr. Petrillo that his "eco-

nomics were confused and that he didn't know anything about dealing with modern technocracy." In addi-

tion, he declared, "Mr. Petrillo (Continued on page 76)
WIP All-Night Time Goes to Palumbo

One of Larger Local Transactions Made In Philadelphia

By HERMAN BRANDSCHAHN

WIP's Dawn Patrol, biggest piece of radio time in Philadelphia, changed sponsors yesterday in a deal that had the whole town guessing and talking after a series of promotion stunts raised curiosity about a radio program to a new high in the Quaker City.

New base of the program is 37-year-old Frank Palumbo, operator of Click restaurant, who never sponsored a radio show before. His swank Click Club is one of the nation's most famous hangouts. He also operates Palumbo's, Circo's and Twentieth Century, rated high among Quaker City night clubs.

Old sponsor was the Pep Boys, who, by hawking auto parts and spares on the program for nine years and five months, gave claim to the world's longevity record for a commercially-sponsored all-night disc show. Dawn Patrol, aired from 1 to 6:45 a.m. seven days a week since March 1938, consists of news, guest appearances and request discs.

At the Pep Boys, a spokesman said that discontinuance of sponsorship did not mean definitely that the company would decrease radio buying. It discontinued the show because it felt that all-night stunts had become institutional advertising and the company now feels it should enter into a harder-selling type of advertising.

Deal in Secrecy

The deal itself took place in great secrecy with only three persons present at negotiations: Frank Palumbo and two WIP executives, Benedict Gimbel, station president, and Gordon Gray, sales director. The contract was signed July 17. It became effective Sunday, July 27, a day after expiration of the Pep Boys agreement. The purchase is reputed to have cost in the neighborhood of $50,000.

Upon consummation of negotiations, Sam Elber and Al Freeman, publicity heads for WIP and Mr. Palumbo respectively, instituted a series of promotion stunts. Keynote of the campaign was mystery and curiosity wetting—"Who is Dawn Patrol's New Sponsor?"

Local gossip columns hinted that sponsorship was to change—but word of the new sponsor was not given out. Teaser ads asked who the new sponsor would be. In theaters, seats were taken and marked with signs: "Reserved for New Sponsor of the Dawn Patrol." In several nearby communities where parking meters are in use, overtime parking meters had their meter bills paid and cards were left in the automobiles reading: "Paid by the New Sponsor of the Dawn Patrol."

New meters were hired to board trolley cars and pay fares for riders, giving them cards reading:

"Your ride is by courtesy of the new Dawn Patrol sponsor."

When the publicity campaign really got going, Mr. Palumbo weighed anchor with his 42-foot yacht at his Ventnor (N. J.) pier and with huge teaser signs riggled along the craft's sides, cruised a mile offshore up past Atlantic City and back again several times a day from Thursday to yesterday.

Mr. Palumbo sent pony carriages to South Philadelphia to give children free rides, the carriages carrying signs, "Courtesy of the New Sponsor of Dawn Patrol." Four traveling merry-go-rounds also toured the same area giving rides by the same courtesy.

After all that mystery build-up, announcement was made quite simply yesterday when Joe McCauley, known as "Chief Pilot and Flight Commander" of the show, said: "Frank Palumbo presents—the Dawn Patrol."

Talent Heavy

The program already boasts of having top names as guests. With Mr. Palumbo to furnish night club talent, it is expected that the celebrity parade will increase. For example, on Aug. 4, Frank Sinatra is scheduled to guest-star. In addition to talent of that calibre, Mr. McCauley will be included in heavy promotion by Mr. Palumbo, who averages 1400 lines of newspaper space a week. In the making already are announcements to a mailing of 150,000, all of whom have been customers of the Palumbo's at some time since 1884, when the night club impresario's father started a rooming house in South Philadelphia.

Listeners to the Dawn Patrol, by the way, do not write as often as they wire. The station says present pull is 16,000 telegrams a week and 1,000 letters a week. It's the station's biggest response-pull. Telegrams are usually local, but letters come from many countries.

The program will go in heavily for public service plugs, with the Cancer drive, Red Cross, Damon Runyon Memorial and many local causes already marked down for announcements. Mr. Palumbo already is one of the city's outstanding hosts to underprivileged children. Recently he took 7000 kiddies to the circus, currently takes 1000 to big league games once a month, and last year spent $54,000 to provide orphans in institutions with sports equipment. He is expected to further the causes of such children on Dawn Patrol.

Ralph Ample

RALSTON PURINA CO., St. Louis, Mo., effective Sept. 29 for 52 weeks renews its two MBC programs, Tom Miz and His Ralston Straight Shooters, Mon.-Fri. 5:45-6 p.m., and Checkeredboard Jamboree, Mon.-Fri. 1:45-2 p.m. Agency: Gardner Adv., St. Louis.

Wear-a-Hat Drive

HAT RESEARCH Foundation, New York, in its advertising campaign to combat hatlessness [BROADCASTING, July 14] will use chain breaks and one-minute transcriptions in 30 cities. The campaign started out last week in September and will run until Jan. 1. Grey Adv. Co., New York, is the agency.

WRWR Joins ABC In Albany on Dec. 1

Replaces WOKO; Installation To Exceed $150,000

THE NEW WRWR Albany, which expects to begin operation about Dec. 1, will be launched as an affiliate of ABC, supplanting WOKO, which has been ordered deleted by the Federal Communications Commission. Owned by the Champlain Valley Broadcasting Corp. of which Stephen R. Rintoul, veteran broadcaster and former owner of WRWR, is president-treasurer and 57.74% owner, the new station is beginning installation at an estimated cost of more than $150,000. It is assigned to 860 ke with 10 kw. Also identified in the ownership are Trel W. Youcum, board chairman of Ridgeway, Ferry & Youcum Adv. Agency with 20%; Carlo J. and Leo C. Young & Rubicam, 12.24%.

Base Rates

The station will have a base network rate of $200 per hour (as against $180 per hour for WOKO). WOKO is scheduled to be deleted on Aug. 31, following an unsuccessful fight carried to the Supreme Court. Presumably arrangements will be made for month-to-month transmission of ABC schedules until the new WRWR begins operation in December.

Mr. Rintoul has not yet announced appointment of staff or national representative. An RCA 10-kw Esther hitter is being installed along with a six-element directional array. Main construction work is nearing completion, Mr. Rintoul announced last week.

A former executive of World Broadcasting System, Mr. Rintoul was later identified with the Katz Agency, national station representative, and New York headquarters. He is widely known in broadcasting and advertising circles.

Buys 'Screen Guild'

WILLIAM ESTY Co., New York, agency for R. J. Reynolds Co. (Camel Cigarettes) has bought Screen Guild Players (Closed Circuit, July 14) for fall production. It was announced last week. Agency is currently negotiating with both CBS and NBC for time availability. Screen Guild was sponsored by Ladies Esther through Riw Co., but was dropped.
Radio Impact on Department Sales Heavy

Joske's of Texas Latest Study Proves It

THAT RADIO is a most effective force in the promotion of retail sales was further demonstrated in a test conducted for Joske's of Texas, San Antonio, largest department store in the Southwest, over KOA, 24-watt station (June 24-Dec. 7, 1946) by a research specialist, Vernon Fryburger, former member of the faculty of Miami U.'s School of Business Administration and now on the U. of Illinois faculty.

The test, which dealt with the effects of radio advertising on department and item sales, was made after Joske's, cognizant of the value of earlier research the store had conducted in the field of radio advertising. [BROADCASTING, June 16, Feb. 10], decided to make further studies along specialized lines and in doing so had the cooperation of NAB.

Results of the test are revealed in the latest chapters of Radio for Retailers, the book giving the full findings of Joske's study of radio advertising. The latest findings are being distributed by NAB and the National Retail Dry Goods Assn.

6 Departments Studied

In order to properly examine and appraise radio advertising's effect on department and item sales, six departments with parallel sales were used as a testing ground. In three of them, designated as "test" departments—Infants' Wear, Inexpensive Dresses and Inexpensive Coats-Suits—radio was added as a promotional medium. The other three departments—Better Dresses, Better Costs and Better Suits—received no radio promotion and were designated as "control" departments.

Four periods of six weeks each

FACT THAT RADIO "contributed directly to an average increase in sales of 61.96%" in three test departments is revealed in latest chapters of "Radio for Retailers," the book based on extensive study of radio advertising conducted at Joske's of Texas, San Antonio department store. Latest findings, dealing particularly with effects of radio advertising on department and item sales, are being published by NAB Dept. of Broadcasting, Fort Worth. Advertising as part of its program to stimulate use of radio by retailers and to provide them with tested methods of utilizing radio sales power, Chapters of "Radio for Retailers" on "Planning" and "Results" were released in October 1946, and on "Copy" and "Programs" in February 1947.

were used for the study (before radio, June 24-Aug. 5; during radio, Aug. 5-Sept. 14 and Sept. 15-Oct. 26; after radio, Oct. 26-Dec. 7), and the general conclusions reached were these:

1. Radio contributed directly to an average increase in sales of 61.96% in the three "test" departments.

2. Indicating its cumulative effect, radio contributed directly to an average increase of 68.62% during the first six weeks of its use, and 69.99% during the second six weeks.

3. Radio advertising has greater "carry-over" value. Although sales decreased when radio advertising was discontinued, the average decline in those departments where radio was used was not as great as in comparable departments where radio had not been used.

4. Results of this test support

the results of other methods of measurement, which have indicated that radio is an effective force in the promotion of retail sales.

5. Such research over longer periods of time would provide retailers a simple means of measuring results of their radio advertising.

The 24-week study developed many interesting comparisons between the radio ("test") and non-radio ("control") departments. It showed, for example, that when radio added all "test" departments registered greater increases during both the first six weeks and the second six weeks of radio than their respective "control" departments. (Table I).

During the experimental period newspaper advertising and other promotional efforts were continued at normal levels for both "test" and "control" departments. Radio was the only promotional force added to the "test" departments.

In the 12-week Aug. 5-Oct. 26 period the test departments were promoted on four daily programs and a Sunday night news show, and copy was beamed to all women of moderate income, especially to business girls who want the latest fashions obtainable with their limited budgets.

The total number of commercials by programs scheduled is shown in Table II.

The first four shows listed were selected to reach business girls before going to work and after returning home and also to reach housewives who listen at those times. The Sunday night news show was used to reach a larger general audience with news of fashions.

Joske's radio director and the buyers for the "test" departments met weekly to coordinate radio advertising with the departments' promotion plans. Sales people were advised daily of the items featured on the radio and were enthusiastic in their support of the test. Topper signs and counter cards were placed on the racks and tables, indicating the items advertised on the various programs.

Commenting on the sales increases resulting from the radio

Elvin Moves to WJBK, Kerns to WLOK In Fort Industry Co. Managerial Shifts

MANAGERIAL SHIFTS designed to give effect to FCC's approval of Fort Industry Co.'s purchase of WJBK and WJBK-FM Detroit and the sale of WHIZ Zanesville, Ohio (Closed Circuit, June 23), have been announced by Lee B. Walles, company's general manager.

New managing director of WJBK and WJBK-FM is Ralph G. Elvin, who has been managing director of Fort Industry's WLOK in Lima, Ohio, since August 1940. Before joining WLOK as a member of the sales department on May 1, 1939, Mr. Elvin was in the advertising department of the Evansville (Ind.) Post. WJBK is a fulltime 250-w independent on 1490 kw.

Replacing Mr. Elvin at WLOK will be J. Robert Kerns, managing director of WHIZ, which Fort Industry has sold to the Zanesville Signal and Times-Recorder.

Mr. Kerns joined WHIZ's sales staff in May 1939, was promoted to sales manager in August 1942. This position he held until Nov.

Mr. Elvin Mr. Kerns

1, 1946, when, as part of a series of Fort Industry promotions, he was made station's managing director.

Fort Industry's plans for Detroit include not only AM and FM operation, but also television. Company received a grant for construction of a video station in the Michigan metropolis last March.

Two-story building at Woodward and Kirby Sts., Detroit, purchased by Fort Industry a few months ago from the Ford Motor Co., is to be used, after alterations, to house the operations of WJBK and WJBK-FM. Ultimately the company plans to erect a modern radio city on the site.

(Continued on page 75)
15-Point BMB Plan Wins Approval

Executive Committee Okays Continuous Operation

A 15-Point PLAN for the permanent continuous operation of BMB was overwhelmingly approved Thursday by the executive committee of the tripartite research organization. Copies of the program, which had previously been approved by BMB and BOC Boards, with the further support of ANA and AAAA, have been mailed to the nation’s broadcasters, with contracts to follow as soon as they can be printed.

Plan calls for nationwide studies in 1949 and again in 1951, with others to follow periodically. In non-survey years BMB will measure and report on a topic of major interest to broadcasters, advertisers and agencies, and quarterly reports on BMB progress, plans and findings will be released for current industry analysis.

Station contracts, drawn on a monthly basis 20% below the rates quoted for the previous 1941-48 contracts and starting in July instead of January 1947, range from $6 a month for stations with 1946 net time sales of $25,000 or less to $600 a month for stations whose 1946 net time sales were more than $3,000,000. There is a special 4% monthly rate for non-commercial stations.

Plan will yield BMB an estimated income of $500,000 a year. As in the first BMB study, contracts will be developed for national and regional networks covering all extra costs for their special reporting plus a share of operating costs, thus lowering the final cost to BMB subscribers.

Discounts of 10% will be allowed on the first 12 monthly payments for renewal subscriptions before Sept. 15, 1947; of 5% on the renewal payments for new subscribers before that date.

High-Price Comedy Show Offered on Co-op Basis

ABC last week proposed to enter a high-priced comedy show starring Abbott & Costello in its cooperative program list, and within 24 hours after offering it to stations had received indications of enthusiastic response.

The show, which was promised to be aired either Wednesday and Thursday between 8 and 10 p.m. prime time network, was offered for a fall debut between Sept. 4 and Oct. 2.

Murray Grabhorn, supervisor of the ABC cooperative program sales department, said that the network had taken a two-week option on the comedy team and that before its expiration it was expected that an adequate indication of station reactions to the program would be had.

and of 2% to any subscriber at any time who makes 12 monthly payments in advance. Payments may be made quarterly instead of monthly, but at no additional discount.

Classify by Income

Stations are to classify themselves voluntarily by income brackets for the preceding year, reclassifying themselves each July. At that time the bureau will review its requirements and readjust its rates accordingly. If the rate for any bracket is increased by more than 10%, BMB must get written approval from subscribers in that bracket. Otherwise, contracts are automatically renewable until canceled, which may be done by the station or BMB on 90 days’ notice any time after the first year.

Stations may subscribe at any time they have the data published in the area book or receive final audited figures they must be paid in full for all intervening months since the final industry accounting for the previous nationwide study. Stations not in operation continuously for that time will be classified in the non-commercial bracket.

Reports for 1947 will be reviewed and revised for overall improvement. BMB is now considering offering participation to individual advertisers, agencies and others through “publication subscription memberships” which would pay printing and publishing costs.

Full executive committee attended Thursday’s meeting, with Board Chairman J. Harold Ryan, and Industry Committees. Other members are: J. M. Allen, Bristol-Myers Co.; L. T. Bush, Compton Adv. Inc.; Roger Clipp, WFL Philadelphia; Fredric R. Gamble, AAAA; Justin Miller, NAB; Paul West, ANA; Hugh Feltis, BMB president. Also present were A. D. Willard and Kenneth Baker of NAB and John C. Clipp of Wranger.

As the first step toward putting the new plan into effect without delay, the BMB Technical Committee is to meet today (July 28) to discuss the first BMB interim research project.

Congress Votes $6,240,000 Compromise Figure for FCC

DOWN THE MIDDLE compromise figure of $6,240,000 [BROADCASTING, July 21] over an initial proposal by the House of $6,040,000 [BROADCASTING, July 14] and FCC had asked for $7,500,000. The appropriation, embodied in the Independent Offices bill, is expected to permit FCC to continue operations at present level, but Commission officials claim they will not be able to make personnel replacements under the curtailed figure.

Nevertheless, FCC fared better before a stringently economical Congress than any other agency with the exception of the Securities Exchange Commission and the Federal Bureau of Investigation.

This was due almost entirely to the astute salesmanship of Chairman A. Denny, who in three meetings with Committees of Congress succeeded in convincing even the most economy-minded legislators that the Commission deserved the best treatment possible. One of his prime arguments centered around the much-discussed backlog of applications. A cut in funds, claimed Mr. Denny, would not only slow work on the applications but seriously hinder post-war development of domestic radio services.

The most significant cut in the entire appropriation eliminated $375,000 proposed for an investigation of Western Union. Otherwise, Commission functions remained intact, in contrast to other agencies where Congress eliminated entire offices, divisions and branches involving nationwide and sometimes worldwide activities.

When the 80th Congress convened last January 3, election promises of economy were still the order of the day. The FCC was observed. The FCC, particularly, was faced with a sub-committee led by men who had vigorously opposed its policies and spending from the first 1947-48 session. Democratic domination. The Chairman, Richard B. Wigglesworth (R-Massa.) had been one of the sharpenest questioners on the Committee. The Chairman of the full Appropriations Committee, John Taber (R-N.Y.) was an even more vigorous exponent of economy in government blaming in failing to diminish government functions.

There was apparently every reason to believe that there might be offset or modification or even elimination of government functions.

But a resolution of Congress was to be aired either Wednesday and Thursday, when th Congre...
HERE'S PROOF

✓ OF WHO'S DAYTIME COVERAGE
✓ OF WHO'S DAYTIME AUDIENCE

FEW U.S. STATIONS REALLY COVER SUCH A MARKET!

BMB DAYTIME Audience Map
Study No. 1—March, 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.
See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free on request.

WHO
+ for Iowa PLUS +

DES MOINES 50,000 WATTS
FREE & PETERS, INC., National Representatives

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Muzak Seeks Sale Of WGYH Holding
Merrill, Radio Sales Corp. Would Buy N.Y. Outlet

MUZAK Corp., the wired-music service firm once headed by ex-FCC Chairman James Lawrence Fly and which is owned chiefly by Assistant Secretary of the Navy William Benton through Associated-Muzak Corp., is getting out of the station ownership business. It is retiring from station ownership provided FCC permits to an application, tendered for filing last week which seeks transfer of control of WGYH, pioneer New York FM outlet, to Charles J. Merrill and Radio Sales Corp.

Radio Sales Corp., licensee of KRSC Seattle, Wash.; Mr. Merrill, and Muzak each hold one-third interest in WGYH. The transferees are to share alike the relinquished Muzak holding. Consideration entails $31,200.

Specifically, the transaction involves payment of $100 each by Mr. Merrill and Radio Sales Corp. to Muzak for its 333 1/3 shares in WGYH; the cancellation of two outstanding notes agreements between Muzak and WGYH Inc., licensee of the FM station; pursuit of a new agreement dated January 1 of this year covering payment to Muzak of obligations totaling $31,000, and resignation of certain WGYH officers upon approval of the transfer. Muzak further agrees not to re-enter radio before Jan. 1, 1992.

The Jan. 1, 1947, agreement calls for annual payments of one-third the net operating profits or one-fifth the gross operating revenue in excess of $120,000, whichever is greater, until such sums total $31,000. The first $5,463.51 would cover outstanding indebtedness to Muzak. The remainder would cover obligations of other services rendered in connection with the use of the name "Muzak" to which no definite value could be affixed, according to the agreement.

According to the agreement, John D. Andrus, vice president of WGYN Inc. and A. M. Gilbert, director, would resign. Mr. Andrus, at vice president and treasurer of both Muzak Corp. and its parent firm, Associated-Muzak Corp. The other WGYN officers are: Palmer K. Leberman, chief officer of Radio Sales Corp. and president of The Family Circle Inc., Newark, president; Carl J. Schaefer, vice president; The Family Circle Inc. vice president, and Anthony G. Meyer, with Merrill, Lynch, Pierce, Fenner & Beane, New York, secretary-treasurer.

Heffron Appointed
EDWARD J. HEFFRON, formerly in charge of public relations for the NAB and prior to that executive secretary of the National Council of Churches, has been appointed director of media relations for the National Conference of Christians and Jews with headquarters in New York.

Jones to Join FCC Sept. 3; Gives Resignation to House

ROBERT F. JONES, FCC Commissioner-designate, announced last Thursday that he would take office on Sept. 3, and followed up on Friday by formally announcing to the House his resignation as Republican Congressman from Ohio's Fourth District.

He disclosed the exact date for assumption of his new office in a brief statement following a 10-minute conference with President Truman.

"I talked with the President this morning," he said, "and thanked him for my appointment to the FCC and had a very satisfactory conference. I intend to take office Sept. 3."

Will Vacation Briefly
With Congressional adjournment slated last Saturday, Mr. Jones planned to start a brief vacation this week. It will be his first real vacation since 1930, when he entered the first of five successive terms in Congress.

The Commissioner-designate also talked Thursday by telephone with Charles R. Denny, who is presiding at the International Telecommunications Conference in Atlantic City, Mr. Denny had asked to be notified of the date the new Commissioner will take office, so that he can arrange to be present for the ceremonies.

Assumption of office by Mr. Jones, who succeeds Ray C. Wakefield of California, will return the Commission to its full strength.

The term is for seven years from June 30. Mr. Jones will be the second-term member and the FCC will then have a 3-2 political makeup. Chairman Denny and Comrs. Paul A. Walker and Clifford J. Durr are Democrats; Rosel H. Hyde and Mr. Jones are Republican members, while Comrs. E. K. Jett and E. M. Webster are political independents. The Senate approved Mr. Jones' nomination to the FCC by unanimous consent July 11.

Sunshine Renews
SUNSHINE Biscuits Inc., New York, on Sept. 2 resumes its 15-second spot announcements on 15 stations. Advertiser had taken summer hiatus. Contracts placed through Newell-Emmett Co., New York, are for 13 weeks on the same stations used previously.

Top Engineering Experts Will Lead NAB Convention Panels

RECENT and important developments in the field of broadcast engineering will be discussed by some of the nation's top authorities on Sept. 15, opening day of the NAB annual convention at Atlantic City.

In addition to the series of panels and speeches, a broadcast sta- tion of the latest in AM, FM, television and facsimile apparatus will be presented by some of the leading manufacturers.

Prepared by Royal V. Howard, NAB director of engineering, the agenda covers a broad range of engineering problems and features, at the closing session, an FCC industry roundtable patterned after Information Please.

An address of welcome by Judge Justin Miller, NAB president, will open the convention. W. T. Towner, chairman of the NAB engineering executive committee, will preside over the morning session which will close with a talk by O. B. Hanson, vice president and chief engineer, NBC. Mr. Hanson will deal particularly with photography of Kinescope images and with a description of NBC's television productions in Washington and New York.

Paul A. de Mars, FM pioneer, will follow with a talk on "Frequency Modulation Broadcast Station Con- struction." Mr. de Mars has been much concerned with the technical and economic problems encountered in constructing transmitter facili-

Mr. Howard Mr. Towner

ites. John D. Colvin, ABC audio facilities engineer, will give the final talk at the morning session on "Audio Considerations for Broadcast Stations." He will submit practical audio facility layouts for low and medium power AM and FM stations and will explain improved methods of turntable operation and the use of a new record surface noise suppressor.

The afternoon session, presided over by Mr. Howard, will open with a symposium on "Transmitter Maintenance for Small and Medium-Sized Stations." G. Porter Houston, chief engineer, WCBM Baltimore and Alfred E. Towne, di-rector of engineering, KSFO San Francisco, will lead the discussion for small and medium-sized stations respectively.

One of the major problems facing engineers in modern radio alloca- tions will then come under discus- sion when Dixie B. McKey, Wash- ington consulting engineer, speaks on "DIRECTIONAL ANTENNAS, THEIR

Proposed Coaxial Rates Are Cancelled
AT&T Move to Permit 'Further Studies With TV Industry'

TELEVISION broadcasters' hopes for network video service received a boost last week in AT&T's 11th-hour cancellation of its proposed rates for video use of its coaxial cable.

Video operators, both actual and potential, appeared more optimistic when FCC, announcing the action, quoted the telephone company as saying the withdrawal was made to "permit technical people to undertake further studies with the television industry."

Until final tariffs are filed, the company asserted, television broad- casters may continue to use the New York-to-Washington link of the cable without charge, as in the past.

There was no indication of when a new rate schedule might be adopted. The proposed rates, based on a charge of $40 per circuit mile per month and considered by broadcasters almost without exception to be too high, were to be effective Aug. 1, though they might have been suspended by FCC.

AT&T's cancellation request, filed Monday afternoon, came as no great surprise to the industry [Closed Conference, July 21]. FCC, obviously not unhappy to be relieved of the responsibility of passing upon the proposed rates, approved the request the following day.

The cancellation also circum- vented the filing of any formal protests against the charges AT&T had proposed. Television Broadcasters Assn. had a protest prepared and was ready to file it Monday [Broadcasting, July 21], but had become un- evident that the telephone company would take back its proposals.

Before any rates can be charged for use of the cable, FCC must ap- prove the new rates. (Continued on page 77)
Can a microphone... a metallic gadget no larger than an ice cream cone... spell the difference between juvenile delinquency and junior citizenship?

Fantastic as it seems, the answer is yes.

"Junior Town Meetings of the Air," in which teenagers discuss adult problems of government and citizenship, appear on the program-listings of more and more radio stations. Thousands of kids vie to participate. Thus radio helps make today's youngsters far more interested in community organization than their parents ever were.

This interest develops better young citizens today... better communities tomorrow.

At Philadelphia's Westinghouse Station KYW, where the "Junior Town Meeting" originated, a recent series of weekly panels discussed juvenile delinquency itself. From representatives of dozens of Philadelphia schools came sound suggestions for attacking this crucial problem.

Culmination of the series was an international broadcast in which three young Philadelphians discussed the subject with a trio of British students. Earl G. Harrison, dean of the University of Pennsylvania Law School, served as moderator. Untold thousands listened, through the combined facilities of KYW and the British Broadcasting Company.

This 3000-mile exchange of experience and ideas fostered still further approaches to the delinquency problem... approaches of immediate value to the school, the church, the courts, and the family.

All this is but another example of radio's expanding usefulness in the public interest... a movement so often led by Westinghouse stations.

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - WOWO - KEX - KYW - KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
FLOOD WILL MANAGE OUTLET AT NEW HAVEN

APPOINTMENT of Lester C. Flood as acting general manager of the 1-kw daytime station to be operated by New Haven Broadcasting Corp. on 1260 kc in New Haven, Conn., has been announced by Edward S. Minor, corporation's president. Mr. Flood, who is also treasurer of the corporation, is supervising the station construction work.

First two appointments of staff personnel also were announced. W. Richard Carlson Jr., Branford, Conn., formerly with WNOC Norwich and WELI New Haven, has been named program manager and is supervising construction of studios on fifth floor of New Haven's Liberty Bldg. Arthur Allen, Milford, Conn., long associated with General Electric in Bridgeport, Conn., and previously to that with WSTC (then WSRR) in

WGR ZIPPO lighter is presented by Larry J. Fitzpatrick, chairman of board of the Buffalo station, to Margaret K. Kurtz, Sales Dept. secretary. Party marking WGR's first six months under its new ownership was occasion for presentation of lighters to all its employees. On hand for party were I. R. (Ike) Lounsberry (extreme r), associated with Mr. Fitzpatrick in WGR Broadcasting Corp., and (second from r) Nat Cohen, station's local sales manager.

Stamford, was scheduled to begin his duties as chief engineer July 25.

Simultaneous with announcement of the appointments of Mr. Flood, Mr. Carlson and Mr. Allen, it was announced that FCC approval had been obtained to change the call letters of the new station from WKOY to WAVZ.

J. Sackett sells

Sheldon F. SACKETT, owner of several Pacific Coast radio stations and newspapers, has relinquished his interest in the Portland (Ore.) Sun, a weekly. Jack R. Still, who sold the paper, then known as the East Side Post, to Mr. Sackett last March, has re-acquired ownership.

Radio to Aid CARE

THE ADVERTISING Council announced last week that the radio industry has pledged its support to the Council's new campaign on behalf of CARE (Cooperative for American Remittances to Europe). Radio's contribution to Europe's hungry will be handled through the Council's radio allocation plan.

New KOLN Staff

THREE additions to the staff of KOLN, new MBS affiliate soon to take the air in Lincoln, Neb., were announced last week by Hugh E. Bader, station manager. Don French, former KFAB Omaha announcer, production manager; Bob Parkins, formerly with KGFW Kearney, Neb., traffic manager, and Bud Levinson, chief announcer.
LIQUID COAL  Industrial scientists picture a new world in which you will find the average American firing his furnace and driving his automobile with LIQUID COAL. They say that coal is nothing more than Carbon and Hydrogen. You simply juggle carbon and hydrogen atoms around until you get them in the desirable form—in this case, the form of Liquid Coal.

Here at WSPD we are not exactly chemically minded. And as for juggling atoms, we'll stick to making charts on Hooper ratings. We do, however, have one thing in common with the scientists. We, too, are striving to progress. We are constantly improving all phases of WSPD's service to the listener so that we continue to be the most desirable medium of advertising in N. W. Ohio.
Active development of loudspeakers moved forward after World War I, when Western Electric produced the 196W, employing a non-magnetic diaphragm driven by an armature. First used in the Victory Loan campaign of 1919, the 196W took part in the national political conventions of 1920, the presidential inauguration of 1921, and the burial of the Unknown Soldier later the same year. Success of these pioneer public address systems rested not only on loudspeakers but also on high quality microphones and amplifiers—all Western Electric developments.

Continual progress in the intervening years has kept pace with the development in Bell Telephone Laboratories of telephone transmitters and receivers for the Bell System. Fundamental to both loudspeakers and telephones have been the Laboratories’ pioneering studies in sound, speech, hearing and the theory of vibrating systems.

Sound distribution systems, sound motion pictures and radio broadcasting—all have benefited from the teamwork which has done so much to make possible today’s efficient, powerful, wide-range loudspeakers.
bring you loudspeakers like these

728B 12" direct radiator, 30 watts continuous capacity. Frequency response 60 to 10,000 cps.

755A 8" direct radiator, 8 watts capacity. Response 70 to 13,000 cps.

757A two unit system, using 728B plus separate high frequency speaker. Frequency response 60 to 15,000 cps.

756A 10" direct radiator, power handling capacity 20 watts, response 65 to 10,000 cps.

TODAY Western Electric offers a complete line of wide-range direct radiators, high frequency speakers, horns and multi-unit systems all designed by Bell Telephone Laboratories. There's one to meet your requirements for highest quality sound whether you want an eight-inch, eight watt speaker, or a giant theatre-type system with 120 watts capacity.

No matter which you select, you get the benefit of a broad experience which long antedates the public address art.

QUALITY COUNTS

1943. Battle announce speaker designed for the United States Navy hit a new high in intelligibility and power. Used on all types of Navy ships, they posted commands to fighting men over the noise of battle.

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
DOMINATES
The Rich Lebanon Valley

BLANKETS...
Four Major Pennsylvania Cities
(HARRISBURG, READING, YORK, LANCASTER)

COVERS...
A $300,000,000 Market

DELIVERS...
Listeners from an Area of 1,000,000 Population

76.7%
of Urban Radio Audience Listen to WLBR
MOST (By Postcard Survey)

62.5%
of Rural Audience in Lebanon Valley Listen to
WLBR MOST (By Postcard Survey)

50.5%
of Total Average Audience in Lebanon City
Listens to WLBR all the time during operating hours

• BY OFFICIAL CONLAN SURVEY •
(Next Highest Station Achieved an Average Percentage
of Only 9.8% During Same Hours)

FOR AVAILABILITIES—COMMUNICATE WITH
Julian Skinnell, Operations Manager
or Radio Advertising Co., National Representatives

New Firm Formed
By Dellar and Gould
Planning to Represent Stations
In Key Western Markets

FORMATION of Western Adver-
tising Inc., with offices in Los An-
dez and San Francisco, was an-
nounced last week by Lincoln Del-
lar, president, who is also execu-
tive director of KXOA Sacramen-
to and KXOB Stockton. New firm will specialize in station repre-
sentation in key western markets.

Associated with Mr. Dellar is
Purnell H. (Mike) Gould, as
vice president and general man-
ger. Firm will "represent only a
select list of stations located in
certain western trading areas," Mr. Dellar explained. Areas se-
lected, he said, will be fitted into
a correlated market sales plan.

Mr. Gould has been active in
radio as a civilian, as well as
during the war, for more than
15 years. For 10 years before the
war he was sales manager and
later manager of WBFR Balti-
more. He attained rank of major
while with AFRS in Pacific. For
the past year he has been gen-
eral manager of KSDJ San Diego.

Morton Sidley, national sales
manager of KXOA and KXOB,
also will be associated with new
firm. Formerly sales manager of
KSFO San Francisco, he has
been active in western distribu-
tion and merchandising circles.

New South Dakota Outlet
To Hold Formal Opening

FORMAL OPENING of KMHK,
new 250-w MBS affiliate on 1490
kc at Mitchell, S. D., will be held
in the near future and will be
highlighted by transmitted gree-
ts from Senators Bushfield and
Gurney and Congressman Mundt,
all of South Dakota. Station went
on air July 11.

KMHK is owned by the Mitch-
ell Broadcasting Assn. and headed
by General Manager Ray Eppel.
Other staff members include B.
Harland Ohde, formerly with
KSJB Jamestown, N. D., com-
mercial manager; Donald Dahl,
formerly with KLIZ Brainerd,
Minn., chief engineer; Everett
Ohrt and James Martin Jr., engi-
neers; Donald Jones and Ken Bry-
ant, announcers, and Dorothy
Bames, secretary.

KMHK subscribes to UP news
service and Capitol transcription
library, and is represented na-
tionally by Universal Radio Sales.
Studios are in the Mitchell Na-
tional Bank Bldg.

Canadian Quiz Programs’
Legality Is Under Study

LEGALITY of quiz shows under
the Canadian Criminal Code is
understood to be under investiga-
tion. If the Dept. of Justice fol-
ows through on a ruling just
made by the Legal Dept. of Ca-
nadian Broadcasting Corp., a large
majority of quiz shows and other
programs of that nature will be
subject to criminal action, it is
learned on good authority.

The ruling states that where
there is a draw involving mail
sent in by listeners, the skill fea-
ture must come after the draw.
Contests wherein listeners are
invited to write in and all mail is
put into a box, with one envelope
being pulled out on the program,
is liable to criminal prosecution
under this ruling.

To stay within the law it will
be necessary for all mail to be ex-
amined, only the letters with cor-
rect answers being put into a box,
and, when one of these is drawn,
contestants will have to answer
a question correctly to qualify for a
prize.

Telefilms Absorbs

TELEFILMS’ Inc., Hollywood,
had closed a deal for stock con-
sideration whereby it has ab-
sorbed Hollywood Color Film
Corp., whose assets are esti-
ated at $500,000. Acquisition of
HCF involves control of the vita-
color process and laboratories in
Bur-
bank, Calif., according to Joseph
Thomas, Telefilms president. In
a separate deal with Deluxe La-
boratories Inc., New York, ar-
rangements have been made whereby
the eastern firm will finance and
process 16 mm. films produced on
West Coast.

CJB Vernon, B. C., will officially go on the air with 1 kw on 940 kc, on Au-
gust 1.
Nearly HALF A BILLION
RETAIL SALES DOLLARS
LISTEN MOST TO KDYL

How do we know? We simply put two facts together:

1—Retail sales in Utah last year were $421,515,000. This
year so far they are ahead of last. That's nearly half a billion
retail sales dollars.

2—Eleven of the top 15 shows on the air reach Utah listeners
through KDYL. This, together with KDYL's sparkling local
features, makes KDYL the popular station
—the station most Utahns listen to most!

JOHN BLAIR & CO., National Representative
Believe us, it's no "soft soap" when we say that it's the country's No. 1 radio personalities that make WMT the No. 1 station in Eastern Iowa. For instance, each night at 9 when Procter & Gamble's famed Lowell Thomas says, "Good night 'til tomorrow", 1,131,782* persons get the WMT listening habit. And if you think that's "bad", you ought to hear the terrific result stories we are creating for advertisers every day. Get the facts now and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

*within our 2.5 MV line
Video Consultants Add 3 Associates

Goldsmith, Hutchinson and Booth Join R. W. Hubbell Firm

THREE NEW associates were added last week to the television program consulting firm of R. W. Hubbell & Assoc. They are Dr. Alfred N. Goldsmith, former RCA vice president; Thomas E. Hutchinson, and Philip Booth. Dr. Goldsmith will concentrate on major engineering and research problems, and matters of policy and management, and in addition, he will continue his regular practice as a consulting engineer.

Mr. Hutchinson, NBC television program director from 1936-41, and subsequently television program director for Rutherfau & Ryan and production manager, RKO Television, will deal with matters of program production and station operational problems.

Problems of developing program structures and personnel training will be handled by Mr. Booth, producer and dramatic critic at CBS television from 1938-47 and former film editor of London Films.

U.S. Sales Up

SALES of United States Television receivers for June totaled approximately $285,000, an increase of about 29% over the $215,000 total for May. Since the first of the year, more than a million dollars worth of U.S. sets have been sold, the company reports.

Democratic and Republican Party Heads To Use Television in Coming Campaign

REPUBLICAN and Democratic leaders are agreed—and happily so —on the opportunity of using television to reach the American voter, they reported to Television Broadcasters Assn., last week.

After TBA President J. R. Poppele had outlined video prospects, with an estimated 500,000 video homes and 5,000,000 video homes and 5,000,000 potential subscribers from Boston to Richmond definite possibilities by mid-1948, Carroll Reece, chairman of the Republican National Committee, stated that he was “impressed with the possibilities offered by this modern miracle of transmission.” Gail Sulli- van, executive director of the Dem- ocatic National Committee, pointed out that “Television in the 1948 campaign will occupy the same important place as an innovation that radio did in 1924.”

Mr. Sullivan likened television as providing “a new concept of passing on information to the public,” in addition to radio and press facilities. “It is the purpose of the Democratic party not only to use all media, but to aid in their development and recognition. In an atomic age, political parties must keep abreast of technological advances if they are to remain alive and vital. . . . In the future, not only issues but the personalities presenting them will be exposed directly to the public eye.”

“We are looking forward with great anticipation to television’s role in reporting the Republican Convention,” Mr. Reece declared. “As never before, through television many thousands will be present in front-row seats at the moment the next Republican President is nominated. The television receiver will bring into homes and public places the drama and excitement of this next occasion to an audience that may number in the millions . . .”

To Sponsor Grid Telecasts

HOPFM BEVERAGE Co., Newark, will sponsor telecasts of all home games of the New York Giants professional football team this fall on WNBT New York (NBC). Schedule starts Sept. 3 with a night game between the Giants and the Eastern All-Stars and will include another night game, with the Los Angeles Rams, and seven Sunday afternoon contests. Arthur Daly, sportswriter, and Bob Shelfer, NBC sportscaster, will describe the games. Warwick & Legler, New York, is the Hoffman agency.

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Antenna Bill Okay
Refused by Senate

D. C. Tower Regulation Deferred
By District Committee Action

SENATE REFUSED last week to follow the House and disapproved in committee a bill which would regulate the construction of antennas in the District of Columbia. The bill, which might seriously affect the development of radio and television in the Capital, was passed in the House [BROADCASTING, July 21]. It had been introduced by Rep. Sid Simpson (R-Ill.) and managed through the lower chamber by Rep. Joseph P. O'Hara (R-Minn.).

The Senate District Committee, headed by Sen. C. Douglass Buck (R-Del.) met in executive session last Tuesday to consider the measure. It was learned that Senate members, upon the insistence of FCC and industry representatives, had consented to defer action on the legislation until the next session, scheduled for January 1948.

New Hearings Considered

Although the bill is on the Senate calendar and is therefore subject to automatic consideration, the Senate District Committee is considering holding new hearings on the entire subject of antenna regulation in the District.

It was understood that uncertain wording of the bill was initially responsible for the deferral action. The bill does not make clear whether towers already standing would be subject to regulation. The measure prohibits erection of antennas in residential areas if they threaten the safety of residential or school structures, playgrounds, etc. The bill is supported by District civic groups, but opposed by all radio people and the FCC.

Walter Evans to Address Electronics Conference

WALTER EVANS, vice president, Westinghouse Electric Corp., and Dr. George D. Stoddard, president, U. of Illinois, will be the featured speakers at the National Electronics Conference, scheduled for Nov. 3, 4 and 5 at Chicago's Edgewater Beach Hotel.

One session of the conference will be devoted to commercial, PM and television broadcasting and another to color television and oscillography. Major emphasis, however, is centered on industrial electronics, which will be the subject of three sessions. One of these is being arranged by the American Institute of Electrical Engineers in connection with their national convention to be held the same week as NEC.
OUR POWER IS MORE THAN 50,000 WATTS

Our clear-channel signal is only a carrier for the thing that makes the real power of WSM—the complete and unswerving confidence of the folks in a market of five million listeners. Their belief in what they hear over WSM is our real power—the reason this is the only medium which, by itself, can deliver this thriving market to a sponsor.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

BROADCASTING • Telecasting
Fairbanks Reports Favorable Response To First Zoomar Lens Demonstration

ENTHUSIASTIC response to the first public demonstration of the Zoomar lens, used last week by WCBS-TV New York on an image orthicon camera in telecasting the Dodgers-Reds ball game, was reported by Jack Pegler, manager of the New York office of Jerry Fairbanks Inc., distributor of the lens. Report in the New York Daily News of "the big improvement the lens makes" in sports coverage is typical of the comments of all observers, Mr. Pegler said.

The Zoomar lens essentially is an optical device which permits a change in focus without changing the location of the camera, so that a video cameraman can change his picture from a long shot to a close up by merely moving a lever and without changing lenses, switching to another camera or doffing up on the subject. "It makes for a more fluid coverage," Mr. Pegler said, as well as providing for economical operation by reducing the number of cameras needed to cover an outdoor pick-up or a studio show. For studio programs another important economy is in the space saved by using the Zoomar lens, as all aspects of the action can be covered by a single stationary camera, he said. System was invented by Frank Block.

Video engineers who have made private experiments with the Zoomar lens are uniformly enthusiastic about its possibilities and want to get lenses for regular use, Mr. Pegler reported. He said that in present his company has only the one pilot lens available for demonstration use, but that production of more units will probably begin within four to six weeks. The lenses will be hand-made for the first year, he said, so they may be fully tested in actual use under all kinds of conditions, both in the studio and at remote pickup points. This will enable the producers any refinements that experience may indicate in the system before they undertake the expensive process of fooling up for permanent production.

Plans New Films

As the cost of the hand-made units will be much higher than that of lenses made subsequently with machine production procedures, the company plans not to sell any lenses for the first year, but to lease them to video broadcasters on a rental basis. Charges will vary according to the available audience in the station's community, Mr. Pegler said.

The Fairbanks organization, primarily a producer of motion pictures for theatre or commercial use, has embarked on the production of films for television and has just completed the first of a dramatic series called "The Terminator," Mr. Pegler said series will comprise 17 episodes and will be distributed to stations at a base rate that will entitle them to two repeat telecasts in addition to the original showing. This means that each 17-program series will be good for a 51-week run on a station. Mr. Pegler explained, with the station also entitled to round out the year by selecting any of the 17 features for a fourth telecast.

Company is at present reading a second series of comedy dramas with a family setting on the order of radio's "Alfred Hitchcock Family" programs. It is also planning on a juvenile series which will be made for daily release for stations wishing to program for the juvenile audience. All films will be priced on a sliding scale based on the size of the audience.

These video films were originally planned as 15-minute programs, Mr. Pegler said, but they may run longer than that as it is proving difficult to compress a dramatic plot into a quarter-hour picture.
THE CLIFF EDWARDS SHOW
260 TRANSCRIBED PROGRAMS

Five Quarter-Hours a Week for a Year!

"UKULELE IKE"

HERE'S A PROGRAM YOU CAN SELL!

1—Cliff sings the songs everybody knows as only he can sing them! This means—AUDIENCE . . . as proved by his WHB-Kansas City Hoopertings, in a five-month period: 3.2, then 3.7, then 6.2 and up to 6.7!! Against Breakfast-in-Hollywood and Fred Waring! Cliff's music is universal in appeal!

2—Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.

3—The music is individually recorded—one at a time—on 16" transcriptions (lateral cut, 33 1/3 r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes—so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.

4—These are specially recorded transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day! No competitor can duplicate your show! LICENSED together with an option on this feature for your market. The $5 will be applied on purchase price if you buy The Cliff Edwards Show. This offer subject to prior sale.

EXCLUSIVELY to one station in one market.

5—There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.

6—You put the commercials where you want them, and as many as you want—filling out with music. The average quarter-hour program carries an opening and closing theme (with short commercials), plus two regular commercials—AND FIVE SONGS!

7—We furnish suggested scripts for the musical introductions—but your announcer reads them, as well as the commercials. Thus, you have complete control of the way the program is arranged, timed and broadcast.

8—The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially to high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful . . . the "swing" is so infectious . . . that the "bobby-sox" listeners and "hep-cats" love this music.

JUST LOOK AT THE CLIFF EDWARDS SUCCESS STORY

★ Cliff has appeared in 103 Hollywood motion pictures.
★ He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
★ He was the voice of the "Black Crow" in Disney's "Dumbo."
★ His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
★ He appeared in 14 Broadway shows.
★ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
★ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.
★ He has played 50 appearances in leading picture theatres.
★ His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
★ He appeared in 14 Broadway shows.
★ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
★ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.

AUDITION RECORDING SENT EXPRESS $5 C.O.D.

First in a Series of Advertisements Announcing Programs Available Exclusively through

BROADCASTERS' GUILD, Inc.
HOLLYWOOD • CHICAGO • NEW YORK • 1121 Starrett Bldg., KANSAS CITY • Phone Victor 5243
IN EMERGENCY — AS ALWAYS

K O Y
550 KC
COMES FIRST ON EVERYBODY'S DIAL IN PHOENIX, ARIZONA

CBS in Phoenix
KEY STATION OF THE ARIZONA NETWORK WITH ATLANTIC-TUCSON & KSUN-DOUGLAS-BISBEE.

Management affiliated with WLS, Chicago, Burridge & Butler, President

National Representatives
JOHN BLAIR & COMPANY

THE 'SUN' IS HEATED
So The New York Paper Is Given Time To Answer Charges by Hollenbeck

AN ILLUMINATING footnote to the New York Sun's controversial story on the theft of atomic bomb documents from Oak Ridge was furnished July 19 on CBS Views the Press.

According to the Sun's request for an opportunity to reply to a charge by Don Hollenbeck on an earlier broadcast that the newspaper's story was "a great public disservice," CBS invited Col. Gilbert T. Hodges, chairman of the Sun's executive committee, to appear on a subsequent broadcast with Mr. Hollenbeck.

Col. Hodges, whose prepared statement took up almost 13 minutes of the quarter-hour show, reported the charges made in the original story—which declared that "top secret data" on the bomb had been stolen—and said that time and the investigation now in progress at Oak Ridge will vindicate the Sun. Col. Hodges also took occasion to mention that Mr. Hollenbeck once worked for PM, the New York tabloid. He declared, "We must consider, therefore, since Mr. Hollenbeck's affection for PM continues strong, that he is a liberal and a follower of the party line which such liberals invariably pursue."

Mr. Hollenbeck, in the few minutes remaining, said that Col. Hodges "has presented nothing substantially new." Mr. Hollenbeck said also that "... the insinuation that I am a follower of the Communist Party line... represents a departure from journalistic ethics that readers and listeners have a right to expect from newspapers and broadcasters."

WJTN Jamestown, N. Y., has received plaque from Jamestown Army Recruiting Station, expressing appreciation of First Army "for materially aiding their Army Recruiting Service in building the new regular U. S. Army."

First of Small Market Clinics Is Held By Denver U.; Governor Is Speaker

FIRST in a series of five one-week clinics on various phases of small market radio operations was held at the U. of Denver last week, July 21-26. Participating in the opening of this first clinic, on radio news were Governor Knous of Colorado, Denver's Mayor Quigg Newton, news editors of the five Denver radio stations and representatives of NAB.

Arthur Stringer, NAB consultant on radio news problems and director of NAB Special Services Dept., directed the clinic. Governor Knous and Mayor Newton held special news conferences during the open session. To demonstrate the importance of the wire recorder, a speed-up version of the conference was done for broadcast by Sheldon Peterson, KLZ news editor, Milton Hoffman, KFEL newscaster, and the governor.

Members of the Denver Radio News Editors Assoc., headed by Jack Fitzpatrick, KFEL, met with the sessions to discuss phases of news operations. Mr. Fitzpatrick and station editors had maintained contact with local contacts; Bill Glines, KMYR, discussed the importance of local news and Hal Rennolet, KOA farm editor, spoke on farm news coverage. Earl McCalm, former KLZ news editor, served as general consultant for the clinic.

Other station participants in the clinic included: Rex Howell and John Wix, KPXJ Grand Junction, Colo.; Robert Mott, KTSW Emporia, Kan.; Whit Whiteley, Arkansas City, Kan.; Barry Coleman, KFEL; and Duane Ramsey, KVOD Denver.

The series of summer clinics was planned and scheduled under the guidance of the university's Radio Industry Advisory Committee, composed of Hugh Terry, KLZ, and NAB director; Vincent Corbett, KVOD; Paul Gutt, KFEL; Ben Besoff, Besoff Adv.; Phil Gray, Gray Adv.; Clarence More, KOA; Jack Todd, KBOL Boulder; Gifford Phillips, KGHB Peulbo and Rex Howell, KPXJ Grand Junction.

Other clinics scheduled in the series will be led by J. Allen Brown, NAB Assistant Director of Broadcast Advertising; Neville Miller, former NAB president; Rex Howell; and Allen Miller, director of the Rocky Mountain Radio Council.

WNHC Seeks Video CP
To Join Du Mont Hookup

WNHC New Haven, Conn., 250-watt outlet on 1340 kc, applied to FCC last week for a new television station which the company plans to affiliate with the projected Du Mont Laboratories regional video network. WNHC asked for Channel 6. Construction costs were estimated at about $100,000 but spokesmen said this represented equipment primarily, since the station's FM transmitter site will be used and studios are available which may be converted to video use.

WNHC is licensed to Elm City Broadcasting Corp., headed by Patrick J. Goode. Mr. Goode and Aldo J. Cipolla are principal stockholders. The application was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Dvall & Southmayd.

WFBR, WCAO Technicians
Granted Wage Increases

NEW CONTRACTS covering technicians employed at two Baltimore stations, WFBR and WCAO, and providing a number of gains in working conditions have been signed by owners of the stations, according to William C. Barham, president of Local Union No. 1400, IBEW (APL).

Wage increase at WFBR amounts to 20% and at WCAO ranges from 28 to 50%, Mr. Barham said. (Present scale is $75 to $90 for technicians, $108 for supervisors at both stations.)

Among other gains listed by Mr. Barham were: A union shop, spread reduced from 5 years to 18 months, 50% credit for past experience, elimination of dual operation, and $1.00 allowance for each trip to transmitter.

PFB FACTS, weekly newspaper of the United Auto Workers Local 909, on July 12 published the first of five articles explaining FM broadcasting to the layman. Prefatory note to the article said the UAW-CIO Broadcasting Corp. plans to operate FM stations in Detroit, Chicago and Cleveland.

CHAMPIONS in New York Radio Executives Club golf tournament, held at Aldenacres Country Club, Alpine, N. J., sit behind trophies they won. L to r: Buzz Chapin, WJZ, third place; Irving Rankin, WHN, the champ, and George Frey, second place, NBC eastern sales manager, in whose office picture was taken. Mr. Frey and Mr. Rankin tied with a 78 and had to play a "sudden death" round to decide the winner.

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WBAL Surveys Brand Leadership

DISTRIBUTION AND CONSUMER PREFERENCE SURVEY, OF LEADING PRODUCTS SOLD IN FOOD STORES IN BALTIMORE AREA, JUST COMPLETED

<table>
<thead>
<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference 45 46 47</th>
<th>Distribution 45 46 47</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEANSERS &quot;A&quot;</td>
<td>73% 77% 70%</td>
<td>94% 96% 92%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>9% 9% 13%</td>
<td>94% 80% 87%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>10% 6% 1%</td>
<td>93% 64% 78%</td>
</tr>
<tr>
<td>MUSTARD &quot;A&quot;</td>
<td>37% 56% 58%</td>
<td>81% 86% 83%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>31% 21% 17%</td>
<td>70% 67% 58%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>18% 10% 9%</td>
<td>59% 45% 56%</td>
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</tbody>
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<table>
<thead>
<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference 45 46 47</th>
<th>Distribution 45 46 47</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEANUT &quot;A&quot; BUTTER</td>
<td>38% 45% 22%</td>
<td>52% 68% 45%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>.. .. 36%</td>
<td>.. .. 43%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>5% 6% 4%</td>
<td>17% 20% 19%</td>
</tr>
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<thead>
<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference 45 46 47</th>
<th>Distribution 45 46 47</th>
</tr>
</thead>
<tbody>
<tr>
<td>BREAD &quot;A&quot;</td>
<td>20% 27% 42%</td>
<td>95% 96% 98%</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>72% 60% 42%</td>
<td>98% 95% 97%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>3% 7% 9%</td>
<td>58% 64% 67%</td>
</tr>
</tbody>
</table>

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

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

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

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

MAIL THIS COUPON

<table>
<thead>
<tr>
<th>STATION WBAL, BALTIMORE 1, MD.</th>
<th>Please send me the survey I have checked:</th>
</tr>
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<tbody>
<tr>
<td>Dog Food</td>
<td>Pudding</td>
</tr>
<tr>
<td>Bread</td>
<td>Measured Products</td>
</tr>
<tr>
<td>Cheese</td>
<td>Milk (Fresh)</td>
</tr>
<tr>
<td>Cleansers</td>
<td>Mustard</td>
</tr>
<tr>
<td>Coffee</td>
<td>Peanut Butter</td>
</tr>
<tr>
<td>The following are 3-year comparisons:</td>
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</tr>
<tr>
<td>Baby Food</td>
<td>Bread &amp; Rolls</td>
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<tr>
<td>Bran Cereal</td>
<td>Corn Cereal</td>
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<tr>
<td>Cake Mix</td>
<td>Frosting</td>
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<tr>
<td>Cans</td>
<td>Ice Cream</td>
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<tr>
<td>Coffee (Instant)</td>
<td>Hot Oats Cereal</td>
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<tr>
<td>Cereal</td>
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<td>The following are 2-year comparisons:</td>
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<td>Baby Food</td>
<td>Bread &amp; Rolls</td>
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<tr>
<td>Bran Cereal</td>
<td>Corn Cereal</td>
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<tr>
<td>Cake Mix</td>
<td>Frosting</td>
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<tr>
<td>Cans</td>
<td>Ice Cream</td>
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<td>Coffee (Instant)</td>
<td>Hot Oats Cereal</td>
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<tr>
<td>Cereal</td>
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<td></td>
<td></td>
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<tr>
<td>The following are 1-year comparisons:</td>
<td></td>
</tr>
<tr>
<td>Flour</td>
<td>Corn Muffin Mix</td>
</tr>
<tr>
<td>Bread</td>
<td>Bread</td>
</tr>
<tr>
<td>Cans</td>
<td>Ice Cream</td>
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<tr>
<td>Coffee (Instant)</td>
<td>Hot Oats Cereal</td>
</tr>
<tr>
<td>Cereal</td>
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Name
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July 28, 1947 • Page 35
Rumors of Large-Screen TV for Theatre Quashed

REPORTS that Warner Bros. would install large-screen video equipment in a New York theatre this fall were quashed last week by Col. Nathan Levinson, head of the movie company's engineering and technical research staff. The public goes to the movies “to be entertained and not to be experimented with,” he stated. He added, however, that the studio will set up experimental facilities in Burbank as soon as the equipment arrives from RCA to speed the day of theatre television on an acceptable entertainment basis.

Rumors of immediate theatre installations appeared in the amusement trade press following announcement that Warner Bros. had entered into cooperative experimental work with RCA to perfect theatre television.

Bigelow Resigns

JOE BIGELOW, vice president in charge of radio production for J. Walter Thompson Co., New York, and second in command to John Reber, vice president in charge of radio, has resigned from the agency effective early fall. Mr. Bigelow plans to vacation in Bermuda before making future connections.

Your Stations...Are They Best Located?

WITH THE BROADCASTING art branching out into FM, facsimile and television, many station managers and owners are working out plans for new studio and transmitter buildings. Those in metropolitan areas are faced with the decision as to whether they should stay in the congested, downtown area or should move into the residential district. There is much to be said on both sides. A central location is easily accessible at all times. It is near the hub of other business activities and has advantages for those in the commercial end of radio. It offers facilities for the convenience of station personnel such as restaurants, theatres, stores and places of entertainment. On the other hand, the radio center which is located in a fairly removed spot has facilities for parking—an ever increasing problem in modern crowded cities. The lower initial cost of land allows for more commodious quarters for all of the station's varied activities. With expansion into new fields this becomes important. Warren P. Williamson Jr., president and general manager of WBKN Youngstown, Ohio, has prepared a series of questions which arise. BROADCASTING would like to have comments on these questions from those who are interested in the problem either through experience in deciding the questions which face this station manager or who feel they will face such decisions.

1. Do you have difficulty in getting visiting artists or program talent to come to your studios? Do they use automobile or city transportation? Have you found it necessary to provide transportation to keep any of them interested, because of the inconvenience of your location, where you would not have had to do this if you were located in the business center?

2. Do you have a downtown competitor; and if so, do you have any disadvantages the result of your removed location?

3. Local sources of news usually revolve around the courthouse, city hall, fire or police departments. Does this present a problem for your newsmen who must travel to the studios to write and report their material? If your local competitor was operated by a newspaper, would this influence your opinion?

4. Department heads and executive are usually connected with service clubs, civic activities and in general a part of the active business life of the community. Does your location make problems for you from this standpoint?

5. Salesmen move from point to point among business men and establishments — many times by appointment. When it is not possible for them to conveniently drop back to the office with copy or to await the next appointment, does it present a serious problem? If so, what was your solution?

6. Do you promote any activities with the specific idea in mind of bringing the public to your location?—i.e. Do you invite women's organizations or other groups to use your studios (when not in use) for meetings, etc. in order to maintain your position in the activities of the community, that you might normally be a part of if you were located in the downtown business district?

7. Do traveling radio transcription men or other industry people short-circuit you in favor of a competitor, because of your removed location?

8. Do you have problems of transportation for personnel who may be working at odd hours when public transportation is not available at your location? If so, what has been your solution?

9. Do you have a food problem, because of your inaccessiblei ty to restaurants? If so, what was your solution?

Coverage from Within Of Four New Mexico Major Markets

KTRC Santa Fe KGAK Gallup KOAT Albuquerque KFUN Las Vegas

Is Possible Only With the Only Regional Network in New Mexico

All 4 Networks Will Have Men on Mass B-29 Flight

ALL FOUR NETWORKS will have representatives aboard one of the eight B-29's scheduled to make a mass flight from Tokyo to Washington, D. C., on July 31. According to Gen. George C. Kenney, commander of the U. S. Strategic Air Forces, the eight planes will attempt the longest and fastest mass flight of superfortress bombers.

Bob Reuben, NBC newscaster, will cover the flight for his network, which will attempt a direct broadcast from Mr. Reuben's plane while in flight over Alaska for its World News Roundup at 8 a.m. and News of the World at 7:15 p.m. on July 31 or Aug. 1.

Julian Anthony of the ABC Special Events Dept. is representing that network on the flight, with Arthur Gaeth will represent MBS and Robert Evans CBS.

"TRUTH OR CONSEQUENCES" will broadcast West Coast repeats by transcription starting Oct. 4, in liberalization of NBC policy on programs of that type.

KIMO OPEN'S AUG. 3

President Truman's Home Town

To Have 1-kw Day Station

Harry Becker, program director, at KIMO studio console.

President's home town, Independence, Mo., soon will have a 1-kw day station, KIMO, scheduled to begin operation Aug. 3 on 1510 kc. Station is owned by three brothers and a brother-in-law — Craig, Cedric and Charles Siegfried and Frank E. Fowler, operating as The Blue Valley Co., management has announced that KIMO programs will take the local slant. Program director is Harry Becker, who, like many other Independence residents, is sporting a beard to help publicize the city's annual celebration of Santa-Cali-Gon Sept. 15-17.

KIMO studios are in downtown Independence and the transmitter midway between Independence and nearby Kansas City. Plant is 100% Gates-equipped and has a Truson tower.
Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad. A few excerpts from typical letters recently received follow:

"AUDIODISCS have proven their worth at our station. We are for them one hundred percent." ... A 5,000 WATTER

"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory."

A 5,000 WAITER

"It will interest you to know that we use only AUDIODISCS."

A 10,000 WATTER

"We use AUDIODISCS exclusively and find them everything your research engineers have claimed." ... A RECORDING STUDIO

"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time."

A 5,000 WATTER

"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory."

A 50,000 WATTER

"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands."

A 5,000 WATTER

"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We have found them to be uniformly satisfactory."

A 1,000 WATTER

"Of all discs we have tried, AUDIODISCS are our standard and whenever supreme quality of reproduction of instantaneous recording is desired, it's AUDIODISCS for us."

A RECORDING STUDIO

"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time."

A 5,000 WATTER

"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality."

A 50,000 WATTER

"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available."

A 250 WATTER

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for... Audiodiscs

they speak for themselves Audiodiscs
KORET MINUTE DISCS STARTED IN CAMPAIGN
KORET OF CALIFORNIA, San Francisco (women's wear) has started a nationwide radio campaign with a series of one-minute transcribed programs, "Minute Radio Show. Approximately 30 stations in all major markets of the country except the West Coast are using the transcriptions. The minute transcription — produced by NBC Hollywood — contains the format of a full 15-minute show, with opening announcement, singing commercial, talk on etiquette, a 15-second musical interlude, and a benefit of local sponsor and closing music.

Approximately 40 different minute shows have been made available to the dealers. Koret buys the radio time and the dealer pays for the transcription. The radio campaign is a part of Koret's overall promotion program throughout the country. According to Gertrude Smith, advertising manager of Koret of California, the majority of the retailers who subscribe to the cooperative radio deal are those who already are using or have used radio as an advertising medium.

SENATE POLICY COMMITTEE, under the potent direction of Sen. Robert Taft (R-Ohio) last week the plea of Secretary of State George C. Marshall for an additional $4,000,000 for information and cultural affairs. The denial was made indirectly by striking the Mundt bill to give permanent authority to the Office of International Information and Cultural Affairs. The bill, passed earlier in the House, was on the Senate calendar, awaiting a vote.

The bill was pushed through the Senate Foreign Relations Committee by the efforts of Sen. H. Alexander Smith (R-N.J.) but died a quick death when both Senator Taft and Sen. Wallace H. White Jr. (R-Maine) threatened to take five hours on the floor to speak against it.

Assistant Secretary of State William Benton, who heads the information and cultural activities of the State Dept., explained to Broadcasting that failure of the bill itself did not concern him nearly so much as the fact that it will now be virtually impossible to ask for a deficiency appropriation above the $12,000,000 already approved by the Congress.

Mr. Benton said that of all the services broadcasting—that is the "Voice of America"—came off best with approximately 80% of the original demand. Field services in cultural relations, he added, will suffer heavily. He estimated they will have to be cut by at least one-third.

The 20% cut in the "Voice of America," meanwhile, has made it necessary for the Department to start streamlining overseas broadcasting.

Two languages of the 26 now being employed—Swedish and Danish—are being cut from the pattern effective Aug. 1. The Russian program is being expanded slightly with the addition of a special hour at midnight. Efforts are also being made to turn a greater share of the programming over to the

HEADING 12-man public relations campaign for $7,700,000 Community Fund campaign which will get underway in the fall will be Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, Chicago. Campaign, using radio, movies, newspaper, outdoor advertising and other media, will be on behalf of 192 Community Health and Welfare agencies.

seven private licensees with whom the State Dept. contracts for transmitters and programming services.

PULLIAM TO SEE WORLD'S RADIO
Publisher and WIRE Owner Says Air Should Be Guarded More Than Newspapers

A FREE RADIO is even more important to the welfare of a nation than a free press and therefore should be guarded even more zealously, Eugene C. Pulliam, owner of WIRE Indianapolis and publisher of eight newspapers in Arizona and Indiana, said in New York last week.

Mr. Pulliam was in New York before leaving with his wife on a world tour, one of the aims of which is to discover at first hand how the radio systems of other countries compare with ours.

'Radio More Effective'

He traced the present growth of dictatorship in Italy, Germany and Spain, pointing out that in each country seizure of radio facilities was the forerunner of the ascendency of Mussolini, Hitler and Franco. He declared that because the spoken word is more effective than printed matter, it is vital in any democracy or would-be democracy that access to broadcasting facilities be divided equally among all political parties and classes.

Mr. Pulliam said that he had declined the State Department's offer of a guided tour of the world because he wants to bypass the official viewpoint in the countries he hopes to visit in favor of the opinions of "the plain people" themselves. He hopes to accomplish this, he said, by methods he learned "as a police reporter in Kansas City."

The Pulliams plan to visit 28 countries, traveling mostly by air. The first half of their tour is to include Europe, the Near East, Africa and South America. They are due back in Indianapolis Oct. 5 and expect to leave for the Orient on Nov. 17 after a short rest.

The Pulliams will describe what they’ve heard and seen on their world tour in a series of articles to be written on their return and published in their newspapers and will also be summarized over WIRE and syndicated by the North American Newspaper Alliance.

Sammy Kaye Show (ABC) Outlets Boosted to 180

RAYMOND LABORATORIES, St. Paul (Rayve Shampoo), has announced that the number of ABC stations carrying the Sammy Kaye Sunday Serenade program, Sun., 1:30-1:55 p.m., has been increased from 125 to 180. In addition, the company begins a spot campaign in 18 cities for Rayve on Aug. 14.

R. A. Porter, vice president of Roche, Williams & Cleary, New York, Rayve agency, reported that spot announcements over specially selected local stations helped greatly in boosting sales for Rayve 71% higher during the first six months of this year than they were for the same period last year.
Two years, 106 performances, 106 golden couples celebrating their glorious golden wedding anniversary. . . . This is the "GOLDEN COUPLE" Program, originating with WBAP-820 and fed to the Texas Quality Network.

As guests of sponsor, Universal Mills of Fort Worth, these wonderful old couples have come from all parts of Texas to appear on the "GOLDEN COUPLE". They bring to the air heart-warming stories of their long life together, and are honored by a special orchestra, vocal quartet and ladies trio with their favorite tunes played and sung the way they like them.

Here is a program packed with sentiment and reverence, a natural that pulls a 9.5 Sunday Afternoon HOOPER RATING.

For Golden program results like those obtained by the "GOLDEN COUPLE" program, you, too, will want to use WBAP-820.

FREE & PETERS, INC. National Representatives

Fort Worth:
Star-Telegram Bldg.
3-1234
New York:
444 Madison Ave.
Plaza 5-4130
Detroit:
3463 Penobscot Bldg.
Cadillac 4355
Hollywood:
6331 Hollywood
Hollywood 2141

Chi Cago:
180 N. Michigan
Franklin 6373
San Francisco:
58 Sutter
Sutter 4353

BROADCASTING • Telecasting

July 28, 1947 • Page 39
WADC Accuses FCC of Censorship

Cleveland - Akron Case Seen as First Test Of Blue Book

A FLAT CHARGE of censorship was leveled against FCC last week in an appeal to the courts.

The indictment was made by WADC Akron, appealing to the Court of Appeals for the District of Columbia from FCC's grant of 50 kw on 1220 kc to WGAR Cleveland and the accompanying denial of WADC's own bid for the same assignment [BROADCASTING, May 26].

The case, considered by observers to offer the first clear-cut court test of the Commission's Blue Book policies, is expected to be heard by the Court this fall.

WADC's application was denied because the station proposed to carry a full daily network schedule (CBS). Departing from its customary procedure on mutually exclusive applications, the Commission made no comparison of the two applicants' qualifications. Instead, it ruled that WADC's application should be denied in any event.

Appeal Filed Monday

WADC's notice of appeal, filed last Monday by the Washington law firm of Segal, Smith & Hennessy, cited 16 points on which it contended FCC's action "is unlawful, arbitrary, capricious, and is an abuse of administrative discretion."

The station charged that FCC's decision and orders in the case violate the section of the Communications Act which prohibits censorship; that they violate the First Amendment to the Constitution, and that they "undertake to establish a code of censorship for the broadcasting industry."

Duopoly Ban Cited

Because of the overlapping service resulting between WGAR and its sister station, WJR Detroit, WADC contended that the decision is "a direct violation" of FCC's duopoly ban and of the "standard of public interest, convenience and necessity."

WADC cited FCC's refusal "to consider the extensive contiguous coverage which the Commission undertakes to grant the [G.A.] Richards family by authorizing it through corporate guises to render a radio broadcasting service to adjacent and extensive areas."

WADC argued that FCC's decision ignored the Commission policy of preferring local owners and those proposing "integration of ownership," and that it deprived the Akron area of "the comparative consideration . . . to which [it] is entitled by law and under the Rules and Regulations of the Commission."

FCC already has given its answer to some of WADC's contentions. In a memorandum opinion and order denying the station's petition for reconsideration, the Commission asserted that the charges of censorship were "completely lacking in substance." Its decision, FCC said, contained nothing to indicate what programs a station should or should not carry [BROADCASTING, July 7].

WSKI (250 w Fulltime) Goes On Air in October

WSKI, new 250 w fulltime station on 1240 kc at Montpelier, Vt., is scheduled to begin operations in October as W. N. Dayton, Carl R. Taylor and J. M. Jacobsen, owners. When the Montpelier outlet goes on the air, only one state capital in the U. S. will be without its own station, a survey by Mr. Jacobsen shows. That capital, Dover, Del., has an application pending for a fulltime station.

Mr. Jacobsen, former assistant publicity and public relations director with WLW Cincinnati, found that 12 of 45 capital cities with existing stations have only 250 w outlets. Annapolis, Md., and Pierre, S. D., have daytime only outlets. Six capitals have but one station. Carson City, Nev., has a construction permit, as does Montpelier. Of the capitals of U. S. possessions and territories only one, Charlotte Amalie, Virgin Islands, has no station, Mr. Jacobsen found.

Coogan to Europe

WALTER A. COOGAN, managing director, International Division, Sylvania Electric Products, sailed for Europe July 17 to study the shortages of food and coal. The availability of these commodities, he pointed out, has an especially strong influence on the sale of his company's fluorescent lamps and fixtures, wiring devices, light bulbs and radio tubes.
OFFERS YOU

BLANKET DAYTIME COVERAGE
OF 239 COUNTIES IN 11 STATES

Check Broadcast Measurement Bureau's Authoritative Facts on KSL Listening

DAYTIME COVERAGE OF A MARKET OF 722,820 RADIO FAMILIES

According to figures compiled by Broadcast Measurement Bureau, KSL's powerful daytime signal blankets an area of 239 counties in Western America. And of these counties, 71 have a BMB listening level of from 50% to 100% while 107 have a level of 30% or more. In 1945 this great area had a Net Effective Buying Income (according to Sales Management) of $2,825,945,000, making it a profitable market for KSL advertisers.

DAYTIME AND NIGHTTIME COVERAGE OF 37 INTERMOUNTAIN CITIES

Included within KSL's Daytime Coverage Area are 37 important cities, at least 10% of whose radio families listen to KSL both at night and in the daytime. The average daytime BMB percentage in these cities is 32%, with ten cities in Utah, Idaho, and Wyoming having 50% or more. Note, however, that the radio families in these Measured Cities (10,000 or more population or a local radio station) constitute only 26% of the total in KSL's daytime market.

1st OR 2nd HIGHEST BMB PERCENTAGES IN 81 DAYTIME COUNTIES

Not only does KSL cover a large daytime area, but it does this with the highest or second highest BMB percentage among all stations in 81 counties, located mainly in Utah, Idaho, Nevada, Wyoming, and Montana. This fact offers further proof that KSL is the dominant station in the Intermountain West.

If you want your advertising message to reach both city and rural listeners in this 11-state Western market — and to reach them efficiently and at lowest cost, then place your message on KSL. See your nearest Petry representative for availabilities now.

KSL

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

If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.
BORROFF HEADS GROUP ON AMERICAN HERITAGE

E. R. BORROFF, vice president in charge of ABC Central Division, has been elected chairman of the Chicago Radio Committee for the purpose of organizing the American Heritage Program and inaugurating the Freedom Train. The Campaign scheduled to start in September will utilize all means of communication, education and community participation. Its goal is to emphasize on a national scale the common heritage of America.

Other members of Chicago Radio Committee include: Jeff Wade, Wade Advertising Agency; Glen Snyder, vice president and manager of WLS Chicago; Holman Faust, Chicago Radio Management Club; Art Jacobson, production-director of NBC Central Division; John Platt, advertising director, Kraft Cheese Co.; Fran Allison, radio actress; Phil Bowman, writer; and L. S. (Duffy) Schwartz, liaison, Advertising Council. Such a committee, it is pointed out, will give representation to advertisers, agencies, network directors, stations, networks, radio actors and writers, the Advertising Council and the Chicago Radio Management Club.

Mr. Borroff

LEHIGH 414 FOOT
AM-FM TOWER WSPA
SPARTANBURG, S. C.

COOPERATIVE FM STATION PLANTS START LATE IN '47
WCFM, the Cooperative Broadcasting System's proposed new FM station in Washington, D. C., has obtained approval of the Fairfax County (Va.) Planning Commission to erect a transmitter in West Falls Church, Va., and plans to go on the air by the end of 1947, H. F. Kern, general manager of station, announced last week.

WCFM studios and offices will occupy the site of a service station in the 2600 block of Virginia Ave., N. W., just off Potomac Parkway, in the capital. Garage and broadcasting facilities will be combined in what Mr. Kern described as "a novel integration of radio and service station functions under one roof."

Consumer cooperatives in the Washington area holding common stock and "interested individuals" holding preferred stock will own WCFM, Mr. Kern said. Program director will be Robert W. W. Ehrman, formerly producer director for WTOP, Washington. Henry Walter, of the Frankford Arsenal, Philadelphia, will be chief engineer.

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PL.
NEW YORK 4, N. Y.

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

VACATION OFFICE
Crosley's Dunville, on Boat
Trip, Keeps Abreast

SHIP-TO-SHORE telephone enables Mr. Dunville to keep in touch with his office constantly.

THAT OFT-HEARD ADVICE about forgetting the office when you're away on vacation doesn't mean a thing to WLV's Robert E. Dunville, vice president and general manager of Crosley Broadcasting Co. Instead, Mr. Dunville, who started a 4,000-mile trip early this month in his 1947-model Chris Craft 40-ft. boat, is keeping in constant touch with his office in Cincinnati via ship-to-shore telephone. In fact, he not only keeps abreast of his correspondence but also dictates letters.

The phone installation includes a 30-w FM transmitter which relays through the nearest AT&T station.

The vacation trip, which will require from six to eight weeks, is the first for Mr. Dunville in four years as vice president and executive. He grew up on the Mississippi River where his father conducted a river shipping business, plans to fish in the waters of the Great Lakes, reaching them via the Ohio, Illinois and Mississippi rivers. Midway in the trip he will stop at WLV's Chicago office.

Accompanying Mr. Dunville are his wife and two children, Roberta, 10, and Skippy, 7.
TED HUSING'S BANDSTAND ratings seem to defy gravity. They continue to go up-and-up-and-up even while radio listening in general follows its usual summer decline. This genuine audience growth presages a whopping market for Fall, greater audience at less cost-per-listener.

GET THE FACTS!
Call or write for brochure giving Bandstand rates and data, and ask a WHN representative for availabilities and the latest Pulse rating story.
The heart of the RCA 50-kw FM Transmitter ... the revolutionary concentric-line tank assemblies that provide perfect shielding of the driver and power amplifier grounded-grid circuits.

The power amplifier (two sections at left above) and the driver amplifier tank (section at extreme right) assemblies of the BTF-50A. The driver amplifier feeds the two parallel-connected final sections. Electrically and mechanically, each one of these concentric-line tanks form an integral part of the grounded-grid circuits. Advantages: One compact unit that eliminates neutralization, radiation, and r-f pickup in adjacent a-f circuits. Each section is similar in design to the other. Each uses an RCA-5592 air-cooled triode in a grounded-grid circuit. And each uses forced-air cooling and motor tuning. Tubes and components are interchangeable.

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

In Canada: RCA VICTOR Company Limited, Montreal
Broadcast station engineers who have watched the BTF-50A in operation put their arms around it... so to speak. No wonder, either. Because it handles easier than any other high-power transmitter they have ever seen... and it's as reliable as a powerhouse.

Here are some of its features.

Grounded-grid amplifiers and simplified single-ended r-f circuits (operating class C) insure high stability of operation and easy tuning. The Direct FM exciter produces high-fidelity frequency modulation simply and directly... has lower distortion than other methods... uses fewer tubes. Total BTF-50A tube complement, 42 tubes: 14 r-f, 2 a-f, 10 rectifier and 16 regulator and control... the smallest number of tubes, we believe, of any transmitter of similar rating. Of these, only 26 can seriously affect your carrier because the regulator-control tubes cannot contribute to transmitter outages. And as for spares, you need stock only 14 different types.

Other important design advantages include: Centralized power and control units, air-cooled tubes throughout, walk-in construction, only one high-voltage power supply... with spare-tube switching, and emergency cut-back with hi-lo power switching that isolates the 50-kw final amplifier for emergency 8-kw operation. Two blowers, operating independently, supply forced-air for the high- and low-power amplifiers... assure program continuity during emergency operation.

Here is a functionally styled 50-kw FM transmitter that will fit any type of station layout. It's compact enough to move in a standard passenger elevator... ideal for installing in office buildings. It's flexible. And it's economical to set up. Make sure you overlook none of its electrical and mechanical features when you inspect it in operation at Camden. Ask your RCA broadcast sales engineer to arrange your trip, or write Dept. 19-G-2.

Production of the BTF-50A is progressing steadily to give you the earliest transmitter delivery possible.

Program fidelity that pleases audiences. Less than 1% output distortion between 30 and 15,000 cycles.

A typical floor layout for the BTF-50A. Additional equipment provided with the transmitter, but not mounted within the units are: pre-emphasis network, harmonic attenuator, transformer-line match, and a console which provides for audio and transmitter control. Write to nearest RCA sales office for details on various suggested floor plan arrangements.
THE COLD, STARK awakening that it takes more than an FCC license and a rate-card to operate a successful station has struck the globe so that all nations are neighbors.

Where radio is concerned, meaning of that prophetic observation now becomes evident. It is showing up in the deliberations of the International Telecommunications Conference, which has held forth in Atlantic City since last May, with 71 nations represented by 800 delegates and observers in attendance. It is demonstrated in a behind-the-scenes tug of war of the state-owned radio operations against those privately operated under what we choose to call the American Plan of free competitive enterprise.

British Broadcasting Corp. is proselytizing everywhere on the Latin American nations tell of full-time BBC agents spreading the gospel of Government-operated broadcasting. BBC offers free transcriptions of its programs; it supplies daily printed schedules of overseas broadcasts. BBC is acting as the overseas agent of the Empire—to promote international trade.

In the Argentine, problem child among our hemispheric neighbors, several stations have been closed down because the Peron Government took umbrage after an obvious act of political sabotage over which station ownership had no control. Prompt action by the recently formed Inter-American Broadcasters Assn. which implored President Peron to protect the sanctity of a free radio in the Americas, already has a salutary effect, and one of the largest of the suspended stations has returned to the air.

The Argentine action, the FCC maneuvering, and other manifestations of under-cover pressuring toward state-owned radio, underscore need for joint action by the nations of the Americas—the last outpost of truly free radio save for the two islands of free enterprise in Luxembourg and Monte Carlo on the still festering European continent.

Joint action can be achieved under an organization like the Inter-American Assn., launched last September largely through the good offices of Emilio Azcarraga, owner of XEW and XEQ in Mexico City, and later through the delegation of Atlantic City, and Goar Mestre, owner of CMQ Havana, both U.S. educated. Neither NAB nor Canada's CAB is a member. They should be. BBC tried to join but was voted down as a Government monopoly. Membership is open only to private broadcaster associations.

All those who regard freedom as the symbol of democracy should heed events in Britain today (we don't mention the Soviet, because press and radio alike are simply chattels of the foreign office). The British press is under fire. They're fighting for survival. It. The Journalists Union asks for a Government press council, like the BBC, if you please!

That is what has befallen a once free press which sat supinely while the BBC was foisted upon us, and what we see the Government controlling radio, there would be no competition for newspaper advertising. The British press didn't realize that freedom of the press was in danger.

The British common law is world revered. The British radio law is the same kind of law that led to the establishment of the Thirteen Colonies seeking freedom to worship.

THE AwAKENING

Our Respects To—

KENNETH CLAIBORNE ROYALL

THE New Secretary of War, Kenneth Claiborne Royall, is a well-balanced combination of a man in a high government position who still can keep the private industry on all fours. Royall, a native of Goldsboro, N. C., has contributed to his outlook.

There is always danger of a government group with some power taking too much," he believes. As to the FCC, he views it as "advisory rather than mandatory. The Commissioners are there to regulate the technical aspects of radio," he says. "Programming is the business of the stations. The Commission may make a policy or control over radio than there is over newspapers."

WGBR-FM has been on the air since Nov. 1 of last year. The AM license was just renewed to Aug. 1, 1960. It has been on the air since Aug. 14, 1939. Mr. Royall owns 31 out of 180 shares.

Mr. Royall was sworn in as Secretary of War last Thursday, succeeding Secretary Patterson, under whom he had served as Undersecretary of War from Nov. 9, 1945. His tenure of office depends upon action of the Congress regarding the merger of the services. It is believed that Mr. Royall is scheduled for appointment as Secretary of the Army, without Cabinet status, when the merger becomes effective.

He was born at Goldsboro on July 24, 1894. Early in his schooling he decided to make law his career, and after graduation from the U. of N. C. with a B.A. in 1914, he went on to Harvard Law School. He is a member of Delta Kappa Epsilon and of the honorary Phi Beta Kappa. From 1918 to 1917 he held the highest student position of the Harvard Law School, that of editor of the Harvard Law Review.

Though athletic in his school days, he was not the well-built 6'8" he is today. "When I graduated from college I weighed 120 pounds less than I do today," he laughs. "Height runs in the family. His son, Kenneth Jr., is 6'3."

Upon graduation he entered Officers Training Camp at Fort Oglethorpe, Ga., and was commissioned a second lieutenant in the Field Artillery Reserve on Aug. 15, 1917. Assigned to the 317th Field Artillery at Camp Jackson, S. C., he was promoted to first lieutenant in January 1918.

After attending the Field Artillery School at Fort Sill, Okla., for a few months, he returned to the 317th Field Artillery, and in 1918 sailed for France with that outfit. He was in action in France before coming back to the U. S., where he was discharged from the Army in 1919.

Kenneth Royall picked up his law career where it had been interrupted by his war service, was the traditional hard-working young lawyer until 1937 when he became head of the
on our 20th anniversary (July 11, 1947)

we are thankful for the consideration which has been shown us by:

1 Our listeners (our public)
2 Our advertisers (God bless 'em)
3 Our own staff (they've been swell)

We look forward to another 20 years based upon our concept of radio and television operation—which is to develop the facilities allotted us by the Federal Communications Commission to the utmost in the public interest.

THE FORT INDUSTRY COMPANY
506 New Center Building
Detroit, Mich.

"You can bank on a Fort Industry station."
Respects.

(Continued from page 4) legal firm of Royall, Gosney and Smith at Raleigh and Goldsboro. During his climb up the legal ladder he entered politics. In 1927 Mr. Royall was elected to the North Carolina State Senate and served as chairman of the Banking Committee.

Then in June 1942 he was commissioned a colonel (temporary) in the Army, and was named chief of the legal section, fiscal division, of what was then called Services of Supply, later called Army Service Forces. A year later President Roosevelt appointed him to serve as a member of the defense counsel for eight accused German saboteurs being tried before a U. S. military commission.

Shortly after resuming his duties with the Services of Supply he was named deputy fiscal director, ASF. In November of 1945 Mr. Royall was appointed director of brigadier general. And in April 1945 he became special assistant to the Secretary of War.

For his work with ASF and with the Secretary, the War Dept. awarded him the Distinguished Service Medal for "highly valuable assistance in organizing the office of the Fiscal Director and field installations furnishing fiscal assistance to the Army as well as in the formulation and execution of basic policies and operational procedures." He was also highly cited for his aid to the Secretary of War in carrying out his liaison duties of that position. "In all his important assignments," the citation continues, "General Royall discharged his responsibilities with great effectiveness, acting in the best traditions of the military service and bringing great credit to himself and the United States Army."

He took the oath of office as Undersecretary of War on Nov. 9, 1945, a little over three years from the time he reentered the Army as a colonel.

Secretary Royall is a member of the North Carolina Bar Assn., the American Bar Assn., and the American Law Institute. He was president of the North Carolina Bar Assn., 1929-30. He is also past president of the Goldsboro Rotary Club, past president of Goldsboro Chamber of Commerce, past president of Wayne County Fair Assn., past commander of the Wayne Post of the American Legion.

Though amazingly young looking, the Secretary and Mrs. Royall are grandparents. Kenneth Jr., a former marine captain, has one child, and the Royalls' daughter, Mrs. James Davis, has two.

Golf is his main source of relaxation—when the three grandchil- dren aren't around. The Royalls make their home in Washington's Georgetown.

NAB PREPARES TALKS FOR MEMBER STATIONS

IN RESPONSE to many requests, NAB's Department of Broadcast Advertising is preparing a series of speeches on advertising and radio for delivery by station personnel before various types of audiences.

Prepared by Hugh M. P. Higgin, assistant director of broadcast advertising in charge of sales promotion, the speeches will fall into three main categories: (1) for delivery to general audiences. (2) to ad clubs. (3) to radio groups.

The first speech in the series was completed last week and is not to be mailed to NAB members. It is suitable for such groups as schools, PTAs, Kiwanis or Rotary luncheons, etc. In addition, members can still obtain material with which to compose a speech for any special occasion by writing to the broadcast advertising department of NAB.

NAB feels that this new service will not only help members in fulfilling their commitments, but will enable them to accept more invitations to speak and explain radio to the public.

The first speech in the series is called "How to Carry Out Your Commitments" and is now being mailed to members in the interest of a better delivery to general audiences.

FIRST PIECE of WHAM Rochester's 25th anniversary birthday cake is served by station's general manager, William (Bill) Fay, to Mrs. Mary Freeman. Mrs. Freeman has been with the station during its quarter century of broadcasting.

RADIO STATION

WDNC

DURHAM, NORTH CAROLINA

Take Pleasure in Announcing
The Appointment of

PAUL H. RAYMER CO., INC.

AS THEIR

National Representatives

Effective Immediately, When You Want Details
On The Rich Durham Market, Call
A Raymer Man In.

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - SAN FRANCISCO - ATLANTA - BOSTON

WDNC Goes 5000 Watts on 620 kc About October 1st

CBS Documentary

CBS is cancelling two half-hour commercial shows reported with more than $20,000 to present documentary titled We Back You, Aug. 14. Cancelled shows are Readers Digest Radio Edition and Man Called X, which will relinquish their time from 10 to 11 p.m. Aug. 14 for the full hour documentary broadcast.

Excess Insurance Coverage

LIBEL and SLANDER

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

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
Haven't changed a bit in 25 YEARS!

The same things that first made WDAY a family friend in the Red River Valley, 25 years ago, are still working effectively in 1947.

"The best of NBC, plus heads-up local programming with especial emphasis on news and farm service."

That's a formula that's bound to work in a market like this, if a station's management knows what it's doing. We do know. Want actual proof?

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

FREE & PETERS, INC.
Exclusive National Representatives
Un United Artist Records, Hollywood, has been formed by John Clein as cooperative sales distribution firm for smaller record companies. Firms already participating include Urban, Rhapsody, Excelsior, Minor, Hit, and Richmike. All records will bear UA label with secondary listing of individual firm.

Frederic W. Ziv Co., Cincinnati, announces that two of its account executives will open headquarters in Texas. E. L. Coiburn will go to Houston and will cover southern and eastern Texas. William Shoemaker, formerly with UA, will locate in Dallas, covering northern portion of Texas and Oklahoma.

Arch Oboler, writer, has signed with Decca Records to write and direct three albums of dramatic recordings. First will be Bertie Davis in Oboler's original drama "This Lonely Heart."

Towers of London Ltd., international transcription company, has signed Graeme Fields to 13 week half-hour series following Noel Coward transcription deal.

Annie Lockett, of Transcription Sales Inc., Springfield, Ohio, July 18, was decorated by Netherlands Government with the Silver Medal of Gratitude for her services during and after the war in handling communications to enemy and enemy-occupied countries for American National Red Cross.

MARKING silver anniversary, KOY Phoenix, has imprint all of its stationery with blue and silver shield. Under top-right on all letterheads, it is embossed in two levels.

Eastern Visit of Howard Duff (I), who plays title role in CBS' "Adventures of Sam Spade," was occasion for a party. Co-host at party was BBDO, whose vice president in charge of radio is Arthur Pryor Jr. (center). At right is J. Ward Maurer, advertising director of Wildroot Co., sponsor.

Gf Quarterly Report

General Foods Corp., New York, reported last week that sales in the second quarter of 1947 were $89,331,000 compared with $71,736,000 in the second quarter of 1946. Net earnings after taxes and all charges in the second quarter of 1947 were $1,690,000.

Pointing the Way
To Greater Profits in the Richmond Market

WRNL
5 KW • 910 KC
RICHMOND, VIRGINIA

Broadcasting • Telecasting

"Come now, Mr. Bosley, WFDE Flint and the agency feel you must like the aroma, or taste, or something."
Listen and judge for yourself

**The EDDIE ALBERT show**
Wednesdays at 9:30 pm EDT
The brilliant young Hollywood star plays the leading role in a delightful situation comedy. (Another Willie Piper? We wouldn't be surprised!)

**Mr. President**
*Starring EDWARD ARNOLD*
Thursdays at 9:30 pm EDT
This unusual dramatic series, starring Edward Arnold, is based on interesting, but almost unknown, behind-the-scenes incidents that have happened in the White House. Fascinating, enlightening (and non-political) dramas.

**Candid Microphone**
Sundays at 1:00 pm EDT
A new, daring, startlingly different technique! A concealed mike listens in on people in all walks of life; honest, un-rehearsed reactions and intimate conversations. Unusual entertainment!

**CHALLENGE of the YUKON**
Saturdays at 7:30 pm EDT
All the adventure and thrills of Alaska's Gold Rush days! Sgt. Preston of the Northwest Mounted Police and his Eskimo dog "King" help bring justice to the Northern Wilderness. Produced by the same group who have made *The Lone Ranger* so successful.

One of these New ABC programs may land in Mr. Hooper's "First Fifteen"

ABC's Program Department holds an enviable record for developing and SELLING radio programs. During the 1946-47 season, for example, ABC produced and sold "The Willie Piper Show"..."The Henry Morgan Show"..."Dashiell Hammett's Fat Man"..."The Paul Whiteman Club"...just to mention a few. One of the reasons for this success is that ABC sensed the need for relatively low-budgeted shows that had plenty of popular appeal.

The programs listed in this advertisement have just started their careers on ABC. If past experience is any criterion, we can hope that at least four of them will be sponsored by fall. We suggest that in your own interest you listen to these shows at the earliest possible moment. One of these programs could become your best salesman.

**The Phil Silvers show**
Wednesdays at 10:00 pm EDT
The popular stage and screen comedian portrays a newspaperman who is always in hot water. ABC's newest entry in the comedian sweepstakes.

American Broadcasting Company
A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

Broadcasting • Telecasting
July 28, 1947 • Page 51
CODY PFANSTIEHL, formerly with WFPB, has joined WTTN, Washington, as director of press information. He succeeds CARL KERBIH, who has moved to sales department. Mr. Pfanstiehl comes to WTTN from Publicist Staff of Warner Brothers Theatres in Washington.

GAEHE ZIMMER, formerly with WPAY, Portsmouth, has joined WSNX-FM Columbus, Ind., as promotion director and record m.c. During the winter, Mr. Zimmer served as program director for WQX at KZMW, Manila, returning to New York as freelance record m.c. before going to WPAY.

LESLIE MORAN, former production chief, Field, Casey & Rosen Inc., New Brunswick, N. J., has joined sales promotion staff, WCTC that city.

EARL HAMNER, winner of one of the $500 Dr. Christian awards this spring, and a student at Cincinnati College of Music, has joined guest relations department of WLW Cincinnati.

IRENE KRIEG has resigned from public relations staff of Westinghouse Radio Stations Inc., to join her husband in Santa Anna, Brazil.

CATHERINE WALSH, of the CBS Press Information Department, has announced her engagement to George Muldowney, Acme Press photographer.

WALTER R. BISHOP, director of public relations at WRAJ Richmond, Va., has been appointed chairman of “Freedom of Speech Night” for the Common Good Foundation, Inc., to be held November 15.

CODY PFANSTIEHL, formerly with WFMG, Chattanooga, is now serving with WKRC, Cincinnati, as sales promotion manager. He succeeds M. C. THOMAS, who has been transferred to New York. Mr. Pfanstiehl joined WKRC as sales promotion manager in 1942 and has been with the station ever since.

APF Anniversary

AIR FORCE DAY on Aug. 1, the Centennial of the Army Air Forces, will be observed with an all-out radio promotion campaign handled by APF Public Information Div. Radio stations are asked to “Plug” the “Flight to the Past” story, which has been sent out since last December, are being sent to MBS stations for air. It tells the story of 15-minute programs titled “This Is Your Air Force” that have been mailed to 1,000 selected stations in U.S., Alaska, Hawaii, Puerto Rico, with promotion package including news releases, special mailing labels, and local newspapers.

APF Public Information Division, in cooperation with APF Information Office, is handling the promotion with information about local Air Force Day activities. Advertising Council of New York is acting Air Force Day spot announcements to network programs announcing on three days ending Aug. 1.

Promotions

PROMOTION

Day spot announcements to network programs announcing on three days ending Aug. 1.

“Farmer’s Radio Station”

HOMER CROY’S latest book “Corn Country” is featured in latest promo piece prepared by KMA Shenandoah, Iowa. Mailing piece is headed “KMA Goes to Country” and presents pictures of Mr. Croy and two pictures of “Corn Country.” One picture shows cover of book and the other is of the book opened to chapter 27 which is titled “A Visit to a Farmer’s Radio Station,” devoted to KMA. Promotion piece emphasizes that two chapters of the book are devoted to KMA. Back sheet of the mailing piece contains reprint of review of “Corn Country” which appeared in June 23 issue of BROADCASTING, and a biographical sketch of Mr. Croy.

WCMX Seals

STAMP-SIZED seals have been prepared by WCMX Chatsfield, Ohio, for use on all outgoing mail from the station and C. O. Peetrock Co., sponsor of “Symphony of Melody” program on that station. Small, green sticker is re-printed from tune to WCMX for the program. An average of 2,500 seals are used per month and in addition, posters with “Symphony of Melody” are placed throughout sponsor’s store.

Promoting Move

IN ADVANCE of WREN move from low-wattage station, Kan. (BROADCASTING, July 14), station is paving the way in Topeka with series of promotions. Deadline for transmitter to begin operation from Topeka location is on or about October 1, and WREN’s promotion is keyed to “Listen for WREN Topeka.” Billboards are used in Topeka, with films trailers in theatres. Progress reports on construction are issued periodically in newspaper displays, and “WREN News,” station’s weekly listener publication, is receiving extensive distribution through Topeka merchants.

Wooden Nickels

WOODEN NICKELS are being given away by KVS Los Angeles, Calif., by issuing several thousand souvenirs that are “worth their weight in nickel.” WSTV Steubenville broadcast the many events of the celebration to Wooden Nickel’s audience in the nickels to the trade. Souvenir is calling coin. The face of the by Baron von Steubenberg’s picture appears on the face of souvenir which is worth two wooden nickels. Reverse side states that it is exchangeable in trade in local store, and is redeemable for face value in U. S.

Dedicates Record Room

TO CENTER attention on its standing as the disc jockey station in Los Angeles area, KWWI Hollywood recently did special dedication ceremony on its record room. As a part of its celebration in musical world, station had top artists and executives of latest releases were autographed and set in corner- stone of record room. Dedication was made on August 4th.

Larkin Brochure

PROMOTION BROCHURE service offered by WFBK and Larkin Co., in connection with relations counselor, is promoted by a number of MBS stations. Mr. Larkin has selected its color (blue) by polling 127 listeners from the Los Angeles area on the majority choice. Cover is designed to give the illusion of a neatly-wrapped package. The price is consistent with contributions to Mr. Larkin’s ability, coming from such well-known individuals as Alfred J. McComber, former MBS board chairman; John H. Perry, former WFBK general manager; Carl Haverlin, BFM president; and George W. Keene, WFBK sales manager.

KTSX Mailer

CAPITALIZING on its call letters, KTSX San Antonio, Texas, has prepared twenty new promotion pieces for distribution to listeners. Penny-post card with picture of Chinese man in upper left-hand corner carries heading “Kunfu Kids” and box containing “Advertorials.” He who plays the role must look like Mr. Kung Fu himself. Cards are used in conjunction with WFBK San Antonio promotion for Perry-Kilgore “K Öl-O-Kool” promotion—Post! Smart Advertising.” Background on program and rate data are included in the label and description sheet marked “Note to Time Buyers.”

“Mom-Month” Promotion

TO FOCUS circulation of “Keynotes,” monthly publication of WRCN, Cincinnati, which is distributed through 1,000 retail drug and grocery stores, station has started a “Mom-of-the-Month” contest. Readers are urged to vote for the woman whose grocery list has been named “the Mom-of-the-month.” Person receiving the most votes will be subject of feature story in following month’s issue of “Keynotes” and will be honored during broadcast over WRCN. The election is to be a regular monthly feature “Keynotes.”

“Doctor’s Orders” Promotion

ANSWERING requests of listeners, BROADCASTING & TELECASTING Inc., Providence, R. I. (drugstores), sponsor of “Doctor’s Orders” and “People Only” program over WEPN Providence has compiled a book of copies of all doctor’s literature that has been published in past year under “Doctor’s Orders.” Booklet, containing over 250 sheets, which was offered as gift to charge to listeners of “For People Only.” Order form is on the booklet and states that only 12 copies were available at time this article was written. All have been gone within two hours after broadcast and company is now distributing the booklet with doctor’s literature and distribution book to urban listeners to assemble their own collection of future inter- views as they become available week by week. Agency for Blanding Radio Productions, Providence.

Cooperation

CROSS-PLUGGING arrangement was worked out between WCOO, KSTP and WTNX, all of Minneapolis, to publicize programs to be heard by each station in connection with annual Minneapolitan Athletic Foundation’s 12th Annual Meet, July 18. First of the attractions was WCOO’s “Summer in the Barn” program, originally from stations of WNTC, and KSTP’s “Beyond the Balloon,” with Randy Merriman as m.c., who was aired from the auditorium on Monday, Friday and Saturday.

Ad Brochure

BRIGHTLY colored brochure titled “10 Reasons Why You Should Use WWFA You” has been prepared by Ad Fried Adv., Oakland, and is being distributed to 3,000 industries and businesses in Oakland and San Francisco Bay Area. This is part of a new campaign to familiarize prospective clients with policies of agency. Covered, drugs in black and green, lists 10 services and profiles of the agency and its staff. . . . Why 45 Bay Area Businesses Use the Ad Fried Advertising Agency.

WWVA Album

PICTORIAL brochure has been pre- pared by WWVA, Wheeling, W. Va., in commemoration of its 20th anniversary. Cover shows map of northeastern U. S., with phrase “Going Forward with Radio.” Printed in the WWVA friendly Voice from Wheeling, W. Va., this 36 page brochure contains pictures of WWVA show, as well as pictures of national artists appearing on WWVA, and pictures on television, radio, FM, CB and television stations. This section is included along with message to W. R. King, managing director of WWVA.

PHILADELPHIA’S

No. 1 Independent

SPORTS NEWS!

WIBG

10,000 Watts

MUSIC!

REPRESENTED: Naturally by Adam J. Young, Inc.

New York by Joseph King, 31 W. 47th Streetnu
How's this for success? Only three months ago WBIR logged its first Capitol Transcriptions show. Fifteen minutes a day—"The Jan Garber Show—featuring Peggy Lee."

WBIR's staff built the show (using Capitol's programming aids). WBIR sold it (sponsored every day)! And WBIR's proud of it (Hoopers 7.7 to 6.4 against stiffest network competition).

Any station—your station—can build shows that sell, too. And Capitol's Transcription Library Service gives you every programming help. A basic library of more than 2000 selections. More than 70 freshly cut numbers each month. Themes and dated formats every month for 400 complete shows. PLUS... the finest collection of big-name talent ever assembled. A potent combination for new listeners... new sponsors!

The coupon below brings you the complete story—at no expense, of course.

Capitol Transcriptions
Sunset & Vine
Hollywood, California

Please send me without cost...
1. Demonstration Transcription—to show me what makes Capitol's Service different.
2. Complete details about the Library Service and its costs.

Name
Position
Station
Street and No.
City and State
DEVELOPING a listening audience nine months before the station went on the air was the ambitious achievement of KIXL Dallas, which began operations early last month. Owned and managed by Lee Segall, best known for his origination of the Dr. I. Q. program, the station is becoming noted for its showmanship.

Some months ago, while the studio and transmitter were under construction, KIXL started a consistent advertising program in local newspapers. Copy was kept informal and newsworthy to give the prospective listener the feeling that he was progressing step by step with the development of KIXL, "The Voice of Radio Town."

Climax of the campaign came on opening day when a specially prepared advertisement appeared in the Dallas Morning News proclaiming that "The Air Is Sweeter in Dallas! KIXL Is on the Air!"

Emphasizing the 1040 kc position on the dial, the station went on the air at 10:40 a.m. with dedication ceremonies including such participants as Texas Governor Jester, Mayor Temple of Dallas, and Robert Taylor of movie fame, who flew from Hollywood for the event in Dallas.
The Milwaukee Journal Station in Wausau, Wis., Serving North Central Wisconsin, Announces the Appointment of Edward Petry & Co. as National Representatives.
SAM NORRIS has been elected vice president of Amperex Electronic Corp., Brooklyn, N. Y. He has been with Amperex since 1929 in various sales capacities and is well known for his activities with RMA and National Electrical Mfg. Assn.

WILLIAM W. BOYNE, district sales manager of Zenith Radio Corp., has been appointed general manager of Zenith Radio Distributing Corp., Chicago, a wholly-owned sales subsidiary of Zenith Radio Corp., distributing company’s products in Chicago and 31 northern Illinois counties. Mr. Boyd joined Zenith in 1943 and previously was with Atwater Kent, Crosley, and Nash-Kelvinator in various sales capacities. Zenith Radio Distributing Corp. has purchased the two-story building at 115-32 Washington Blvd., Chicago, to provide space for improved service to radio dealers and for expansion of its M-Q-M record distribution.

A. E. KESLER, formerly in charge of public relations for Viewtron Television & Radio Corp., has joined United States Television Mfg. Corp., New York, in same position. Veteran of 19 years in newspaper and public relations work, Mr. Kesler during the war was public relations officer of Anti-aircraft Artillery School and as information officer in the CBS theatre.

AVCO MFG. Corp. of which Crosley Corp. is a manufacturing division, last week announced that its consolidated net income for the six months ended May 31, 1947 was $1,275,716, after all charges including federal taxes.

ALBERT R. HODGES, senior member of Institute of Radio Engineers, and former member of patent department of Sylvania Electric Co., Great Neck, N. Y., has joined Stromberg-Carlson patent department and will handle patent prosecution and related matters in the field of electronics here.

GEORGE C. ISHAM, manager of distributor sales in northeast division for Sylvania Electric Products, has also been appointed head of distributor tube sales in metropolitan division covering Eastern New York, New Jersey and Eastern Pennsylvania.

MAX WYLIE, formerly with Young & Rubicam, New York, as program supervisor, has been named editor, chief writer of "The Timid Soul" based on Casper Milquetoast character created by H. T. Casper and packaged by Program Productions, New York.

JERRY FAIRBAIRNS PRODUCTIONS, Hollywood, has signed John Howard and Anne Gwynne to co-star in film of first video film. Series will follow, featuring pair in stories written, directed and filmed specifically for television.

TODD SLOAN, assistant manager of Westinghouse Manufacturing Co. radio manufacturing operations in Baltimore, last week was appointed manager of the Sunbury plant, eng aged mainly in production of radio receivers. Appointment was made by WALTER C. EVANS, Westinghouse vice president in charge of broadcasting and radio operations.

HARRY FREEYN, formerly of KZRH Manhattan, and GARY KRIEDT, formerly of KZRH and KFRC San Francisco, and currently assistant manager of San Francisco Convention and Tourist Bureau, have started new weekly radio publication in San Francisco, "At Your Fingertips," in half-tabloid size, is titled "The Guide" and features radio log of the week, best bets, news and current sections, as well as news items and features on radio personalities.

DESPITE findings of Motion Picture Council which labeled video film as "not very satisfactory" (see story above), Jerry Fairbanks, Hollywood television film producer, contends that present availabilities are comparable to theatrical pictures. Pointing out that video film will be backbone of the medium, Mr. Fairbanks said that theatrical film does prove unsatisfactory in television. Video film produced especially for use in medium, keeps in mind the transmission problems, he said. "It is regrettable that television in the past has used 16 mm. movies made by non-professionals and with amateur equipment."

Mr. Fairbanks reported.
Again Raytheon presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiority for higher-powered stations . . . and at surprisingly low cost.

It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important dependability that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors — makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before you decide on a transmitter, write or wire for our fully illustrated specification bulletin. Prompt deliveries can be made.

HERE'S WHAT RAYTHEON OFFERS
Study these Raytheon features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits — A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifier and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2. Greater Dependability — Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads — fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3. High Fidelity Signal — Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4. Push-Pull Final Amplifier — A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5. Easy to Operate — Only two stages, the R F Drive Amplifier and Power Amplifiers; have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6. Fast, Accurate Tuning — All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7. Easy to Service — Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8. Easily Meets All F. C. C. Requirements — Flat frequency response from 30 to 10,000 cycles per second. Noise level — 60 db below 100% modulation. Less than 2.1% RMS for 95% modulation.

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division, Waltham 54, Massachusetts

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

Broadcasting · Telecasting
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JAY ROSENBERG, former UP night bureau manager in Salt Lake City, has joined newswroom of KGO San Francisco, replacing Jim Moser who resigned to become assistant program manager of KFSE Sacramento.

MAX VALKENSTIEN, play-by-play sportscaster at WREN Lawrence, Kan., has returned to station after more than three months of absence while convalescing from pneumonia.

PAUL MABSEN has joined KWXX Shreveport, La., as news editor.

DAVE ATCHISON, former editor of "Veterans" magazine and also former correspondent for WBC in Paris, has joined WWJ Detroit as a staff writer.

PAT HAYES, sportscaster of KIRO Seattle, is the father of a boy.

K. LOUIS FLATTEAU, foreign affairs correspondent of Los Angeles News, has been signed to do five weekly 15-minute commentary on KPFW Hollywood, beginning September 15.

WHITNEY, formerly of UP Hollywood Foreign Bureau, has joined KFMB Hollywood news bureau as MARION MURRAY, now on extended sick leave.

WILLIAM DOWDELL, former radio news consultant of INS, and at one time editor-in-chief of news for WLS Chicago, is now consultant and writer of INS news.

PARLIAMENTARY RADIO COMMITTEE at Ottawa has revealed the change of corporate name and ownership of CKCO Ottawa. Since start of CKCO, it has been held in name of Dr. G. M. Geldert whose family owns the Dominion Woodbridge, The Daily Record of Ontario. The new name is "Canadian Broadcasting Corporation Limited," and new president is Dr. Geldert.

CONSTRUCTION of television tower atop Widmer Building in Philadelphia for WPTL TV station has begun and station hopes to go on air before the first pattern sometime next month. WPTL is also erecting three AM radio towers at its Whitetown transmitter.

Hawkeye view of Mr. Franklin

PROGRAM COMMITTEE for Des Moines' five-day Hawkeye Holiday Celebration, which ended July 8, thought it had a sensational stunt when it hired Blandy, professional flagpole stander, to stand for five days on a braced platform on a 20-foot flagpole atop Des Moines' five-story Flynn Bldg.

Nearly everyone thought the feat thrilling, but one disgruntled steeplejack, Ted Franklin, had only this comment, "Sissy stuff." And then to show his contempt, he headed for the Equitable Bldg., which has 18 stories and a 50-foot flagpole. He took a position astride the gold ball at the peak and went through his bag of "no hands," "no feet" tricks while the crowd gasped in horror. All this time he was hurling insults at Mr. Blandy far below.

Quick to appear on the scene was Chuck Miller, KRNT program director. With his wire recorder, he described the antics of the steeplejack, the pleas of the officers for him to come down, and the "sitter's" colorful replies.

In addition to his on-the-spot coverage, Mr. Miller talked the steeplejack into a personal interview as soon as he was released from jail.
More purchasing power is entering New England. From now on they will abide by the rules of the road as closely as they will abide by the word of their NERN station. NERN's word is law when it comes to buying and markets. Welcome to NERNland.
A BALANCED MARKET

PERMANENT DIVERSIFIED INDUSTRIES make KDFM's market a WELL BALANCED MARKET... covering THREE important Gulf Coast Cities... Beaumont, Port Arthur, and Orange! KDFM penetrates these THREE KEY CITIES!

R E P R E S E N T E D
BY
FREE & PETERS, Inc.
AFFILIATED WITH
AMERICAN BROADCASTING CO., Inc.

BROADCASTING
MAGAZINE

THAN ALL OTHER PUBLICATIONS

COMBINED!

Subscribe Now—52 Issues and Yearbook No. $7.00

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Sponsors

K E Y BRANDS Inc., Los Angeles, manufacturers of "Allbreeds" dog food has been acquired by BEN HUR PRODUCTS Inc., that city (coffee, tea, spices), according to H. B. WYETH Jr., president of latter firm. Simultaneously with purchase, W. B. MASSIE, former president of Key Brands, joins Ben Hur Products as vice president in charge of sales. Extensive advertising and sales promotion plans for further expansion of Key Brands line is being developed and will be announced at later date, it was said. For present, advertising will be handled direct.


STAIE Inc. (Staze and Oxke dental accessories), which sold all outstanding stock to Kilmer & Co., Stamford, Conn., has appointed Duane Jones Co., New York, to handle advertising. W. L. LOWE, advertising manager for Fabco & other divisions, has been made general advertising manager of Parifoine Cos. Inc., San Francisco. A. W. CHERRY has been named assistant ad- vertising manager handling Fabco building materials, and E. V. GEAR, as- sistant advertising manager, handling Fabco floor covering.

ROSS BARRETT Jr., on special assign- ment as warrant officer, is on duty as secre- tary to Secretary of Navy Forrestal, has been appointed sales promotion man- ager of Forman & Clark, Pacific Coast clothing chain. Prior to service, Mr. Barrett was assistant director of press, radio and advertising for National War Bond campaigns.

BRUNO - New York, distributor for Bendix Home Laundry and RCA Victor television sets, started 1,200 spot an- nouncements for each product July 13, for 13 weeks on WNEW New York. J. Walter Thompson Co., New York is agency.

GLASS CONTAINER MFG. of California has appointed J. Walter Thompson Co. to conduct a cooperative advertising campaign on behalf of the company started July 15 in Los Angeles with participation programs on KFWB KFI and ( pct) and sports program in seven other Angeles campaign is expected to be followed by one in San Francisco start- ing Aug. 1.

PABCO PRODUCTS Co., Newark, N. J., has signed for its Cascoa drink, 13 weeks sponsorship of sports flashes and baseball games, handled by Revere LeValley Inc., prior to recent dissolution of that agency, had directed advertising of to- tally on female cocktail and children's market. Campaign of College Inn. New products include chicken mix, King's food and other foods.

F. C. HYDE Jr., former sales manager of Revere Copper and Brass Inc., Detroit, has been appointed assistant advertising manager, for Goodyear Tire & Rubber Co. Inc., that city. Mr. Hyde had been with Goodyear for 13 years.

INTERNATIONAL SIVER Co., Hamil- ton, Ont. (silverware), will start "Ozzy & Harriet" in French on a network of three Quebec Canadian stations in autumn. Translation will be done in Mon- treal and French-Canadian actors will do script. Agency: Young & Rubicam, Toronto.

MISSION INN, Riverside, Calif., has ap- pointed Easter, Van Norden & Staff, Los Angeles, to handle advertising. Ra- dio and newspaper ads for "Yeast" will be followed later by eastern campaign.

CANADIAN GOVERNMENT, Dept. of Finance, Ottawa, plans to use 68 spot announcements on all Canadian sta- tions during October for new Canadian Savings Bond financial campaign. Ronalds Adv., Montreal, is handling the account.

NESTLE'S MILK PRODUCTS Ltd., To- ronto (Nestea), has started spot and flash announcements on 29 Canadian stations. Agency: Cockfield Brown & Co., Toronto.


PROCTOR & GAMBLE Co. of Canada, Toronto (Frell shampoo), has started 12 transmitted announcements on Ontario stations, and will continue advertising by using "Big Sister" daytime serial. Agency: Con- ton Adv., New York.

CIRCUS FOODS Inc., San Francisco (Circus peanuts), account has been re- signed by Harrington, Whitney & Hurst Inc., that city. New agency has not been announced.

CROSLEY DISTRIBUTING Co., New York, was to begin sponsorship of 15 minute periods before and after each Yankee baseball game on WINS New York, on after July 13. July broadcast features amazing国ene newsman and sports newscaster, and will be heard through Sept. 28. Promotions of new programs will include window display and newspaper advertising. Business was placed direct.

HULL BREWING Co., New Haven, Conn., appointed Lindsay Adv., New Haven, to handle advertising program effective July 1. Radio will be used.

Radio Delivers

A RESTAURANT proprietor in Vancouver, Canada is more than gratified with the power of radio. Three months ago this he decided to sponsor Record M. C. Bill Hughes on a trial basis in an 11-15 p.m. nightly show on CKNW New Westmin- ster, B. C. During that time he received 8,000 entries in a contest offering a free two- week, vacation and over 50 calls a night were received for home deliveries of "Chicken in the Ruff" ad- vertised on the program. As a result of this campaign, the owner has decided to sponsor the show seven nights weekly for at least the next year.

Network Accounts

New Business


Renewal Accounts


INTERNATIONAL HARVESTER Co., Chicago, Ill., renews for 52 weeks "Harvest of Stars," Tues. 2:30-3:00 p.m. on 114 NBC stations. Agency: McCann- Erickson, New York.

BALLARD & BALLARD Co., Louisville, Ky. (Obelisk Flour), Aug. 3 renews for 52 weeks "Renato Valley Polka," Sun. 8:15-9:05 a.m. on 27 CBS stations. Agency: Heni, Hurst, McDonald, Chi- cago.

Net Changes

THOMAS J. LIPTON Inc., Hoboken, N. J. "Lipton Swift Silverware, "The Godfrey Talent Scout," on CBS, from Fri. 9:30- 10:00 p.m., to Mon. 8:30-9:35 p.m. Agency: Young & Rubicam, New York.
17,363 HOURS ON THE AIR

AT WQXR, RADIO STATION OF THE NEW YORK TIMES

That's PROVED PERFORMANCE for Federal's F-892R AM Broadcast Tube

This F-892R power amplifier tube was installed in WQXR's 10-kw transmitter on February 5, 1943 — removed from service on December 22, 1945, after 17,363 hours on the air!

It's operating records like this — long life and enduring performance — that have made Federal tubes the first choice of so many broadcast station engineers and operators all over the country. The F-892R power amplifier and the corresponding F-891R modulator are forced-air-cooled tubes which have consistently set the standards for performance in 10 kw AM transmitters. Water-cooled types of equivalent rating are also available.

These — like all Federal tubes — reflect 38 years of pioneering, research, and manufacturing experience. Their outstanding service is made possible by Federal's exacting performance requirements and rigid acceptance tests — including two searching X-ray tests which reveal any hidden flaws or imperfections.

Whenever you want extra operating economies and long uninterrupted service, specify broadcast tubes by Federal. For complete technical data on the F-892R and F-891R tubes, write to Federal today — Dept. B609.

Federal Telephone and Radio Corporation
100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

Export Distributors: — International Standard Electric Corp., 67 Broad St., N.Y.C.
Here is a remote amplifier that has been designed for operation under any condition. Sturdily 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.

Maximum Gain: 80 db.

Output Noise Level: — 60 db.

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

Input Impedance: 50 ohms.

Output Power: 120, 25, 50 and 100 ohms.

Output Impedance: 600 ohms.

Power Output: Maximum + 10 dbm.

Dimensions: 7" x 9¾" x 9¾".

Weight: 9 lbs.

Finish: Cracked 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.
In the field of one-kilowatts, the GATES BC-1E is an outstanding value — on a half dozen counts at least! For operating efficiency, the BC-1E gives you five radio frequency stages for better stability — a maximum 40° temperature rise of all power components — three blowers for properly distributed cabinet ventilation. It challenges FM standards in noise, response, and distortion characteristics.

In addition, it is massive and rigid in construction, conveying the impression of real stability, with which is combined the most attractive lines. All parts are easily accessible — readily at hand for instant checking.

In short, users of the GATES BC-1E are confident that they own the finest equipment made!
Radio's Thrilling Half-Hour
TRANSCRIBED DETECTIVE SHOW

“BOSTON BLACKIE”
Radio's greatest point-per-dollar buy!

Radio Network Productions
1510 Madison Road - Cincinnati 1, Ohio

IN LOUISVILLE
C. H. Hoover, December 1946 April 1947
Consistently Beats All Competition on Stations From Coast-to-Coast!

PULLING POWER

119,025 pieces of mail in 1946

99,644 pieces of mail in the first 5 months of 1947

WGY
GENERAL ELECTRIC

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FCC Actions (Continued from page 68)

Applications Cont.:  
AM—1210 kc  
The News-Sun Bstg. Co., Waukegan, III.—CP new standard station 1210 kc 1 kW D.  
Modification of CP  
WKBW Radio Network, Inc., Elmira, N. Y.—CP, as mod., which authorized new FM station to specify studio location and make changes in ant. system.  
WBBM WBBM Radio Network, Inc., Chicago, Ill.—CP which authorized new FM station to specify studio location and make changes in ant. system.  
WBNA-WJW WBBM Radio Network, Inc., Chicago, Ill.—CP which authorized new FM station to specify studio location and make changes in ant. system.  
WBBM WBBM Radio Network, Inc., Chicago, Ill.—CP which authorized new FM station to specify studio location and make changes in ant. system.  
Modification of CP  

Class B) on Channel 7, 101.9 mc. ERP 1 kw and ant. height above average terrain 1011 ft.  
Modification of CP  
WKNP Cornelia, N. Y.—Mod. CP which authorized new FM station for extension of completion date.  
FM—85.1 mc  
Rural Radio Network Inc., De Ruyter Village, N. Y.—CP new FM station (Class B) on Channel 252, 85.1 mc. ERP 1 kw and ant. height above average terrain 485 ft.  
FM—102.9 mc  
Rural Radio Network Inc., Highmarket, N. Y.—CP new FM station (Class B) on Channel 232, 102.9 mc. ERP 1 kw and ant. height above average terrain 584 ft.  
FM—106.5 mc  
Rural Radio Network Inc., Ichaba, N. Y.—CP new FM station (Class B) on Channel 293, 106.5 mc. ERP 1 kw and ant. height above average terrain 779 ft.  
FM—96.5 mc  
WHEF Rochester, N. Y.—CP to specify frequency as Channel 243, 96.5 mc. ERP as 60 kw, install new trans. and specify ant. system.  
Modification of CP  
WTRI Troy, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.  
AM—990 kc  
Progressive Pub. Co., Clearfield, Pa.—CP new standard station 900 kc 500 w D.  
FM—1270 kc  
Sims Pub. Co., Greensburg, S. C.—CP new standard station 1000 kc 1 kw D. AMENDED to change frequency from 1000 to 1270 kc.  
AM—850 kc  
Blue Ridge Bstg. Co., Inc., Seneca, S. C.—CP new standard station 780 kc 5 w D. AMENDED to change frequency from 780 to 780 mc., power from 500 to 500 w D.  
Modification of CP  
WDDO—FM Chattanooga, Tenn.—Mod. CP which authorized new FM station for extension of completion date.  
WDBG—FM Green Bay, Wis.—CP, as mod., which authorized new FM station for extension of completion date.  
AM—560 kc  
Hamm Radio Co., Bakersfield, Calif.—CP standard station 900 kc 1 kw D.  
FM—Unassigned  
Southern Calif.-Associated Newspapers, Glendale, Calif.—CP new high frequency station on 4370 kc AMENDED to change trans. location, studio location, ERP from 460 w to 91.1 kw, frequency from 480 kc to be determined by Chief Engineer. FCC, specify type trans. and make changes in ant. system, change class station from A to D.  
AM—1280 kc  
The Chillicothe Bstg. Co., Chillicothe, Mo.—CP new standard station 1280 kc 50 w D. AMENDED to change frequency from 1280 to 1380 kc.  
AM—2800 kc  
Lewis Wiles Moore, Glendale, Mont.—CP new standard station 1340 kc 50 w D.  
FM—181.9 mc  
Rural Radio Network Inc., South Bristol, N. Y.—CP new FM station (Class B) on Channel 270, 101.9 mc. ERP 1 kw and ant. height above average terrain 993 ft.  
AM—1320 kc  
Hocking Valley Bstg. Corp., Lancaster, Ohio—CP new standard station 1320 kc 50 w D.  
AM—1430 kc  
Lynd Bstg. Co., Newark, Ohio—CP new standard station 1430 kc 50 w D.  
Modification of CP  
WXRF Guaryama, P. R.—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. site and to change studio location.  
WEMB San Juan, P. R.—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. site and to specify studio location.  
AM—650 kc  
Haygood S. Bowden, Camden, S. C.—CP new standard station 840 kc 250 w D. AMENDED to change frequency from 840 to 690 kc and change trans. location.  
Modification of CP  
KSIR Breckenridge, Tex.—Mod. CP which authorized new standard station to make changes in trans. equipment.

FCC Correction  
DELETED by Commission items on July 17 applications accepted for filing those items referring to assignments of licenses of WPNF and WCAU Philadelphia.  
AM—560 kc  
Winchester Bstg. Co., Winchester, Va.—New standard station 950 kc 1 kW D.  
License Renewal  
WCAU Charleston, W. Va.—License renewal.  
TENDERED FOR FILING  
Assignment of License  
KRDJ Colusa-Sutter, Cal.—Consent to assignment of license to Fikes Peak Bstg.  
AM—600 kc  
Southland Bstg. Co., New Orleans—CP new standard station 980 kc 5 kw D.  
AM—980 kc  
Southland Bstg. Co., Shreveport, La.—CP new standard station 960 kc 1 kw D.  
Assignment of CP  
WJXY Lewisburg, Tenn.—Consent to assignment of CP to G. and Martha Murray, executors of will of J. J. Murray.  
July 22 Decisions . . .  
BY THE SECRETARY  
KRDJ-Lubbock, Tex.—Granted license for new station 1590 kc 1 kw DA WRLD Knoxville, Tenn.—Granted mod. CP to make changes in B station.  
KPFT Lamesa, Tex.—Grant in license for CP, to change trans. location and to specify studio location.  
WWBB-Vicksburg, Miss.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.  
KGAF Galveston, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.  
KXXL Reno, Nev.—Granted mod. CP to change type trans., change trans. and studio locations and extend completion date to 2-5-48.  
WGLF Way, Ind.—Granted mod. CP to change type trans.  
WHOW Clinton, Ill.—Granted mod. CP to change type trans., to make changes in vertical ant. and specify studio location.  
WQDI Quincy, Ill.—Granted mod. CP for extension of completion date to 10-9-47.  
WGDN—FM Portland, Me.—Same to 10-31-47.  
WCAP—FM Asiaury Park, N. J.—Same to 12-31-47.  
WGUY—FM Bangor, Me.—Same to 10-31-47.  
Minnesota Bstg. Corp., area of Minn.—Granted mod. CP KSWL to B.  
DBR—FM Portland, Me.—Same to 11-12-47.  
WGA Chicago— Granted mod. CP to change type trans., to make changes in ant. system and extension of completion date to 12-21-47.  
WLOH Princeton, W. Va.—Granted mod. CP to change type trans., approval of ant., trans. and studio locations.  

JOS. WEDD & Co.,  
350 Madison Ave., New York,  
Know About the  
5000 WATT TRANSMITTER  
Now Being Erected by  
CHNS  
HALIFAX  
NOVA SCOTIA  
The Maritimes  
BUSIEST  
Commercial Station  

WGY GENERAL ELECTRIC
WCON-FM Atlanta, Ga.—Same to 1-17-48.
WRVA-FM Richmond, Va.—Same to 1-20-48.
WTAG-FM Green Bay, Wis.—Same to 1-14-48.
KLEN San Jose, Calif.—Granted mod. CP to change studio location.
KVAR Yakima, Wash.—Granted mod. CP to change type trans., for approval of ant. trans. and studio locations.
WIFI Philadelphia—Granted mod. CP for extension of completion date to 11-1-47.
WNSC Hartsville, S. C.—Granted mod. license to change studio location.
WCRR Menasha, Wis.—Granted mod. CP to change type trans., make changes in vertical and horizontal components of studio and radio location and to extension of completion date to 12-3-47.
WJMO Cleveland—Granted license for new station 1540 kc 1 kw D.
WGAN Portland, Me.—Granted mod. license to change name of licensee to Guy C. Bennett, Sr., Services.
WGUY Ranger, Me.—Granted mod. CP to change name to Guy C. Bennett, Sr., Services.
WRBM Columbus, Ga.—Granted mod. CP to change trans. location.
WHUC Hudson, N. Y.—Granted mod. CP to make changes in vertical and horizontal components of studio and radio location.
WKOP Binghamton, N. Y.—Granted mod. CP to change type trans. and vertical antenna.
KPRC-FM Houston, Tex.—Granted mod. CP for extension of completion date to 10-25-47.
WCBS New York—Same to 11-15-47.
WFMF Chicago—Same to 11-24-47.
WBCS Schenectady, N. Y.—Same to 10-20-47.
WJPG-FM Green Bay, Wis.—Granted mod. CP to change type trans. and make changes in vertical and horizontal components of studio and radio location.
WNAX Niles, Ga.—Granted mod. CP to install new trans. and studio.
KPRC-FM Houston, Tex.—Granted mod. CP for extension of completion date to 10-23-47.
WCRS-FM New York—Same to 11-1-47.
KXOA Sacramento, Calif.—Granted license to cover CP which authorized installation of new trans. and studio.
WNOE New Orleans—Granted license to change name of licensee to Guy C. Bennett, Sr., Services.
WBBM Chicago—Granted mod. CP for extension of completion date to 13-14-47.
KPH Wichita, Kan.—Granted mod. CP for extension of completion date to 10-14-47.
WJBO Montgomery, Ala.—Same to 8-18-47.
WTLC Elkhart, Ind.—Same to 9-2-48.
KXOA Sacramento, Calif.—Granted license to cover CP which authorized installation of new trans. and studio.
WMLO Milwaukee—Granted license for new station 1260 kc 1 kw D and to specify studio location.
KHBC Hilo, Hawaii—Granted mod. CP to change type trans. and for approval of ant. and trans. location.
WHGC Honeym, N. Y.—Granted mod. CP for extension of completion date to 10-16-47.
WREX-FM Rome, Ga.—Same to 10-16-47.
WDAC-FM Columbus, Ga.—Same to 9-30-47.
WAHL-FM Morgantown, W. Va.—Same to 12-12-47.
WTRC-FM Elkhart, Ind.—Same to 11-14-47.
WISE-FM Ashville, N. C.—Same to 1-1-48.
WRAL-FM Raleigh, N. C.—Same to 1-1-48.
11-28-47.
WFDB Fort Worth, Texas—Same to 10-1-47.
WSGO Fort Wayne, Ind.—Same to 9-30-47.

(Continued on page 68)

Hasty

STILL IN its initial adjustment stage, the new 50-kw transmitter of WTIC Hartford went off the air for a few minutes the other day and the station received a phone call from a woman who thought that her radio was at fault. She was advised that it was the transmitter, not her radio, that had ceased to function temporarily. "Ha! Ha! Ha!" laughed the caller. That's a good one on the old man ... he just threw our radio out the third-story window.

Baton Rouge—with a population of 112,000—is the center of the most heavily industrialized concentration of industries in Louisiana. The steady payrolls of huge oil refineries, synthetic rubber plants, and chemical processors are within metropolitan Baton Rouge.

THE FABULOUS BATON ROUGE STORY OF THE YEAR

THE HIGHEST PER CAPITA Retail Sales in Louisiana and the fourth in the South—are in the Baton Rouge area.
TONNAGE OF THE PORT of Baton Rouge is the fourth largest in the Gulf area.
BATON ROUGE IS ALSO the hub of a huge agricultural area composed of productive sugar, cotton and rice plantations.

WJBO

AFFILIATE 1150 ON YOUR DIAL 5000 WATTS DAY AND NIGHT

BATON ROUGE, LA.

Also operating WRL Pioneer FM Station in the Deep South
Affiliated with
THE BATON ROUGE STATE TIMES AND MORNING ADVOCATE
Represented nationally by
GEORGE P. HOLLINGER COMPANY, LOS ANGELES & SAN FRANCISCO, CHICAGO, NEW YORK, ATLANTA

BROADCASTING • Telecasting

July 28, 1947 • Page 65
L D RECORDS from the early days of recording are now being played on a special spot of "Discmaster" show over WYAC Boston, Mon.-Fri. 3:30-4 15 p.m., Sat. 10-11 a.m. 3:30-4 p.m. Norman Gross, 17 of Cambridge, Mass., is the owner of the collection. He showed his records to Vern Williams, m.o. of show, and Mr. Williams decided to devote part of one of his shows to playing the old records. Listener response was so favorable that the feature is now being carried for an additional five or six weeks. Collection includes such records as that of Crosby singing with Whitman Band before he even earned his name on the label, and songs by Al Jolson that even Jolson fans don't recall.

Montana Industries

DESIGNED to acquaint the publie with little-known facts about Montana industrial plants, this program is the result of the processes of manufacture of homemade products, documentary series titled "Western Montanans at Work," will start Aug. 1 on KGOV Missoula. Series will feature on-the-spot recordings of production-line techniques and interviews with managers and firm presidents. It is produced in conjunction with radio journalism classes of Montana State U.

Virginia Viewpoint

DISCUSSION program "Virginia Viewpoint" broadcast over WKAM Arlington, Va., brings to light problems that confront the citizens of Virginia. Program is heard Sun., 12:15 to 12:45 p.m.

Programs

Recruiting by Video

RECRUITING by television started July 11 by U. S. Navy when it presented the "Navy Recruiting" was presented for broadcast over three TV stations in New York City. Program is to be broadcast in all parts of the country to be written, produced and acted in by Navy personnel. Program was written and produced by Lt. Comdr. Gene Sharon, USNR, formerly of KPO, who is in charge of radio publicity for New York Navy Recruiting Station.

Honeymooners Interviewed

NIAGARA FALLS being a favorite honeymoon spot, WGEN Niagara Falls, Ont., has started daily half-hour morning program "Honeymoon in Niagara." Hostess, who has been interviewed in couples from all over the world are interviewed on programs with prizes being awarded by local merchants. To attract audience to the program, including honeymoon couples, CHVC has small card calling attention to the program under glass in a doll room in hotel rooms and tourists homes in both Niagara Falls, Ont., and Niagara Falls, N. Y.

Community Chest Review

PROGRAMS designed to show how money donated to St. Louis Community Chest is spent have been started by KFRC in St. Louis. Titled "St. Louis Feathers In Action," program originates from different Community Chest winner camps each week, where interviews with children, give listeners a word picture of just how their dollars are being spent. KFRC plans to visit community centers and settlement houses this winter to give a complete year round picture Community Chest activities in St. Louis.

'Whatdafun' Series

SPECIAL mystery drama series will be started by WNEW New York, in cooperation with RNC when "Mystery from England" makes its debut Sun., Aug. 10, 8 to 8:30 p.m. Selected from 6,000 winning series, show will be presented by transcription from offices. Roundtable discussions with noted British mystery writers have been scheduled to precede each program, to be followed by 16 other weekly dramatizations.

Rent Control Information

WHEN no one seemed to have the correct answers for landlords or tenants who were affected by 1947 Rent and Housing Act, WTRY Bristolville, Ohio, decided to stage a series of interview-like broadcasts with Rent Control Office. Broadcasts, heard Wednesday evenings, carry information in easy-to-understand language, based on news from the district rent inspector.

Broadcast Displayed

ROAD OAKES of Sacramento Soins baseball club are being billed to fans in the heart of downtown Sacramento, by KFSR that city. Games are on the 12-studio, for larger radio network in one of the nation's largest department stores. There fans can watch how road games are broadcasted from telegraphic wire reports, received directly in the window. Also visual engineering effects which add reality to the broadcasts.

Use Local Talent

EXPERIMENTAL dramas designed to develop local radio talent have been added as a daily feature on WTMV, St. Louis, Ill. Program is aired at 9:00 a.m. and anyone interested in acting, writing or producing may have auditions Monday at 7:30 p.m. at WTMV studios. Recent presentation by the "Naked Truth." "Blood Maple" was presented the story of how blood plasma helped a boy understand better that there are good people and kindness in the world.

Crosby Recordings

TO HOLD audience created by ABC Bing Crosby show until Bing returns to air, WIZE Springfield, Ohio, has bough half hour of time on WIB in 10:30 p.m., so listeners can still hear Bing at his regular time.

KULA Style Show

WEEKLY half hour style show has been started by KULA Honolulu, titled "Elle's Quizzes." "Elle's Quizzes" features are set for half hour of time that KULA show-lunches has attracted much attention. Honolulu newspaper has called it "Ma tentative fee."

Three Sentenced

THREE men apprehended by FCC field agents in attempts to beat the horse races by illegal radio operation have been sentenced for violating the Communications Act, according to the Commission, FCC said John A. Campbell was convicted by a Federal court jury in Florida of transmitting without a license. He received a sentence of six months in jail and $500 fine. He appealed. FCC said Mr. Campbell figured in the Hilaesh case of last March in which transmitting apparatus relayed horse to distant bettors. The commission said that Edgar M. Smith and Kenneth McCrean each have been fined $500 and placed on probation for five years in California. The pair had been taken into custody also last March at Santa Anita in connection with operation of a transmitter concealed beneath clothing. FCC stated steps have been taken to suspend the commercial radio operator license held by these two men.
OBSESSION IS RENEWED TO AM AS 'STANDARD'

OBSESSION to FCC's use of the term "standard" when referring to AM stations was reiterated last week by J. N. (Bill) Bailey, FMA's executive director, in a letter to FCC Secretary T. J. Slowie and members of the Commission.

Objection was first raised several months ago by Judge Roy Hofheinz, FMA president [Broadcasting, Jan. 20]. In last week's letter, Mr. Bailey pointed out that the Commission had previously said that "FM is the finest aural broadcast service available in the present state of the radio art."

Citing FM's present growth Mr. Bailey said it appears "that FM will become the accepted system of broadcasting and AM will eventually become obsolete." Inasmuch as the term "standard" refers to that which is generally accepted by the public, and since FM will soon become the accepted method, according to Mr. Bailey, FMA objects to identification of AM as standard. FMA's suggestion is that AM should be designated as "AM (amplitude modulation)."

QUIPS were order of the day at party given for George Burns and Gracie Allen, stars of Maxwell House Coffee Time, during their New York visit. L to R: Ted Steele, vice president of Benton & Bowles Inc., General Foods Agency; Gracie; Charles G. Mortimer, vice president of Marketing Division of General Foods; Clarence Goshorn, B&B president; George.

Pittsburg, Kan., Station Is Formally Dedicated

SPECIAL dedicatory broadcast for KSEQ, new 250-w, 1340 kc Pittsburg, Kan. outlet was held July 13 at the station's studios in the Hotel Besse Bldg.

Licensee is Pittsburg Publishing Co. and staff consists of C. M. Garnes, formerly asst. manager, KRG Odessa, Tex., general manager; W. D. Brosseau, chief engineer; Roy Pearce, program director; R. L. Millina, music director. Station is GE equipped.

KSD-TV's FIRST RATE CARD

Range from $20 for 1-Minute Spot to $155

For 60 Minutes; Discounts Are Set

FIRST RATE CARD of KSD-TV, St. Louis Post Dispatch video station, lists rates ranging from $20 for a one-minute spot announcement (live or film) to $155 for 60 minutes. Card was mailed to prospective clients July 17, with an accompanying letter from George M. Burbach, KSD general manager.

Discounts are to be at the rate of 5% for 13 times, 10% for 26 times, 15% for 52 times, 20% for 100 times and 25% for 200 times. Recognized agencies will be paid a 15% commission.

Following are the KSD-TV rates:

- 60 minutes $155.00
- 40 minutes $105.00
- 30 minutes $75.00
- 20 minutes $50.00
- 15 minutes $40.00
- 10 minutes $30.00

2-minute spot announcements $30.00

KSD-TV announced that charges for extra rehearsal time on any scheduled program will be at the rate of $35 for each hour up to five hours and $100 for each hour in excess of five hours.

Rates quoted, the rate card stipulates, are for facilities of the station only. Musical, dramatic and other talent charges are not included.

Advertisers also will pay the cost of installing and leasing special telephone, telegraph or other transmitting equipment and the furnishing, installation and operation of necessary equipment for remote control.

The rate card carries the following additional stipulations:

All programs or announcements to be telecast are subject to the approval of the station management and any program or announcement may be revised or rejected. Any contract for telecasting may be cancelled by the management upon written notice without incurring any liability therefor.

All contracts made with KSD-TV are subject to the same regulations as contracts with KSD.
Change hours from D to un., with 1 kw-N 5 kw-D and install DA-N.

License of CP

WCLT Newark, Ohio—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WLED Columbus, Ohio—Mod. CP which authorized changes in FM station for extension of commencement and completion dates.

Mod. CP authorized change in vertical ant., with FM ant. mounted on top, for extension of completion date. Also, mod. CP which authorized new FM station for extension of completion date.

Assignment of License

WPFN-FM Philadelphia—Voluntary assignment of license to Philadelphia Record Co.

Modification of CP

WAPO-FM Wapato, Wash.—Mod., CP which authorized new FM station for extension of completion date. KLEE Houston, Tex.—Mod. CP which authorized new standard station for extension of completion date.

KCRA-FM Lufkin, Tex.—Mod. CP which authorized change in vertical ant., with FM ant. mounted on top, for extension of completion date. KWOD Tulsa, Okla.—Mod. CP which authorized reinstatement of application for installation of new DA-N, for extension of completion date.

Assignment of License

WPTN-FM West Palm Beach, Fla.—Mod. CP which authorized new FM station for extension of completion date.

Reinstatement

Mississippi Valley Broadcast Co., area of East St. Louis, Ill.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Mowhawk Bscg. Co., Mason City, Iowa—CP new standard station 1810 kc 1 kw-D.

Transfer of Control

KTSW Lebanon, Mo.—Voluntary transfer of control of licensee corporation from R. J. Laubengayer, John P. Harris and Sidney F. Harris to Robert R. Michaud. Certified文书.

AM—1330 kc

Charles River Bscg. Co., Waltham, Mass.—CP new standard station 1330 kw 5 kw-D.

Modification of CP

WJFN-FM Jamestown, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTNY Troy, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

FM—102.9 mc

Rural Radio Network Inc., Wethersfield, Conn.—CP new standard station 102.9 mc ERD 1 kw, ant. height above terrain 409 ft.

Modification of CP

WKBS Westboro, Mass.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify station’s location.

AM—930 kc

WRWF Washington, N. C.—CP to change hours from D to un. with 1 kw-N 5 kw-D and install DA-N.

FAMILY

WBW has been a farm station for 20 years. We sell Kansas and adjoining states because we’ve served them well.

WBW The Voice of Kansas in OPEKA

(Continued on page 70)
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel • Kansas City 6, Mo.

The Texas Rangers get at WGBI, Scranton, Pa. They get with their famous transmission service—which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p.m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renewes year after year. But the Texas Rangers transmissions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

FCC Actions (Continued from page 69)

July 24 Decisions . . . . . . . BY A BOARD

FM Grants Authorized coned. grants for one Class A and one Class B FM stations, subject to receive and complete hearing application for engineering details. Granted CPs for one Class A and four Class B stations, also three Class B CPs in lieu of previous coned.


License Renewal WNBC-FM New York—Granted license renewal for period ending May 1, 1946.

Assignment of License WPUL, Pulaski, Va.—Granted consent to assign coned. station to WJAV, King of R. Imboden tr/ass Southw. Bestg. Co., to operate for $25,000.


Assignment of License WJKK, Orlando, Fla.—Withdrawn for hearing application for new station 1260 kw 1 kw D; engineering condition.

FCC Action

AM—1390 kw
The Sandhill Community Beasts, Inc., Southw. Fl., Fla.—Granted CP new station 1360 kw 1 kw D; engineering condition.

Assignment of License WPUP, Palakshi, Va.—Granted consent to assign coned. station to WJAV, King of R. Imboden tr/ass Southw. Bestg. Co., to operate for $25,000.

Hearing Designated

License Application
Lakes Area Bestg. Co., Pryor, Okla.—Authorized for hearing application for new station 1370 kw 250 w D. Petition Denied

KVAL Brownsville, Texas—Accepted order denying petition for waiver of Sec. 1335 of Act of Congress, for filing its application for CP to change assignment from 1400 kw 250 w to 1400 kw 1 kw D.

Hearing Designated
WHOM Jersey City, N.J.—Designated for hearing application for mod. license to change station studio to New York.

Modification of CP
KSEI, Lubbock, Texas—Granted mod. CP, to change DA by reducing overall tower height.

Hearing Designated
Bart Williamson, Martinsville, Calif.—Designated for hearing application for new station 1349 kw 1 kw D. Rejected in part, and made KERF a non-commercial station party to proceeding.

Application Denied
KBKI Alice, Texas—Denied application for license to a non-commercial station, with 1 kw D, 100 w-N and dismissed petition to accept application for filing and grant, and petition of KNIX to dismiss.

Texas Gulf Coast Bestg. Co., Corpus Christi, and KBKI Alice, Texas—Designated for consolidated hearing application of Texas Gulf Coast Bestg. Co., for new station 1070 kw 10 kw unil., DA and SA; and non-commercial station, from 1070 kw 1 kw D to 1100 kw 5 kw unil. DA-N.

License Renewal
Renewal of license was granted 41 standard stations and present license given 10 other AM outlets. See story this date.

July 24 Applications . . . . . . . ACCEPTED FOR FILING

AM—438 kw
Pat Murphy Courtington, Albertville, Ala.—Licensed for hearing application for new station 150 kw 600 w D. AMENDED to change power from 250 w D to 500 w and change type trans.

License for CP
WSFA Montgomery, Ala.—Licensed to cover CP, as mod. which authorized increase power, install new trans. and studio, change frequency.

WJRD Tuscaloosa, Ala.—Mod. CP which authorized increase change frequency, increase power, install new trans. and studio, change frequency.

AM—1496 kw
Modern Bestg. Co., Baton Rouge, La.—Granted license for new FM station 1480 kw 1 kw D. AMENDED to change frequency from 1480 kw 1 kw D to 1490 kw 1 kw D.

License for CP
WARK Hagerstown, Md.—Licensed to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kw
WAIR Winston-Salem, N.C.—Authority to determine operating power by direct measurement of ant. power.

ams Radio Corp., Chicago, Illinois—Authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WMAP Monroe, N.C.—Licensed to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—510 kw
Miami Bestg. Co., Miami, Okla.—CP new station 910 kw 1 kw DA. AMENDED to change frequency, change frequency, frequency, and change trans. site, make changes in DA-N and change commencement and completion date.

License for CP
WCLC-BFM Chicago, Ill.—Licensed to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WSSA-BFM York, Pa.—Authorized new station 1070 kw 1 kw D. AMENDED to change DA power by direct measurement of ant. power.

WBA-BFM York, Pa.—Authorized new station 1070 kw 1 kw D. AMENDED to change DA power by direct measurement of ant. power.

WCLC-BFM Chicago, Ill.—Licensed to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kw
WAIR Winston-Salem, N.C.—Authority to determine operating power by direct measurement of ant. power.

WJRL Springfield, Ohio—Authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kw
WAIR Winston-Salem, N.C.—Authority to determine operating power by direct measurement of ant. power.

AM—610 kw
Miami Bestg. Co., Miami, Okla.—CP new standard station 910 kw 1 kw DA. AMENDED to change DA power by direct measurement of ant. power.

WCLC-BFM Chicago, Ill.—Licensed to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Commercial Broadcasting Company • Texas State Network

WEED & COMPANY, National Representatives

BROADCASTING • Telecasting
mod., which authorized new FM station for extension of completion date and License for CP
WRLA Columbus, O.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of aut. power.

WGIX Columbia, S. C.—CP change frequency from 1460 to 1490 kc, increase power from 1 kw to 500 w N, N 1 kw D, install new trans. and DA. AMENDED to change trans. location and changes in ant.

AM—1370 kw
Thomas G. Harris, individually and as Trustee for Coleman Gay, James P. Alexander, E. G. Kingsbury, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey, Austin, Tex.—CP standard station 1460 kc 1 kw D. AMENDED to change frequency from 1260 to 1380 kc.

Modification of CP
WSTAR-FM Norfolk, Va.—Mod. CP which authorized new FM station to change ERP to 40 kw, make changes in ant., system and change commencement and completion date.

FM—100.5 mc
Southern V�corporation, Corp., Crews, Va.—CP new FM station (Class B) on Channel 265, 100.5 mc, ERP 15 kw. AM—1240 kw

WROY Roanoke, Va.—CP to change frequency from 1370 to 1490 kc (contingent on WcSGL grant to change frequency).

License for CP
WHTN Huntington, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of aut. power.

Exp. TV Relay
Westinghouse Radio Stations Inc., within continental limits of United States—CP new experimental television relay station on 6500-7000 mc 0.1 w, emission A and up in accordance with Sec. 1431 (b) and 1463 hours operation.

License Renewal
KEKE Jacksonville, Tex.—License renewal.
WDEF Chattanooga, Tenn.—Same.

TENDERED FOR FILING
AM—1290 kw

AM—690 kw
William J. Brennan, Jacksonville, Fla.—CP new standard station 690 kc 5 kw D.

AM—1370 kw
Fairmont Bestg. Co., Fairmont, Minn.—CP new standard station 1370 kc 1 kw D.

Transfer of Control
WGYN New York.—Consent to transfer of control of license and CP for FM station WcGYN to Charles K. Merrill and Radio Sales Corp.

AM—1580 kw
Mid-Island Radio Inc., Patchogue, N. Y.—CP new standard station 1580 kc 150 w D.

Hearings Before FCC...

JULY 28

Further Hearing
Wired Music Inc., Rockford, Ill.—CP 1460 kc 250 w D.
Respondent: WDFN Racine, Wis.

Further Hearing
Van Curter Bestg. Corp., Albany, N. Y.—CP 1660 kc 5 kw unl. DA-N.


Governor Donovan Bestg. Corp., Al- bany, N. Y.—CP 1400 kc 5 kw unl. DA-DN.

TWO DECADES AGO

Pictorial Record Shows WDAY—Engineer in 1926

THE DIFFERENCE 21 years can make in a man’s life was vividly demonstrated last week to Henry (Static) Shields, studio engineer at W DAY Fargo, N. D.

The only man who was rummaging through a dusty old file and ran across a photo of Static taken in 1926, four years after the station began operation. At that time Static was a grinning page-boy in a fancy uniform, and he’s been with the station ever since, except for a few years when he saw overseas war service.

Only one man has been connected with the station longer than the ex-page-boy is Earl Rein- eke, founder and president of WDAY.

WALTER VAN NOSTRAND
53, DIES IN ATLANTA

MAJ. WALTER VAN NOSTRAND JR., 53, formerly in charge of aeronautical radio for the U. S. Dept. of Commerce and later with FCC, died at an Atlanta hospital on July 19.

Mr. Van Nostrand joined the Commerce Dept.’s Radio Division as a clerk Sept. 18, 1914. He was transferred to the Department’s New York office in December 1915, returning to Washington in June 1916. During World War I he served with the Signal Corps, and after his discharge he was sent by the Commerce Dept. to Norfolk, Va., in March 1919 as an inspector.

Four years later—in September 1923—he was transferred to Atlanta, and in 1930 he was named technical assistant to the director of radio and was in charge of aeronautical radio throughout the country.

Mr. Van Nostrand shifted to the FCC when that body replaced the Federal Radio Commission in 1932. He resigned the following year to open a radio service in Atlanta.

Born in Danbury, Conn., on March 12, 1894, Mr. Van Nostrand was educated in the Danbury schools and at Eastman Business College, Poughkeepsie, N. Y.

Surviving him are his wife and three children, all of Atlanta.

Invest Your AD Dollar

50,000 Watts of Sales Power

L.B. Wilson

WCKY

Invest Your AD Dollar

WCKY 50,000 Watts of Sales Power

Studebaker builds national sales with locally produced spot radio programs

Ask Your John Blair Man

Leading Radio Stations

Patriot

Representing Leading Radio Stations

NEWS

July 28, 1947

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$31,837,000

Market

S-ray

500 DAY

1000 NIGHT

Huntington, W. Va.

930 KC

ABC Programs

BROADCASTING • Telecasting
5 CPs Are Authorized by FCC, 2 Conditional Grants for FM

TWO CONDITIONAL FM grants and authorization of construction permits for one Class A and four Class B FM stations were announced by FCC last week. Of the conditional grants, one is for a Class A station and the other for a Class B outlet. At the same action the Commission awarded three Class B CPs to existing FM stations in lieu of previous conditions.

Pryor Dillard, rancher and taxi service operator, received the Class A conditional grant for Raymondville, Tex., where he is applicant for a standard station. Proposed assignment is Channel 269, 101.7 mc. His application had been dismissed by FCC but a petition for a reconsideration resulted in the present action.

The Class B conditional authorization went to the Bethesda Free Church of Minneapolis, a nonprofit radio organization. No locality was proposed. Both it and the Dillard grant are subject to further review and approval of engineering details.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is height above average terrain and AM affiliation is given in parentheses):

- John M. Riven (WCBR), Charlotte, N. C.—Class B, Channel 245, 96.9 mc, 36 kw, 530 ft.
- G. W. Covington Jr. (WCW), Montgomery, Ala.—Class B, Channel 233, 94.5 mc, 124.8 kw, 390 ft.
- E. D. Rivas (WGOV), Vistanta, O.—Class B, Channel 233, 92.8 mc, 7 kw, 368 ft.
- Springfield Broadcasting Corp. (KGBO), Springfield, Mo.—Class B, Channel 226, 102.9 mc, 50 kw, 330 ft.

The following were authorized CPs in lieu of previous conditions:

- WINL-FM The Monumental Radio Co., Baltimore—Class B, Channel 276, 102.7 mc, 10 kw, 400 ft.
- WIRL-FM Illinois Valley Broadcasting Co., Peoria, Ill.—Class B, Channel 239, 95.7 mc, 51 kw, 345 ft.

The Commission also ordered that the applications of Radio Projects Inc. for new Class A stations at Jamaica and West New Brighton, N. Y., be dismissed as not in compliance with Sec. 3.203(b) of the rules. The reason given was that the construction permits for Class A facilities were not filed with the FCC by July 28th.

Assignment of License for WPUV Authorized

CONSENT was granted last week by FCC to assignment of license of WPUV Pulaski, Va., from Howard R. Imboden trading as Southwest Broadcasting Co. to Carolina Broadcasting Corp., a new firm of which Mr. Imboden is president and 49% owner. He receives $25,000 for his relinquished half-interest.

Reason for the switch was given as Mr. Imboden's inability to devote full time to the station. He acquires fulltime services of Allan S. Aden, vice president and 49% owner of the assignee. Other officers of the new firm are Eleanor T. Imboden, secretary and 1% owner, and W. E. White, treasurer and 1%. Mr. White is in the lumber business.

WPUV is assigned 250 w on 1230 kc.

WMMW Staff

APPOINTMENT of three top executives for WMMW Meriden, Conn., new 1-kw station which began operation last month, was announced last week by Carl W. Schultz, president of Silver City Crystal Co., station's licensee. They were: James W. Miller, general manager; Bernard S. Morley, assistant manager and program director, and Gabriel Langfelder, chief engineer.

Grant Carolina Firm Only AM CP For Week

ONLY ONE construction permit for a new standard station was issued last week by FCC. It went to The Sandhill Community Broadcasters Inc., Southern Pines, N. C. Facilities awarded are 1 kw daytime and 7 kw nighttime engineering conditions are involved.

Sandhill Community Broadcasters is composed of Jack S. Younts, chief of ground service, American Overseas Airlines, LaGuardia Field, N. Y., who is president and also finds out more about the station “most” people listen to “most” in West Texas?

Yours Truly
KECK

KFMB

Sells San Diego

San Diego again leads all U. S. cities in per capita retail sales. This year folks within 15 miles of our antenna are expected to spend almost $425,000,000. Sales—price industry keeps this figure up. Sell San Diego through KFMB, the ABC station with the "inside" track.

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Yours Truly
KECK

California American Network

(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by J.C. GROSS
Represented by BRANHAM CO.

Page 72 • July 28, 1947

KFMB

"VIC" DIEHM SAYS:

It's been PROVEN

Your WAZL advertising money will result in direct sales gains. The annual earnings of this rich Anthracite and Industrial region total over $5,000,000 per year. That’s a lot of money — and it’s all spent in WAZL’s coverage area. Contact WAZL or our National Representative

Radio Advertising Co.
525 Fifth Avenue,
New York City

BROADCASTING • Telecasting
**Agencies**

(Continued from page 18)

your fall radio budget do you estimate will be spent with new stations which have begun operations in 1947?*

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>FM Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>38%</td>
</tr>
<tr>
<td>Less than 5%</td>
<td>13</td>
</tr>
<tr>
<td>5-10%</td>
<td>11</td>
</tr>
<tr>
<td>11-25%</td>
<td>8</td>
</tr>
<tr>
<td>Don't know and no answer</td>
<td>27</td>
</tr>
</tbody>
</table>

Average 3%

Agencies expect to spend an average of 3% of their fall radio budgets with new stations. More than one-quarter of the panel were unable or unwilling to predict how they will use these stations next fall. 38% are planning not to buy any of these stations. 24% will spend 5% or less of their money in these new operations. 11% expect to spend from 6-25% of their budgets on new stations. No agency plans to spend more than 25% of its budget with them.

*Approximately how much of your planned total radio expenditures this fall will be spent on FM and television?*

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>FM Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>66%</td>
</tr>
<tr>
<td>Less than 5%</td>
<td>65%</td>
</tr>
<tr>
<td>5-10%</td>
<td>5%</td>
</tr>
<tr>
<td>Over 10%</td>
<td>0%</td>
</tr>
<tr>
<td>Indefinite or no answer</td>
<td>21%</td>
</tr>
</tbody>
</table>

The majority of agencies in June had not planned to budget any money on either FM or Television, but 11% reported some money (10% or less of their total planned budgets) will go into FM, with 21% uncertain or non-committal.

In June 14% of the agencies had planned to spend money in television this fall, with most of them planning to spend 10% or less of their total budgets in Television and 1% reporting more than 10% will be spent. Again 21% are hesitant or reluctant to specify their plans.

When asked how these allocations to FM and Television compared to last year, the panel members reported:

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>FM Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>10%</td>
</tr>
<tr>
<td>Less</td>
<td>2%</td>
</tr>
<tr>
<td>Same</td>
<td>30%</td>
</tr>
<tr>
<td>Indefinite or no answer</td>
<td>64%</td>
</tr>
</tbody>
</table>

Most of those who plan no use of FM (or TV) this fall offered no comparisons to last year, accounting for the largest portion of the group giving no answer to this question.

This fall 10% of the agencies will use more FM than last, and only 2% plan to use less. 30% expect to spend about the same amount as last year.

Eleven per cent will spend more on television this fall than last; 2% say they plan to cut over last year. 23% will spend about as much as last year.

**WIFIL PLANS COMBINING FACSIMILE AND TV RATES**

WIFIL Philadelphia, which will be on the air with both television and facsimile stations this fall, has offered time buyers a unique combination of time on the video outlet, WIFIL-TV, plus space in the facsimile edition of the Philadelphian Inquirer, Roger W. Clipp, general manager of the station, announced Friday.

The purchase of advertising rights for a telecast and the facsimile rights for the same event provides the advertiser with a logical and practical promotional-merchandising tie-up," Clipp declared.

"While a telecast is being transmitted to homes all over the city," he pointed out, "facsimile receivers will carry the advertiser's account of the event both in homes and in places selected for public demonstration.

"Rates for facsimile space are expected to be set up on a per-page, per-location basis. The formula for establishment of charges for facsimile advertising would include the factor of size of space contracted for and circulation, as determined by the estimated thousands of viewers per set. This might necessitate the establishment of two separate rates, one for home receivers and one for receivers set up in demonstration places for public viewing.

**FARM PROGRAM DEMANDS ON INCREASE, LERCH SAYS**

A GROWING DEMAND from listeners for more farm news coupled with increased programming on farm topics was noted last week by Don Lerch, director of the CBS Country Journal, who has just returned from a tour of the wheat and corn belts of the Midwest.

Mr. Lerch drew his conclusions from talks with farmers, agricultural officials and farm stations on CBS-affiliated stations. Mr. Lerch said that many stations which made their first tentative overtures to farm audiences during the war years have retained farm programs as an integral part of their operation. He said, too, that several program directors have been directing broadcast on non-technical farm topics at the layman as well as the farmer.

**WIFIL Promotes**

JAMES T. QUIRK, advertising and promotion manager of WIFIL Philadelphia, has been named director of public relations and promotion in a move announced by Roger W. Clipp, general manager. At the same time, John D. Scheuer, Jr., director of program operations, was promoted to operations assistant. Mr. Quirk will now be in charge of special events, public service and public relations as well as publicity, promotion and advertising. Mr. Scheuer will coordinate activities of the program, sales and engineering departments.

**WHDX in JACKSON, MISSISSIPPI**

"Selling America's Fastest-Growing Up-And-Coming Market!"
vastly simplified, more understandable, better catalogued and cleaned up.

Whether the board will promulgate the code without a convention vote is undecided. Suggestions have been advanced that the revised draft, after consideration by the Program Executive Committee, be submitted to the board and to the membership—possibly a month prior to the Convention—for study and for possible discussion on the floor. A membership vote, however, is not mandatory.

Preparatory to board action, it also is expected that provisions of the code will be discussed with other segments of radio most vitally interested, such as radio advertisers, through the Assn. of National Advertisers, and advertising agencies through the American Assn. of Advertising Agencies.

The code would be promulgated as voluntary standards with no provisions contemplated for enforcement. The stigma of nonobservance, it is thought, would be adequate to bring about compliance with reasonable standards by the vast majority of stations.

Reduce Commercials

The effect of observance of the commercial limitations, it is thought, would result in a reduction of roughly 15% in the length of daytime commercials. Nighttime programming would not be affected, since the standards would remain unchanged. This should mean no loss in revenue but roughly the same return for less commercial verbiage, with advertisers standing to reap the same or improved results by virtue of less congestion and more adroit handling of copy.

Following the two-day session, July 22-23, Harold Fair, NAB program department director, said the committee was hopeful of having a code ready in time for the Convention.

The meeting was presided over by Robert D. Sweeney, vice president and general manager MBS, chairman. Others present were: George Biggar, WIBC; Eugene Carr, WPAY; Roger W. Clipp, WFL; Walter J. Damm, WTMJ; Ken R. Dyke, NBC; Harold Fellows, WEWI; Gilson Gray, CBS; C. T. Lucy, WRVA; and John M. Butler, WSB. Unable to attend were: Edgar Bill, WMDD, and Gale W. Grubb, KGO. NAB was represented by Justin Miller, president; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Ben Miller and Mr. Pal.

OBSERVING KSD-TV operations in visit to St. Louis earlier this month were (1 to r): L. W. Herzog, WTMJ Milwaukee; Phil Laesser, Milwaukee; Amon C. Carter Jr., WBAP Fort Worth; R. C. Stinson, Fort Worth, and John D. Klug, KSTP St. Paul. The visitors, all prospective telecasters, inspected KSD-TV quarters and equipment in St. Louis Post Dispatch Annex Bldg. and attended night baseball game telecast by KSD-TV as part of its regular three-weekly baseball feature.

FCC to Clear Up Docket Cases Before Starting Fall Hearings

FCC IS DETERMINED to get out decisions on docket cases already heard before embarking on its fall round of new hearings.

It hopes to have this backlog, now standing at about 50 groups of applications, cleared away or at least whittled down to eight or ten by mid-September.

To accomplish this job, the 10 newly appointed examiners of the new Hearing Division, plus all other available staff members, have been put to work reviewing hearing records and preparing and polishing decisions on the cases already heard.

Backlog of 175

It has been estimated that the average docket case is composed of from three to four competing applications. This would put the present backlog at approximately 175 applications. While they consist mostly of AM cases, some FM proceedings are included.

Counting cases set for hearing but not yet heard, the docket total reaches toward 500. These include slightly more than 400 AM applications, about 80 FM, and three television.

With only a few hearings scheduled during the summer, the new hearing examiners are able to devote their time primarily to work on cases in which the hearing record has been closed. They are being assisted by as many other FCC legal staff members as are available for this work.

FCC authorities said flatly they do not propose to start new hearings until decisions have been prepared on all or almost all of the cases already heard.

Some hearings will be held, of course, in cases where hearing dates have been set or where further hearings carry over from earlier proceedings. For the most part, only a few scattered hearings have been scheduled for the summer months.

It originally was expected that the new hearing calendar, due for release next month, would call for first proceedings to start around Labor Day. In view of the effort to close out pending cases, and also because NAB's annual convention is scheduled for the week of Sept. 15, observers think now that there will be few if any cases slated for hearing before the latter part of that month.
Radio Impact

(Continued from page 17)

conclusively proved by the resulting sales of the test items advertised. We sold 1,200 Nitey Nite Sleepers within a period of three days. We exhausted our supply of Trimalume Baby Baths. Our Minneapolis Nestling Crib Blankets produced more volume through radio advertising. It popularized our Kayser infants' underwear, and with one announcement on Weekly News Roundup we had long distance calls from as far as Ozona, Tex., over 500 miles away."

Charge Customers Study

Another research project undertaken at Joske's while the survey of radio advertising's effect on department and item sales was in progress also reaped interesting results. This survey, made for the purpose of measuring the effect of radio advertising on charge-account customers showed that:

Charge - account customers who listened to Joske's radio programs spent more money by 14.39%, made more purchases by .93%, and spent more per purchase than .56%, than charge-account customers who did not listen to Joske's radio programs.

In making the charge-account survey the "matched sample" research technique was applied. Charge customers were analyzed in terms of home location, with 1,500 of them being selected from the store's addressograph plate files as a random sample. From this sample a so-called "panel" of 500 customers was chosen on a proportional, zone-balanced, random basis to insure efficient routing of the personal interviewers. Diaries of radio listening were used to record the degree of listening to Joske programs by individual customers. Diary was designed to provide a record of listening by individual family members for 15-minute intervals from 6 a.m. to midnight. Students in advertising at Trinity U. did the interviewing.

Purchases of the charge-account "panel" members were recorded for two consecutive months and summarized by total dollar amount purchased and by number of transactions. Results of this portion of the study are indicated above.

A glance at the comparison reveals in sharp outline how charge-account customers who listened to Joske's radio programs made more purchases and spent more per item purchased than did non-listeners.

Marshall Field Entrance Into Television
Is Seen Through Bid for 'Chicago Times'

MARSHALL FIELDS' bid last week for purchase of the Chicago Times, tabloid newspaper, may be of more than average significance to the radio industry on the basis of the facts at hand, according to Chicago radio sources.

Mr. Field, through his radio advisor, Howard Lane, has already revealed his intention of beginning operation of three FM stations by the first of next year, with one of them located in Chicago. WJJJ, one of Mr. Field's AM stations, is expected to begin construction of an FM antenna atop its building at 230 N. Michigan Ave., as soon as possible, with similar construction planned for stations in Cincinnati and Portland, Ore.

'Chicago Times' Considers

While the Chicago Times has not actually filed as yet for a television channel, it has been "exploring the possibilities," according to Russ Stewart, general manager of the Times, to the extent of making "overtures to building owners" for possible purchase and "a survey of factors involved." Mr. Field or his advisor, Mr. Lane, could not be reached for comment on the possibility of a potential Field video outlet. However, if the bid for the Times goes through, as is expected pending agreement among its 488 stockholders, then it seems probable, it is pointed out, that Mr. Field will give continued consideration to the idea originally entertained by its present publisher, Richard J. Finnegan. In the event of its purchase, Mr. Finnegan would retain his present position as editor and publisher, according to Mr. Field. Such a development, it is also said, would mean that the young millionaire would be in a position to participate in three mediums—television, as well as FM and AM.

36,000 Employment
In Radio Industry

Commerce Figures Show 800% Increase From '29-'46

NUMBER of employees in the broadcasting industry jumped from 4,000 to 36,000 or 800% from 1929 to 1946 according to figures contained in the Dept. of Commerce report on National Income issued this month.

The report, a result of an extensive five year research project, shows a similar skyrocketing of radio's national income for the same period from $28,000,000 to $214,000,000.

Total national income from all industries during this period went from $87,556,000,000 to $178,204,000,000.

The low figure for radio's income was $8,000,000 in 1930, but the amount has shown an increase every year since. The income for the entire communications field, which includes telephone, telegraph, radio broadcasting, gas and electric utilities and local public services, amounted to $2,878,000,000 in 1929 and $4,747,000,000 in 1946.

Wages and salaries showed a commensurate rise with other phases in radio's growth, going from $10,000,000 in 1929 to $133,000,000 in 1946.

Average annual earnings for employees in the radio industry was $2,513 in 1939, increasing to $3,694 in 1946. This exceeds the national average for all industries, which amounted to $1,421 in 1929 and $2,357 in 1946.
ANOTHER FIRST

for Atlanta's

Most Progressive

Station

WBGE

WBGE-FM

Atlanta’s First Fulltime
FM-Station

95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

Mike Benton, Pres.
Maurice Coleman, Gen. Mgr.

GENERAL
BROADCASTING

COMPANY

PIONEERING IN
KANSAS CITY

SINCE
1942

—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET

—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

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Network FM

(Continued from page 15)

and Senior Attorney Howard L. Hausman, representing CBS; Robert D. Sweeney, vice president and general manager of Mutual; and Mr. Bailey, Leonard H. Marks, and Gordon Gray for FMA. Mr. Gray, principal owner of WMFM (FM) Winston-Salem, N. C., general manager and sales director. It looked like a natural and almost every-one in the station played their hunch right on the nose. “Gordon Gray” romped home a winner, and so did the bets— all but the real Gordon Gray, who failed to back his namesake.

All But Gray Win

SOME Body at WCAU Philadelphia discovered last week that a horse named “Gordon Gray” was running in trotting races at Westbury, N. Y. Gordon Gray is also the name of the station’s assistant general manager and sales director. It looked like a natural and almost every-one in the station played their hunch right on the nose. “Gordon Gray” romped home a winner, and so did the bets— all but the real Gordon Gray, who failed to back his namesake.

members to be men of their word . . . and I confidently expect that some reasonable basis of dealing with the musicians will be re-established.”

WBT Extends Coverage

With Booster Station

WBT’s SATELLITE station was authorized last week to operate from a location five miles northeast of Shelby, N. C., for benefit of nighttime listeners west of Charlotte. Engineers estimate installation, with $1,000, will bring WBT night programs to over 1,000,000 of the station’s listeners west of Charlotte with better clarity and much higher fidelity. The new station was completed at cost of $75,000. It was scheduled to go on the air for the first time at 7 p.m., July 26.

AFM and Educators

(Continued from page 15)

has failed to use his own showmanship to his advantage. He should have a good horse; he doesn’t know anything about dealing with the public, about what the public wants, or what the term ‘public relations’ means.”

Unusual Treatment

It was the first time the music union boss had received such kindly treatment from Congress. Mr. Kearns commented that he was aware that the procedure was unusual but that he was “very hopeful and quite optimistic” that this treatment would produce better results than a “belligerent prosecution.” He declared that there was a great need in the entertainment industry for parties at odds to sit down around the same table and thrash out their differences in an effort to reach a compromise.

The Labor subcommittee is scheduled to meet in Hollywood to conduct hearings on AFM relations with the movie and television industries. The subcommittee is also slated to probe alleged interference by the AFM with FM development.

Group will return to Washington in September to continue hearings. The subpoenas which remains in effect on Mr. Petrillo is to insure his appearance in Washington at the September hearings. The committee opened the AFM hearings in Washington on July 7, but interrupted them after two days to give the union a chance to comply with the Lea Act and the Taft-Hartley Labor Law. Mr. Kearns said there is every reason to believe that the AFM is doing everything possible to cooperate with the Committee.

KKXL, Waterloo, Iowa, has received a plaque “for exceptional and meritorious conduct in the performance of outstanding service for the Disabled American Veterans,” presented by the Department of Disabled Veterans. The plaque was presented at a convention held in Waterloo, June 6-9.

To Network Executives...

A TIME PLAN TO
ELIMINATE DELAYED
ET’s of your line shows

ANY network offering can be accepted by your affiliate with the Mosby Plan of Time Allocation. Because local programs are confined to the 3rd quarter of every hour. Remaining time belongs to the networks. Affiliates can then accept any network offering and yet know their local commercials are safely slotted in their guaranteed 3rd quarter hour. Let’s give it a try.

The ART MOSBY STATIONS

KGF
KAN A • KGFM
MISSOULA

BROADCASTING • Telecasting
Singing Commercial, Whether Artistic Or Not, Brings Results, Survey Shows

TICKLING THE IVORIES for Robert E. Kintner (i), executive vice president of ABC, and C. H. Cottington (r), vice president in charge of radio department of Erwin, Wasey & Co. Inc., is Eddy Duchin, whose broadcasts are heard over ABC Mon.-Wed.-Fri., 4:30-4:45 p.m. (EDST), for Keml Hair Tonic and Shampoo. Duchin made its ABC debut July 14.

OFFER DEMONSTRATION BY 'JEEP' VIDEO UNIT

TELEVISION ASSOC., Chicago video organization headed by William C. Eddy, noted television engineer and manager of WKBK Chicago, is making its "jeep" video demonstration unit available to commercial and institutional clients in all parts of the country.

Unlike the RCA-Allied Stores Television Caravan, which carries its own full talent and production crew and puts on its own programs, complete even to commercials, the Television Assoc. unit comprises only the video camera, receivers, technical equipment and a technical operating staff. The programming is left entirely up to the organization leasing the unit.

Libby, McNeill & Libby has used the unit on two occasions during conventions, Sears Roebuck & Co. has used it in connection with store openings and it has also been employed by Reliance Mfg. Co. Unit is currently booked by Adams Department Store, Buffalo, Sears, the Evansville, Ind., and KGNC Amarillo, Tex.

THERE WAS EVIDENCE last week that the singing commercial—whatever its artistic stature—is hitting a high note of success for any commercial, rhymed or in blank verse. The Pulse Inc. made public the results of an audience survey on brand remembrance which shows that in each of five separate product categories brands identified with singing commercials or jingles headed the list.

The survey was based on replies to questionnaires filled out by 600 New Yorkers. The first question was: Have you heard any chewing gum advertising on the radio lately? spot announcements, programs, jingles or songs? Which brands of gum? The question was repeated for cigarettes, clothing, beer and soft drinks.

In the first category the list was topped by Chiclet's "I like Chiclets' candy-coated chewing gum, I am going right out now and buy me some," which was named by 165 (56%) of the respondents. Second was Dentyne ("Dentyne chewing gum, Dentyne chewing gum!") with 105 or 21%, Wrigley's, which does not use jingles or singing commercials, followed with 45 identifications.

Among cigarettes Lucky Strike ("L.S.-MFT") held a comfortable lead with 134 or 60.6%. Chesterfield ("Always milder, better tasting, cooler smoking—ABC") followed with 122 or 54.8%. Camels ("C-am-el-a") was third with 112 or 50%, followed by Phillip Morris ("Call for Phillip Morris>//") with 94 or 42.5%.

Among clothing stores Robert Hall ("Robert Hall this season will show you the reason ...") led the field with 71 or 32.2%. Barney's ("Calling all men to Barney's") was tied at 67 or 30.4%, with Bond Clothes.

In the brewing industry Piel's beer ("It's delicious, yum, yum, yum . . .") was far ahead, being identified by 209 or 41.8% of the respondents. Following in order were Pabst, 166 or 33.2%, and Ruppert's, 131 or 16.2%.

Pepsi-Cola ("Pepsi-Cola hits the spot . . .") was in a class by itself with 321 or 64.2%. Coca-Cola was next with 75 or 15.0% and Ever-Vess ("Ever-Vess, yes, yes!") was third with 44 or 8.8%.

The Pulse's survey was conducted under the supervision of Dr. Sydney Roslow, director, on behalf of agencies for several of the products named.

Radio Panel

RADIO, represented by five members of the Georgia Assn. of Broadcasters, emerged with virtually a clean bill of health after a two-hour public opinion panel at the Leadership Training Institute, July 17-19 at the U. of Georgia in Athens. Discussing editorializing on the air, the majority of the panel was against radio stations taking stands on issues, but the audience felt that broadcasters should speak out on community matters. Representing radio were Walter Pascal, WSB Atlanta; Russ Holt, WGAA Gainesville; Belmont Denning, WMOC-Corinth; Wilton Cobb, WMAZ Macon, and Edwin Mullinax, WLAG LaGrange.

AT&T Rates

(Continued from page 20)

prove the transition of coaxial operation from experimental to commercial usage. An application for that appeal has been filed at AT&T but has not yet received action by the Commission.

The telephone company's action, observers felt, clearly indicated a desire to cooperate with the Commission in working out a happier solution. AT&T officials declined to comment beyond the company's prepared statement, but the industry generally felt that AT&T authorities regarded it as unwise to press the proposed rates in the face of the almost unanimous opposition they had engendered.

FCC's announcement that it had approved the withdrawal gave specific indication that AT&T proposed to make its "further studies" in cooperation with television industry representatives. AT&T's public statement in this respect said only that the action was taken "to permit further studies of the technical problems." The withdrawal was "without prejudice to a subsequent filing of tariffs for this [intercity relay] service by the company."

AT&T said "no change is contemplated in the basis of charges for pick-up and other wire and radio facilities provided by Bell System telephone companies for special point-to-point transmission of television programs."

WCHS STEPS IN

Station Gets Citizen Action

- On Health Conditions

DEMONSTRATION of what radio can do when it acts as an amplifier for public issues has been dramatically presented by WCHS Charleston, W. Va.

The station picked up the cudgel for the creation of a joint county-city health service last December when the Kanawha County health officer, Dr. E. W. Langs, resigned because of unsatisfactory conditions.

The issue might have died accompanied by a few newspaper stories. What was needed was a strong voice. WCHS provided not only the voice, but also an auditorium for mass meetings.

Today the health of Kanawha and Charleston citizens is protected by a joint health service, arranged by contract signed June 30, Managing director of the station, Howard L. Chernoff, concedes that WCHS "did the community a good turn."

The newspapers went a little further to say that the campaign was "sponsored by WCHS."
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. Apply to Box 883, BROADCASTING.

Help Wanted

Engineer.—Opportunity for young GI, still in Army, to receive military degree or our own and first class license, at new WQXR-AM/FM-1550 in New York. Write fully, A. R. Moier, Chief Engineer, 120 West 45th St., New York City. 

Announcer—operators with ticket. Thoroughly experienced. Send photo, references, and also state salary expected. Box 94, BROADCASTING.

Salesmen with experience wanted by a 250 watt network station serving community. Salary plus commission. Permanent for man who can produce. Box 950, BROADCASTING.

Chief engineer wanted new regional network station in mid-south. Prominent man; good working conditions. Must be thoroughly experienced. Salary plus commission. Box 992, BROADCASTING.

Announcer—Experience needed. Send references and photo. Box 994, BROADCASTING.

Engineer—Opportunity for young GI, still in Army, to receive military degree or our own and first class license, at new WQXR-AM/FM-1550 in New York. Write fully, A. R. Moier, Chief Engineer, 120 West 45th St., New York City. 

Announcer—operators with ticket. Thoroughly experienced. Send photo, references, and also state salary expected. Box 94, BROADCASTING.

Salesmen with experience wanted by a 250 watt network station serving community. Salary plus commission. Permanent for man who can produce. Box 950, BROADCASTING.

Help Wanted (Cont’d)

Engineer with 1st class license. No an- nouncement. Must have experience in a turbitious operation, with a sense of responsibility, knowledge of pay and business organization. Base: $25,000 per year, with building for right man. Extreme south. Write fully, A. R. Moier, Chief Engineer, 120 West 45th St., New York City.

Music director (organist-soloist, pianist), announcers, salesmen, engineers, copywriter and chief engineer outside U. S. H.R.C., Personnel Service Building, New York City.

Chief engineer desires change. University degree in communications engineering, with seven years experience in installation, construction, and operation of station and directional arrays. Box 999, BROADCASTING.

Announcer, experienced, studio, trans- mission, complete offer please. Box 975, BROADCASTING.

Engineer—5 line, 2nd Telegraph, RCA graduate. Will travel. Box 999, BROADCASTING.

Announcer, presently employed, available first week of September. Box 999, BROADCASTING.

WANTED — TRANSCRIPTION BROKERS AND SALESMEN

New children's show. Year 'round public service feature. Universal appeal to build Hoover ratings for transcription offices. Terms to be negotiated. Send me opening on excellent franchise basis. State your experience, territory, and present grosses. Box 55, BROADCASTING.
Situations Wanted (Cont'd)

Engineer, first class, experienced, three years experience, technical ability. Prefer engineering position, possible management. Box 10, BROADCASTING.

Engineer, broadcast, first class, 10 years experience, in radio maintenance and servicing. RCA, matriculated. Box 62, BROADCASTING.

Engineer, first class, 10 years experience, in radio maintenance and servicing. RCA, matriculated. Box 62, BROADCASTING.

Announcer, experienced, 10 years experience in sales work. Experienced in college, direct and written radio advertising. Box 48, BROADCASTING.

Engineer, 10 years experience, in radio maintenance and servicing. RCA, matriculated. Box 62, BROADCASTING.

Chief Engineer. 15 years experience in all phases of broadcasting, including program and musical direction, continuity, announcing, engineering, and sales—desires permanent position in responsible job with larger established station. Box 49, BROADCASTING.

General Manager—If you are looking for a man to take complete charge of your station (or a CP), read this: I have 13 years experience in radio covering all phases of station management plus New York agency experience. I am fully qualified to take full responsibility for staffing and programing your station (if new) or, taking full charge of existing station. I can handle your sales problems, agency or network. Write me. Box 43, BROADCASTING.

Salesman. Announcing experience, class photo. Excellent references. Box 43, BROADCASTING.

Engineer, 10 years experience. Available immediately. Box 43, BROADCASTING.

Engineer, 10 years experience. Available immediately. Box 43, BROADCASTING.

Situations Wanted (Cont'd)

FOR SALE

75-A Presto recorder with 85-A amplifier, two RCA type 50-A conductor microphone. Box 10, BROADCASTING.

1—Composite duplicate RCA 1-D 1000 watt transmitter. Completes all FCC requirements. Box 10, BROADCASTING.

1—Phasing unit for 2 elements. Complete monofrontal array—$1,000.00. 1—GE wire recorder—$250.00. 1—Presto type c-300 recorder—$100. 1—12" turntable and 78 RPM. 15 ohm head—$100. 1—Scientific Radio Service 120 kc crystal controlled receiver—$250. 1—Billey-RC-66 T 7" tone—$35.00. Box 32, BROADCASTING.

CONTROLLING INTEREST IN TOP AFFILIATE! We'll talk to those expanding with seven figures ability. Box 31, BROADCASTING.

FOR SALE

75% INTEREST IN 250 AM STATION

An attractive independent operation located in one of the most bustling, commercial, and cultural areas. Here is an opportunity for the right type of enter- vespert to acquire control of a fulltime station with a large listening audience of 250,000 population. 25% interest will be purchased by an outstanding broadcasting radio executive who desires to move south to enjoy retirement or this type of activity. Price for 75%—$125,000. Write.

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D.C.
SAN FRANCISCO
James W. Blackburn Ray H. Hamilton
1211 New Hampshire Ave., 1227 California
Washington, D.C. Los Angeles, Calif.
National 5485 Ekbrok 5757

SALESMAN

Radio experience wanted by independent in major midwestern city, position open. Write your needs to Box 33, BROADCASTING.

SALESMAN

With radio experience wanted by independent in major midwestern city, position open. Write your needs to Box 33, BROADCASTING.
UK Proposes World Advisory Body

Group Would Function Within Framework of ITU

PLAN for establishing a world-wide advisory body on broadcasting, to function within the framework of the International Telecommunications Union, is being studied by a working group of delegates to the recent International Radio Conference in Atlantic City. Group, headed by a delegate from India and comprising members from Canada, France, Netherlands, United Kingdom and USSR, functions under a subcommittee of the conference committee on organization, which deals with the establishment and maintenance of organizations functioning under the ITU.

Proposals for the handling of international broadcasting questions have been made by a number of countries participating in the conference, including Belgium, Chile, Colombia, Switzerland and the United States, but the present study is assuming to some extent the proposal of the delegation from Great Britain that the conference establish an international consultative committee for broadcasting to correspond to the present international consultative committees for telephone (CCIF), telegraph (CCIT) and radio (CCIR).

Committee's Function

The primary function of this new committee, which has been given CCIX as a working title, would be to coordinate the requirements of the broadcasting services on a fully international basis," according to the British proposal. While there may be some arguments in favor of separate organizations to deal in the conduct of high-frequency and medium- and low-frequency broadcasting services, there is a wide range of technical problems which, in the opinion of the United Kingdom, are proper to be studied on a worldwide basis. There is also a number of related non-technical matters which might equally profitably be studied on a worldwide basis.

In a discussion of the British plan by Subcommittee A of the organization committee, the Canadian delegate endorsed the idea of an international organization or committee "to obtain maximum integration and use of international short-wave broadcasting from the technical point of view" as at present the situation is "one of chaotic character." But he declared that "Canada, as a party to NARCA, could not agree to any plan which entirely separatedBroadcasting, because of its problems in conjunction with the known conditions of standard band and long-wave broadcasting." Supporting the views of the Canadian delegate, it was said that on the regional level the U.S. "could not agree to any intervention by a worldwide organization in the operation of NARCA." He said that as he saw it, outside of specific frequency allocations in regions, other technical problems could be handled by either CCIR or the International Frequency Registration Board, and expressed the opinion that there was no need for a third organization to study such matters.

British delegate replied that his delegation's proposal clearly limited the CCIX to an advisory capacity and that there was no indication that there would be an international interference in matters wholly within the province of the North American region.

The delegate of Belgium stressed the fact that many of broadcasting's problems are legal and cultural rather than technical and are therefore not properly included in the scope of ITU, so that an international broadcasting organization to deal with those cultural and legal problems would have to be independent of ITU. If its functions are confined to technical problems, he said, it was not clear why those problems could not be handled adequately by CCIR and CCIF.

He pointed out that "questions pertaining to broadcasting, in all its aspects (technical, cultural, legal, etc.) may be first studied by the owners or operators of broadcasting organizations, who are competent to handle those problems, and who are intimately connected with broadcasting. These owners or operators are in constant daily contact with broadcasting problems in all its various aspects, which is not always the case with administrations," he stated.

The broadcasters, he continued, "can play the part of experts at governmental and administrative conferences which have the right of making decisions . . . could facilitate the task of CCIR and CCIF. In broadcasting on long and medium waves, these organizations of owners and operators could be regional in nature. In short-wave broadcasting a link between regional organizations must be provided, for example, a world federation or some other kind of agency to be studied by the high frequency broadcasting conference." Pointing to the basic difference between the European and American approach to the problem of allocation of frequencies, and between the governmental plan of operation in Europe and the dominant American system of private operation, the Cuban delegate registered opposition to any worldwide organization having anything to do with standard broadcasting until Europe has reached the degree of frequency sharing made possible by NARBA in the North American region.

Pederson Remarks

After extended discussion, the subcommittee chairman, Gunnar Pederson of Denmark, stated that the general view seemed to be that a broadcasting consultive body working within ITU should not be dealing with cultural or legal questions, should consider questions relating to high frequency broadcasting, should not interfere with regional broadcasting arrangements in different parts of the world. He then named the working group already mentioned to study the matter in detail.

Are You Looking for—An all-round radio performer? A news editor, re-write man, producer and announcer? A man with a reliable voice and mine personality, or she, who has had more than 17 years of continuous experience? Are you dying on the vine for someone who can be depended on to do a consistently good job on the air, hold auditions, handle announcers' schedules, answer remote jobs and handle all broadcast detail? Well, brother, I certainly hope you find him. The name is Jack Bell, Chief Announcer, WTCN (ABC) Minneapolis, St. Paul.

Radio Samaritans

THANKS to Cliff (Cactus Jack) Johnson of KLX Oakland, Calif., and a sympathetic San Francisco listener, a little girl from Esparto, Calif., can see for the first time in her three and a half years of life. When the parents of Elizabeth Mae Klein appealed to Cactus Jack to help them find a battery radio for their trailer home to help brighten Elizabeth Mae's life, he broadcast the story over KLX. Joe Wilson, a San Francisco artist, was so touched by the story he arranged an eye operation for the child. The surgery was successful.

Dunham Tells Students of Radio's Opportunity

FRANKLIN DUNHAM, radio chief of the U.S. Office of Education, told students of the NBC-Northwestern Summer Radio Institute this week that "Radio has a tremendous responsibility—and opportunity—for leadership in America" and that "radio stations should utilize these opportunities for betterment of the country."

Speaking on "Education by Radio," in another of the institute's series of lectures, Mr. Dunham asserted that "radio has a definite influence on the public." He pointed out three reasons for the medium's influence," the power to get and hold interest," its capacity to train "the perceptive sense," and its ability to increase "the retentiveness of memory." He told students, "Remember, there are no radio lessons, rather there are lessons in radio," Mr. Dunham attributed the motivation of the early-day radio fan to his desire to try for "distance," while today he seeks out the best informative and entertaining programs.

NEW MERCHANDISING and sales services planned for WHP Harrisburg, Pa., are discussed by executives of station and representatives of The Bolling Co., which represents WHP nationally. L to r: Ken Carpenter, manager of WHP's Chicago office; George Bolling, president of Bolling Co.; A. K. Redmond, WHP general manager; R. H. (Skin) Bolling; Dick Redmond, WHP program director; Schuyler Ensell, Bolling Co.

Audio Brochure containing coverage maps and market data based on industry sources has been published by KFBR Sacramento, Calif. for its listening area.
Admissions for Five Nations Are Denied at Atlantic City

THE INTERNATIONAL Telecommunications Conference (the potentiary Conference) now in session at the Ambassador Hotel, Atlantic City, denied admission to delegates from the People's Republic of Outer Mongolia and three Baltic states: Estonia, Latvia and Lithuania, at a plenary session which began July 18 for an anticipated meeting of a few hours and wound up July 22, third day of the meeting.

During the three-day session the question was raised whether the Mongolian Republic was voted on twice, the second vote coming on the meeting's final day after the delegates had agreed on a modification of the voting procedures adopted during the first day of the plenary session. In neither balloting, however, did the country secure enough favorable votes to admit it to the conference.

Voting procedure adopted on Monday called for at least half of the delegations having the right to vote to be represented at the session for a vote to be valid. A majority vote would carry a measure, except when a majority supported a motion, the subject was important enough to require a two-thirds favorable vote. Using this method, and employing secret ballots for the first time, the conference voted 41 to 18 against admitting the Baltic countries, with 10 delegations abstaining from voting. On Outer Mongolia, the vote was 32 for its admission, 26 against and 9 abstentions, amounting to a rejection as the favorable votes while in the majority, failed to meet the two-thirds total required.

Protest is Made

Alexander Fortunenko registered "a vigorous protest" against the exclusion of these countries, which he termed a violation of the Madrid Convention in that "the members of the Intertelecommunications Union, Estonia, Latvia and Lithuania, which are parties to the Madrid Convention, had not been admitted to participate in this conference.

The vote on Spain—35 against admission to 21 for, with 9 abstentions—on Saturday morning evoked similar protests from Col. Anibal F. Inbert of Argentina, who with Leon O'Brien, chairman of the Irish delegation, had argued for Spain's admission as an ITU member and that this status should not be affected by the exclusion of Spain from the United Nations. After Col. Imbert had declared for the Argentine delegation "all responsibility for the decision adopted by the plenary assembly," Francisco Col de Wolfe, vice chairman of the conference and of the U.S. delegation, proposed this resolution:

"Resolved that this Plenipotentiary Conference is supreme and may admit countries to participation and vote in its conference without regard to their past compliance with the requirements for membership in the union." It was adopted 61 to 0, with 4 abstentions.

Proposal of Janul Nahlumo, Lebanon, to change the rule so that the reversal rule be reconsidered as it was tantamount to a veto, was held over the weekend. Before it came to a vote on Tuesday the assembly was faced with eight different proposals. Much of the discussion concerned whether the assembly should reverse itself, which was settled by Conference Chairman Charles E. Denny, who ruled that a reversal would not set a precedent.

Procedure Adopted

Procedure finally adopted was that no motion can be adopted without the support of the majority of the delegations present and voting, with abstentions not counted and the proposal considered rejected in case of a tie. A majority of at least two-thirds of the delegations present and voting, the measure shall be reconsidered at a subsequent meeting. Vote on this modified procedure was 41 for, 24 against, 11 abstent, with 9 not voting.

Question of admitting the Mongolian Republic was then reopened by the delegation of Bielorussia. This move to reconsider the previous action was supported by USSR, Albania and Cuba and opposed by the United Kingdom. Issue failed by six votes to attain the needed two-thirds majority of 36, with 32 favorable votes, 25 against, 11 absent and 9 not voting.

An admittance problem was also the major concern of the third plenary session of the International Radio Conference, a two-hour session which convened Tuesday afternoon immediately following the adjournment of the second plenary session of the International Telecommunications Conference. This concerned the admission to the Radio Conference of the Union Internationale Radiodiffusion, which had been charged with Axis collaboration. Question came up originally at the plenary session on June 5 but action was deferred until the UIR president, George Co- mus, could answer these charges. Following his appearance the assembly voted to admit UIR as an observer by a vote of 24 to 20, with 17 absent and the same number not voting. Assembly accepted the recommendations of a meeting of heads of delegations regarding the admission as observers of Commercial Telegraphers Union, American Communications Assn., International Chamber of Commerce and Supreme Command Allied Powers.

A SMART STATION ROMOTION

... Give your public a real television preview. . . . Millions have yet to see a television picture. . . . Hire Television Associates "Jeevo" TV Unit—complete with camera, 4 receivers, all technical equipment and experienced technical staff. . . . You be the showman—your talent and personality in leader of advertisers to carry out nut. . . . Ideal for department stores, conventions, fairs. . . . Wherever there are people this will pack 'em in. Costs range from $500 for 1 day to $1750 for 1 week. . . . A few dates still open for August and September. . . . Wire for reservations.

Television Associates, Inc.

Chicago: 190 N. State St.
Andover 3294

New York: 527 Lexington Ave.
Wickersham 4-0000

July 28, 1947
PTA-Radio Differences Again Brew

Executives of ‘Offending’ Networks Answer Unit’s Charges

By CLARENCE MYERS

IS THERE anything wrong with children’s radio programs on the air today?

Plenty, aver the Lafayette unit of the PTA, in San Francisco.

Very little, say the network chiefs.

In the past few months the parent group on the coast has kicked up quite a fuss about the caliber of material aired for juvenile ears. In May the group passed a resolution that it would boycott eleven “blood and thunder” programs and the products are requesting those productions. At the same time they sent a petition to Mrs. George Hanowell, president of the National Council for Youth Entertainment, Washington, D. C., urging that something be done about the situation.

Lately, the PTA, Second floor, was the passing of a resolution urging the “offending” networks—ABC and Mutual—and the agencies and sponsors involved—to terminate and abandon completely the following kid shows: Terry and the Pirates, Jack Armstrong, Lone Ranger, Sky King, Hop Harrigan, Superman, Captain Midnight, Tom Mix, Red Ryder, Cisco Kid and Tennessee Jed.

The foreword of the resolution states that “juvenille crime and horror programs on the radio are tending to dull the minds of our children” and “... the radio industry can well afford to write off its existing investments in second-rate melodramas.”

Claims Detrimental Effect

The resolution by the parent group also suggested: “... that the stations, networks, advertising agencies and sponsors substitute more intelligent, constructive and unmistakably worthy children’s programs; that since the aforementioned list of programs has a bad name, it is neither feasible nor wise to try to re-write them around more intelligent themes; that the stations, networks, advertising agencies and sponspors wipe the slate clean and give the children a new deal.”

As a panacea for all such radio ills as these radio productions, the PTA unit suggested: “... all stations, networks, advertising agencies and sponsors submit all scripts for children’s programs to a recognized, expert and impartial board of judges. Such a board could consist of: one third, representatives of the radio industry; one third, professional experts such as psychologists, psychiatrists, ministers, educators, librarians; and one third, listeners such as parents.”

Mrs. Anna Len, chairman of the Lafayette PTA unit’s “Better Radio for Children” campaign, furnished Broadcasting with excerpts from letters to top network officials, which are in reply to the PTA’s complaints.

Kobak Offers Cooperation

From Edgar Kobak, president of Mutual Broadcasting System: “I have this time I will probably be in San Francisco and at that time I would like to meet with you and your committee. I’d like to give you the benefit of our experience and I certainly know that I can learn a great deal from members of your group.

“May I add that we, too, are interested in children. You see I’m a father and also a grandfather of two fine young boys. We wouldn’t allow anything to go on the air that we felt would be bad for them. And many advertisers and their advertising agencies have known to be fathers and even grandfathers.”

From Robert E. Kintner, executive vice president, ABC: “I have your letter addressed to Mr. Mark Woods, who is out of town. I understand Mr. Saudek has replied to the sentiments of the Lafayette PTA. However, the two suggestions contained in your resolution will be considered in reviewing the over-all program structure.

“I want to thank you and your fellow members for the active interest you are showing in radio broadcasting.

From Robert Saudek, director of public affairs, ABC: “I have a personal interest in your letter because I have three young children.

“It is somewhat surprising to find these features under attack because of all the criticisms which are directed at broadcasters, the programs you mention are almost never cited. I think there was a time some years ago, when less care was taken in editing these programs.”

Cites Other Sources

“We have consulted many of the country’s leading psychologists and psychiatrists about programs for children and each one has told us that children’s maladjustments cannot be traced to the radio but are traceable to relationships which are more constant in their lives. They like excitement and adventure, which such radio programs give them, thus relieving tensions and aggressions virally. The radio can act as a safety valve for children to blow off emotional steam.

“Normally active children should have no more dreams about radio programs than they do about their outdoor cowboy games or the reading of such adventure stories as Treasure Island, Huckelberry Finn, or The Headless Horseman.

“May I say that Dr. Harcourt Peppard, an M. D. and psychiatrist, who is head of the Child Guidance Bureau of the New York City public schools, recently stated that of 14,000 child interviews he heard during the past year, not one maladjustment could be traced to the radio. I think this testimony should be encouraging to all parents who have honestly wondered about the effect of radio programs on children.”

From Joy Elmer Morgan, editor of NEA Journal, organ of the National Education Assn. of the United States, Washington, D. C.: “You are dead right in your feeling that crime and horror programs on the radio present a serious challenge to parents and people that goes to the mind comes out in the life, and some of our radio programs, movies and so-called funny papers are debasing the coinage of our civilization, lowering the standards of taste and feeling in a way that will influence the lives of people far more than we are aware. I hope that you and your responsible PTA groups will lead in a movement that will become statewide and nationwide.”

KGO’s Bob Franklin, who writes a paid radio column in the San Francisco Chronicle, on July 4 commented on the controversy. He wrote in part: “... radio has, will and should improve. Everyone in radio works toward that end constantly. Careful study has developed very stringent policies for such ABC programs as Terry and the Pirates, Jack Armstrong, Sky King, and Lone Ranger.

“They must emphasize law and order, adult authority, good morals and fair play. Vulgarity, kid-napping, horror, etc. are prohibited. Even so these programs can still be improved — as can all things mortal. But generalized condemnation can’t do it.

“There is no dictator in American radio who stuffs down listeners’ throats what they should be and what they should have. Hundreds of people produce what comes through your loudspeaker and their work is sensitively tuned to public favor and disfavor.”

Bootstrap Method

ANDREW GAINEY, baritone, who with his wife conducts a breakfast show on WCAU, Philadelphia, has been using rival stations to win his way to national prominence. July 20 he was selected to win the “Big Break,” NBC program, carried in the Quaker City by KYW. In winning, Mr. Gainey gave the choice of his prize not to cost more than $1,000. He chose a concert debut at New York’s Town Hall for the spring of 1948. Later Mr. Gainey won the “Voice of Tomorrow” contest of WFIL Philadelphia.
Disposal of Interests in 3 Outlets Up for FCC Action

CONSENT to disposition of interests in three stations and reorganization of two other outlets, one an FM station, is requested in applications tendered for filing last week at FCC.

J. E. Rodman, who proposes to merge his Fresno, Calif., radio interests with Tulare-Kings Counties Radio Assoc. of Visalia and Fresno (BROADCASTING, July 11), sells KERO Bakersfield, Calif., to his KERO manager, Paul R. Bartlett. Consideration is $25,000 minimum, but in event less than original cost of assets transferred, less depreciation, on closing date. Transaction is contingent upon approval of the Fresno merger. Accompanying the KERO transfer was application seeking approval of change of KERO facilities from 250 w on 1250 kc to 5 kw on 970 kc, directional night.

Craney, Others 40% interest in 1230 kc KERO companying the KERO applications tendered at meeting, Hotel Chalfonte, Haddon Hall, New York, Sept. 23-25.

Mr. Aley and fellow owners of KSBW Salinas, Calif., to Salinas Broadcasting Corp., a new firm including two of the present partners, also is requested of FCC. Harold W. de Haven, a partner, is retired and turned his third interest over to the partnership which now is composed of J. M. Hall, president and 30% owner, and W. M. Oates, secretary-treasurer and also 30% owner of assignee. No monetary consideration is given. Joining Messrs. de Haven and Oates in Salinas Broadcasting are Dan G. Bardin and Niles C. Cundinham, local attorneys, who will each hold 20%.

WABZ Albemarle, N. C., 1 kw on 1010 kc, seeks approval of assignment of CP to Radio Station WABZ Inc., new firm which includes two of present partners. The assignor partnership is composed of T. R. Wolfe, W. E. Smith, S. L. Myers, Carl C. Aley and R. H. Whitlow. Merchers Wolfe, Smith and Myers retire, receiving $2,500 (cost) for their holdings.

Mr. Aley is president and Mr. Whitlow secretary-treasurer of the assignee. In exchange for WABZ they each receive 40 shares (20%) and each agrees to purchase an additional 10%. Others interested are Ira Leigh, station salesman, who is vice president, and G. H. Henne, operator of his own independent agency, director. Each holds 20% interest.

Seek Mere Capital

In order to secure added capital and participation of employees in ownership, WFOB (FM) Fortoria, Ohio, has requested FCC approval of assignment of CP from Laurence W. Harry, sole owner, to Seneca Radio Corp., of which Mr. Harry is secretary and 50.23% owner. Others composing assignee are F. E. Elsea, president and 24.87% owner; G. H. W. Brugemann, vice president and 12.45%, and E. V. Hurst, treasurer and 12.45%. Consideration, according to the application, is the assets and part of the liabilities of the assignor, plus operational expenditures of the assignor for the last seven months of operation under special temporary authority. The assignor has been in operation under an STA since Dec. 1, 1946. Losses in operating expenses over operating income were $2,651.65 of June 30, with income about one-fourth the expenses, according to the application.

Whitehall Plans

AFTER prolonged consideration, Whitehall Pharmaco Co., New York, last week notified its agency, Sullivan, Stauffer, Colwell & Bayles, New York, of its decision to retain its time on Sundays, 6:30-7 p.m., on NBC. The advertiser is currently sponsoring Ellery Queen until last week in September at which time a new program will replace the latter tentatively titled Hollywood Stars of Tomorrow featuring an established motion picture star introducing a Hollywood starlet in a dramatic vehicle. The program will be presented in cooperation with ABC, 1500 actors Guild and major motion pictures and will be written by Hollywood writers.

SALE OF WSPA Spartanburg, S. C., to Surety Broadcasting Co. is consummated at meeting of the seven executives shown above. Disposing of his WSPA interests is A. B. Taylor (seated 1). Beside him is Francis M. Hipp, an executive of the Liberty Life an Surety Insurance Co. of Greenville. Standing (1 to r): G. Richard Shafer, general manager of WIS Columbia, S. C., who will also serve as general manager of WSPA; D. S. Burnsdaile, executive of a Spartanburg lumber company with which Mr. Taylor is associated; Herman N. Hipp, W. F. Anderson and B. Calhoun Hipp, all with Liberty Life and Surety Life.

WSPA Transferred To Surety Broadcasting Co.

NEW OWNERS of WSPA and WSPA-FM, the Surety Broadcasting Co., have announced that no change in the personnel or in operational policies is contemplated. Transfer of the affiliated Spartanburg, S. C., AM and FM stations to Surety Broadcasting was effected July 23 when A. B. Taylor and Walter J. Brown sold 100% of the stock of Spartanburg Advertising Co. to Surety for $450,000. FCC had approved the transfer July 10 (BROADCASTING, July 21).

Taking over as general manager of WSPA is G. Richard Shafer, a radio veteran, who is also general manager of WIS Columbia, S. C., and a member of the NAB board. Mr. Shafer is the only officer of Surety Broadcasting Co. not associated with the management of Liberty Life and Surety Life Insurance Co. in South Carolina. Surety Broadcasting officers besides Mr. Shafer, who serves as vice president and general manager, are: Francis M. Hipp, president; Herman N. Hipp, vice president; W. F. Anderson, secretary, and B. Calhoun Hipp, treasurer.

Continuing in active charge of WSPA and WSPA-FM is Mr. A. Shafter, assistant general manager. Mr. Shafter has been in direct charge of WSPA-FM since it began last Nov. 3 (BROADCASTING, Nov. 11, 1946).

Following completion of the WSPA transaction General Manager Shafer issued the following statement: “It is our goal to continue the outstanding service record of both WPSC (6 kw full-time on 950 kc) and WIS (5 kw full-time on 560 kc), and we shall aim at a betterment in both entertainment and public service programs for the enjoyment and enlightenment of the peoples of the Carolinas.”

SHOW-STOPPER

Pittsburgh Cop Even Surpasses Petrillo on WPIT Program—

WPIT, new Pittsburgh radio station (730 kc, 1 kw daytime) had its man-on-the-street program, Pittsburgh on Parade, cut short—by a traffic policeman—but only for a day.

It happened on July 16, when WPIT’s chief announcer, Bill Ewing, conducting the 12:30 p.m. show on a downtown Pittsburgh street corner, was confronted by the policeman, who insisted that Mr. Ewing produce a permit or stop the show. Announcer Ewing tried to explain that the city’s Public Safety and Licensing Bureau had been contacted and that all was clear.

Conversation between policeman and announcer went out over the air, with Mr. Ewing—warned that if he persisted he’d be taken to jail—having the last words, “Ladies and gentlemen, we’re having a little trouble with one of Pittsburgh’s finest, and now we return you to our studios.”

Pittsburgh Safety Director George E. A. Fairley said it was all misunderstanding and that the policeman who broke up the broadcast was substituting for the regular patrolman who was on vacation. WPIT reports that on the day after the incident Pittsburgh on Parade drew a larger-than-ever audience.

Wins Divorce

MRS. DOROTHY HART PALEY last week in Reno was granted a divorce from William S. Paley, chairman of the board of CBS. Mr. and Mrs. Paley were married in Kingman, Ariz., in 1929. Custody of their two young adopted children, and property rights, were settled in a sealed agreement.

Sept. 8-9: CBC Governor Board of Governors meeting, Oakville, Ont.
Sept. 15-16: NAB 23rd annual convention, Atlantic City.
Oct. 4-6: Assn. of Advertisers in Radio annual meeting, Hotel Chalfonte, Haddon Hall, N. J.
Oct. 23-25: Life Insurance Advertisers Program, Annual meeting, Masonic Temple, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual conference, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

BROADCASTING • Telecasting

Read the rest of the document.
Management Labor Accord
Undisturbed by New Laws

HARMONIOUS relationships between management and labor in the radio industry should not be affected by the Taft-Hartley and Lea Acts, the NAB Employee-Employer Relations Committee decided after a day-long discussion last Monday at NAB's Washington headquarters.

During the course of the meeting, the committee learned of the networks' decision to arrange duplication of some technical materials on FM stations. A resolution was adopted endorsing the proposal and urging the networks to proceed "as quickly as possible" with the plan.

The NAB session was devoted to a discussion on labor legislation and a report by Richard P. Doherty, NAB's director of employee-employer relations, on the current status of labor relations in the broadcasting industry.

It was decided that the Taft-Hartley Act grants to management new rights and establishes a more balanced relationship on both the bargaining process, but it also places more responsibilities on the employer, both legal and moral. A clear picture, however, of the full impact of the Taft-Hartley and Lea acts will be more evident when existing contracts are renewed and new contracts written, according to the committee.

"Except in a few areas," says the committee, "union-management relations throughout the radio industry have been far more harmonious than in most industries." Nothing in the new laws should change this situation, according to the committee, but it adds, "It is expected that broadcasting and radio-unions will respect their mutual rights and responsibilities and live within the stipulations of the law."

Committee Opinions

Taking up individual questions and points of the law, the committee voiced the following opinions:

1. (Closed Shop) Nearly all radio contracts are directly affected since they contain either the closed-shop or union-shop provision. The closed shop, which forbids hiring through the union and the frequent practice of giving "temporary working cards" in lieu of union membership to persons not furnished by the union, is prohibited.

2. (Guild Shop) One union in particular conforms to the spirit of the law, namely the guild shop. Any one of the guild shop agreements must provide for a minimum of 30 days employment before compulsory membership. A new employee may still join at an earlier date if he wishes, though he cannot be forced to accept as meeting his needs.

Summing up, the committee said the full impact upon the unions will be decided by the extent of cooperation which union leaders offer. "Now is the time," said the committee, "to evolve a sound policy based upon economic factors and not coercive demands by either side."

Broadcasters addressing the meeting were:

John Jiner, chairman, WCBS New York; William S. Jedges, John H. MacDonald, Ernest de la Osa, Henry Lader, and Gustave R. Margolis, NBC; Frank K. White and Howard Haas, CBS; Robert Swensen, MBS; Joseph McDonagh, KDKA; Frank Mooney, ABC; and Howard Hausen, WOR.

Asheville, N. C., was published as a "how to..." book. The campaign, which includes a series of meetings with the Public Relations Association, is sponsored by the city's chapter of the Public Relations Association of America.

Attending from NAB were:

Judge Justin Miller, president; A. D. Willard Jr., executive vice president; Don Petry, general counsel; Richard P. Doherty, ERC director; Yar Peterson, general counsel's office, and David J. Farber, assistant ERC director.

Disc M. C.-Author

ALAN H. NEWCOMB, producer and morning disc m.c. at WNCA Asheville, N. C., is doubling in brass as an author. His diary manuscript of a wartime stay at Stag Lee's, a small town near Bar Harbor, Maine, describes the eight months he spent as a prisoner of war after being captured during his nightly bombing run over the Ruhr Valley. Book was published July 16 by Destiny Publishers, Haverhill, Mass, under ironic title, Vanished Radio Star. Book and announcer Newcomb's record shows include tunes written in prison camp by fellow prisoners.

Falcon Promotion

THE MBS program Adventures of the Falcon is sponsored by the American Safety Razor Corp. Wednesdays, 8:30-9 P.M., is currently conducting a national contest, Find the Falcon, in conjunction with local radio stations and county fairs. First tested on WOLF Syracuse, N. Y., the contest consists of a local name personality attending the ball park or other radio event, wearing a light blue helmet adornment or a red feather in his hat. Local merchants give the prizes to people identifying the personality as "The Falcon."
FCC OFFICIALS PRAISE PILOTuner FM DEVICE

PILOTUNER, the FM converter unit now being mass produced by Pilot Radio Corp., has found an unofficial but welcome spot in the bureaucratic heart of the FCC. General consensus of Commission representatives who witnessed the Pilotuner Washington demonstration last week is that the device will stimulate the advance of FM broadcasting. The Pilotuner attached to an AM radio facilitates reception of high band FM broadcasts.

A top FCC engineering spokesman felt that the unit is "a lot wrapped up in a small package" and that he was "agreeably surprised" at the performance of a Pilotuner which he tried out at his home. Questioned about the unit's potential boost to the FM art, he replied, "No doubt of it."

Another FCC engineer said of the device, "I think it's a good ad- vance FM." He indicated that FCC FM engineers are pleased with the unit.

One FM engineer said the unit apparently has performed well in tests and to all indications has overcome such problems as drift ... "and all for $29.95" (retail price of the Pilotuner). He predicted that other firms would follow with similar units but that a demand should exist for some time.

The Commission has been testing the Pilotuner at its Laurel, Md., laboratories, where all makes of receivers are observed in action. The reports customarily are not made public.

The Washington Pilotuner demonstration and reception, at which it was predicted that 200,000 of the units would be on the market by Christmas, was held at the Washington Hotel. WASH-FM, WAGY - FM, WINX - FM and WWII-DM-FM, D. C. area outlets cooperated with Pilot Radio in the presentation.

Detroit's Mayor, Edward J. Jeffries, surrounded by executives and staff members of WJLB, breaks ground for station's new studios (AM, FM and television) at 375 Midland Ave, in the Michigan metropolis. In foreground (l to r) are: John L. Booth, president and general manager, Booth Radio Stations Inc. (WJLB and WLOU-FM Detroit and WBBG Flint); Harry Heilmann, sports broadcaster; Mayor Jeffries (bending over); Richard S. Werner; George Kendell, announcer; Eric V. Hay, WJLB commercial manager.

Open Mike

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

Bases Rates On Exact Time

EDITOR, BROADCASTING: ... We noticed with interest the story on page 44 of your July 14th issue.

[EDITOR'S NOTE: Story was account of suit against KTOP Oklahoma City, filed by local tailor, R. H. Rike, alleging 15 minute program was really only 14'/16 minute lengths.]

As you can see from the enclosed rate card, we felt that when we went on the air we would start something new in this market and sell not 5 minutes, 1/4 hour, 1/2 hour or 1 hour programs but 4 1/4 minutes, 14%, 29'/2 and 59'/2 minute programs. As far as I know, we're the first station to have a rate card of this type...


Open Mike

Urges Universal Radio Language

EDITOR, BROADCASTING: ... One of the most important ways in which the United States can assume world leadership ... is by initiating a World Radio University by which higher education can be made available to all people ... The basis for such oral broadcasting must be a Universal Second-Language adopted by all or most nations as part of their educational system. The writer has made a big start upon design of such a language, to consist of five thousand words, five hundred from each of the ten leading national languages...

To the writer it appears as if the next step, after providing a medium of expression, is to assign certain wavebands for this purpose exclusively. Surely that step will be necessary eventually...

However, before such assignments are made officially, present stations and networks might get together and start the activity by devoting part of their present coverage to such educational programs on a nationwide basis. ...

From the visual angle we already have a universal language so that phase of the effort could start as soon as facilities for world television broadcasting are available. A few well-placed televi-ses—receivers—would better illustrate American life than tomes of description. And it is not only American scenes which merit publicity.

David Darrin P. O. Box 2002 Washington, D. C.

Inaugural Picture Evokes Comment

EDITOR, BROADCASTING: ... I wish to thank you for the picture you used of the KELO studio opening. We have received comments from all over the United States and I was amazed at the wide following your magazine has, particularly among agency people.

Tony Moe Promotion Department KELO Sioux Falls, S. D.

Transfer of KTHS Still Closed Issue

RECORD in the long-pending quest of KTHS Hot Springs, Ark., for a transfer to West Memphis, Ark., was marked "closed" by FCC last Tuesday after a one-day further hearing.

Most of the day's testimony centered on technical features of this and three associated applications, with Carl E. Bailey, former Arkansas governor and now president of an applicant seeking the KTHS facilities for use in Hot Springs, taking the stand briefly to testify to his company's plans and corporate structure.

Over the protests of counsel for Hot Springs Broadcasting Co., the firm headed by Mr. Bailey, KTHS attorneys put into the record indications which have been brought against Leo P. McLaughlin, former Hot Springs mayor and previous Hot Springs Broadcasting president, and Jay Roland, one-time city attorney [BROADCASTING, July 21].

FCC Comm. Rosel H. Hyde, who presided, conceded that the indictments are not evidence of any guilt but that they should be accepted as pertinent for FCC consideration for what they are worth.

Three Others Involved

In addition to the KTHS application, which requests a power increase on 1090 kc from its present 5 kw day and 1 kw night to 10 kw day and 25 kw night, plus the request to be permitted to move to West Memphis, the case involves three other applications. One, filed by the KTHS licensee, Radio Broadcasting Inc., is for a new station on 560 kc with 5 kw day and 1 kw night at Hot Springs to replace KTHS. A second is the Hot Springs Broadcasting group's application for the KTHS 1090-ke assign-ment for use at Hot Springs with 60 kw fulltime. The third is WFMJ Daytona Beach, Fla.'s bid to move from 150 kc to 1000 kc to increase power from 250 w to 1 kw. The KTHS application dates to 1944. First hearing on the case was filed in July 1946.

KTHS was represented in both its West Memphis request and its Hot Springs new-station application by William C. Fitts of the New York law firm of Fly, Fitts & Shubert of Chicago. Paul D. Ferguson, Washington attorney, represented Hot Springs Broadcasting Co. Andrew W. Bennett, also of Washington, was council for WFMJ. William H. Bauer was Commission counsel.

GLADYS BLAIR, home advisor of WBBM Chicago, has been invited by Wisconsin school principals to be one of the judges in Dairy Queen Contest, one of features of exhibition to be held in Milwaukee Aug. 16-24.

GROUCHO MARX and GARRY MOORE are latest entries for fun spot on "Take it or Leave It." Their performances transcended in Hollywood last week, shipped East.

Blind Sportscaster

BOB ALLMAN, blind lawyer-athlete, has been added to the list of regular broadcasters over KYW Philadelphia. Mr. Allman, a former wrestling champion and the U. of Pennsylvania, presents a 15-minute sports review titled On the Sports Horizon each Saturday evening. The 28-year-old attorney's notes for his broadcast on a Braille slate and stylus. When he nears the end of the program, Mr. Allman is cued by taps on the moderator from his announcer, each tap denoting one minute remaining.

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At Deadline...

HATCH SEeks TO BLAME MUNDT BILL'S DEATH ON GOP

LAST-MINUTE attempt to pin responsibility for death of Mundt bill on GOP made Friday by Sen. Carl Hatch (D-N. Mex.), who accused leadership of killing one of their own measures. (see story page 38).

Senator Hatch dramatized shelving of bill in short "filibuster," finally sat down when Sen. Robert A. Taft (R-Ohio) refused to alter his opposition. Senate expected, however, to approve resolution by Sen. H. Alexander Smith (R-MI) for joint House-Senate investigating committee to make recommendations to Congress by Feb. 1 for permanent information and cultural exchange program.

MBS Friday reportedly near closing first sale of quarter-hour segment of Martin Block disc m.c. program. Sale, to as yet unidentified advertiser, depends upon elimination of reported conflict in products of prospective Mutual buyer and an advertiser participating in one of Mr. Block's local shows.


People

BOB HOAG, former account executive of Duncan A. Scott & Co., Los Angeles, station and publisher's representatives, joins Don Lee Broadcasting System, Hollywood, in similar capacity. Mr. Hoag also had been with Thomas Co., wire recording equipment manufacturers.

RICHARD C. BRADLEY, formerly with Foote, Cone & Belding, Chicago, and Bauer & Black, Chicago, joins William Kester Co., Hollywood, as account executive.

JAMES P. DERUM resigns as manager New York office Bristacher, Van Norden & Staff, joins Hixon-O'Donnell Advertising Inc., New York, as vice president Aug. 23. Previously was with McManus Inc., Detroit, and Green, Fulton, Cunningham & Co., Chicago.

EUNICE DICKSON, former BBDO, New York, timebuyer, joins Ruthrauff & Ryan, New York, in similar capacity.

ABE BURROWS, chief writer on Joan Davis and Dinah Shore shows past season, started own weekly 15-minute song-comedy program July 26 on CBS western stations.

VIC KNIGHT named producer of NBC Eddie Cantor Show, which resumes from Hollywood Sept. 28.

JAMES DOLAN, former CBS assistant director of sports, to head public relations and radio for Atlantic City Race Assn.

ZENN KAUFMAN, formerly merchandising manager, Calvert Distillers Corp., and to that with Lennen & Mitchell, appointed merchandising director of Phillip Morris & Co., effective Aug. 1.

HEARING ON FCC FORMS UNCERTAIN: FEW PROTESTS

WHETHER FCC will call hearing on proposed new broadcast application forms (Broadcasting, June 30) still open question, FCC authorities said Friday. Few licensees have filed objections; these centered mostly on so-called technicalities. One major point of dispute is "form's" virtually all-inclusive definition of "party" with respect to stockholders on whom detailed information is required. CBS contended FCC has no authority over programming and therefore kept its comments aloof from heavily Blue Booked program sections. NBC, with permission to file late, due to submit comments shortly. With present forms expiring Aug. 31, officials conceded, FCC must act swiftly either in approving new forms or getting old ones extended.

ASKING PRICE FOR WQQW REPORTEDLY IS $200,000

ASKING PRICE for WQQW Washington, "Blue Book" daytimer reportedly up for sale (Broadcasting, July 21), is $200,000 or better, according to one busy listener. Station has been in red since start seven months ago. WQQW representative said response has been unexpected, with at least three or four offers definitely on hand to date. Edward M. Brecher, manager, handling all negotiations.

Potential buyers reported to include Washington contractor who recently acquired new station in eastern Virginia, and Negro newspaper publisher. WQQW assigned 1 kw daytime on 670 kc.

EUROPEAN COMMERCIAL RADIO

REAPPEARANCE of commercial radio in Europe being advertised in 800 movie houses of Britain's ABC movie chain, BBC's Merrill Mueller radiated from London. Signs ask moviegoers to tune to Radio Luxembourg, giving frequencies and times of commercial advertise- ments of WADC Bros. and MGM pictures to be shown in Britain following week.

GENERAL FOODS Corp., New York, has switched its product billing on When a Girl Marries to Young & Rubicam from Benton & Bowles, New York. Latter agency retains production and publicity details of show.

JOSEPH AND STEWART ALSOP, syndicated columnists, replace Elmer Davis on ABC, Mon.-Thurs., 7:15-7:30 p.m. during August. Friday broadcast to feature Mr. Davis from Europe.


SETTLEMENT reported more likely than strike following CBS Hollywood-IBEW conciliation meeting, Los Angeles, on contract covering sound men. Recommendations of Lyman Sisley, U.S. Labor Dept. conciliation commissioner, expected July 29. Neither side bound to accept.

Closed Circuit

(CONTINUED FROM PAGE 4)

liciting funds from his flock. Armstrong has stated he has opportunity to own "most pow- erful radio station in the western hemisphere," presumably referring to former Branch station, XELO, at Juarez, across from El Paso (800 kc). Also mentioned as possibility is XEB Rosarito, in lower California, assigned to former President Rodriguez.

AT LEAST two FM receivers to retail for $24.95 will be displayed at FMA convention in New York Sept. 12-13.

ORGANIZING committee of NBC affiliates association (Broadcasting, Apr. 21) will meet in Chicago Aug. 4 at call of Chairman Harry Bannister, WWJ Detroit general manager, to set up agenda for meeting in Atlantic City just prior to NAB Convention beginning Sept. 15. Other committee members: Walter J. Damm, WMJ Milwaukee; Ralph Evans, WHO Des Moines; Dean Ewiter, WDAY Madi- sion; Nye Lord, WAVE Louisville.

PREST-O-LITE Battery Co., Indianapolis, reportedly planning chain break campaign for its fall advertising. Ruthrauff & Ryan, New York, is agency.

AT&T's eleventh-hour withdrawal of its proposed $40 per circuit mile coaxial cable rates (Close Circuit, July 31) has some telecasters wondering whether coaxial will be used at all for television relay. Results of microwave relays have been most encouraging and in many quarters it is believed networking of television might be accomplished as efficiently by that method and at less cost.

PURCHASE by Broadcast Music Inc. of Associated Music Publishers Inc. catalogue including publishing and performance rights reportedly to be finalized within week. AMP list leans heavily toward classical, semi-clas- sical and concert music and includes many composers now not in BMI.

WHILE there's no inkling yet as to how Federal Trade Commission will act on jurisdic- tional question raised in complaint filed by WWDC Washington on use of racing results and money giveaways by competitive stations in Washington (Broadcasting, June 23), Commission members are pondering seriously ques- tion of its jurisdiction. Action unlikely for at least couple of weeks.

FCC LEGAL experts think WADC Akron's appeal from 60-kw grant to WGBR Cleveland may not be Blue Book test after all, though heavy with Blue Book implications because WADC's initial application was denied solely on program grounds (see story page 40). Since denial to WADC turned on station's plans to use all network shows, Commis- sion authorities feel case could be decided on question of alleged relinquishment of li- censee responsibility by WADC.

ONE of summer's rare meetings of majority of FCC members planned for this week to handle matters needing more than minority attention, but time and place still subject to change. It's slated today (July 28) at Atlantic City, where three of six Commissioners are at International Telecommunications Conference. Session slated there last Wednesday was called off.

BROADCASTING • Telecasting
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 fulfillment 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.
LISTENABILITY!

You’re Going To Hear A Lot About It

Being Chapter II in the Story of more than 440 Stations which constitute the World’s Largest Network, written specially for the Thousands of People Who Work in these Stations. Artists, Advertisers and Advertising Agency Executives are also invited to read.

by Edgar Kobak
President, Mutual Broadcasting System

What is listenability?
Webster defines it, by inference, as "something to which one is able to lend an ear."

In the mutual sense of the word—the usage which will soon become familiar to you and others in broadcasting—listenability is the key to a new Engineering Formula for something our industry has long needed—an accurate, dependable and conservative way of calculating physical coverage of stations and networks.

If this sounds like a tall order—after 25 years of a succession of coverage methods—all I ask is, read on and judge for yourself.

The story had its start early in 1945 when we embarked on a new chapter of expansion of a network which had already made remarkable headway.

To guide us in the facilities phase of that expansion Bob Swezey, our vice President & General Manager, felt we needed a blueprint, and down-to-earth facts to tell us with complete honesty—

a. where we had strong coverage
b. where our coverage was weak and needed bolstering
c. where we had no coverage at all and had better bestir ourselves and get some

Moreover, we wanted a way of charting our current and projected progress—where we stood and where we were heading.

We reached the conclusion that our answer must be found in Engineering; so we set up an Engineering Department headed by Errely Page who, before the war, had his own consulting firm (Page & Davis) and who, in the war, performed outstanding radio engineering service on Gen. Eisenhower's staff.

In due time and after considerable huddling, Engineering came up with LISTENABILITY.

Measuring Listenability
"Listenability," said our men, "is a measure of coverage from the listener's viewpoint. That's important."

"Listenability means a signal strong and clear enough to encourage regular listening by a majority of radio homes. Coverage areas are those in which a station delivers this listenable signal. Grades of Coverage measure the listenability of the signal in terms of time—for example, during 20% or 50% or 90% of the time. That's our basis."

"So far so good," I said, believing they had something, "tell me more."

"Well," they said, and they were wound up, "the first step in measuring listenability was to determine the signal necessary to operate the average set in the average radio home, under ideal conditions—no static, no interference."

"Such conditions don't exist, so the second step was to determine the effect of noise on a signal. This was done by making innumerable records of programs upon which were superimposed all possible combinations of

a. atmospheric static
b. man-made noise (elevators, motors, trolley lines, electric signs)
c. interference from stations on the same and adjacent frequencies

"The third step was to determine how much interference a signal could take and still be strong and clear enough for regular listening. To accomplish this, we used data from numerous audits and measurements conducted in many parts of the country by the FCC, various stations and the networks, including Mutual. In addition, the noise levels over cities of varying sizes were studied."

"So now, we had the measure of listenability—and the signals necessary to produce it. One thing remained—to chart the areas according to the dependability of the signal, because service varies in relation to distance from a transmitter and other factors. Tests convinced us that three Grades would yield a picture complete enough for all practical purposes:"

"Grade III (the minimum): areas in which listenability is attained at least 20% of the time.

"Grade II: areas where the listenable signal is delivered 50% of the time.

"Grade I (the highest rated): areas where listeners get listenability at least 90% of the time, the year round."

"Finally, when we come to chart all this we must also take into consideration power and frequency, ground conductivity and antenna types."

"OK, men," I told them, "Go ahead."

Maps—and more Maps

So our Engineers went ahead and in the past two years I've seen more Engineering Formula maps than in all my previous years in radio. Maps of all stations already on the network—maps of new stations added to the network—maps showing increase in areas due to power increases—maps of stations leaving the network, the areas of which had to be subtracted—maps of stations on other networks.

These maps kept us abreast of our progress, helped us project our moves, told us exactly what we wanted to know, became our blueprint for expansion.

Then an interesting thing developed. As BMB station figures were released, we discovered that (allowing for the fact that BMB counts "Audience" while Engineering is concerned with "Coverage") there was a high degree of correlation between BMB 10% and Engineering Grade III (20%)—for daytime.

Last month, BMB released its network figures. As far as Mutual is concerned, the big thing wrong with them is—they are out of date. Because BMB 1946 figures (based on a March 1946 survey) account for only 285 Mutual stations—whereas we now (June 30, 1947) have 440 affiliates. Since the BMB survey, we've added 155 stations; and we've had 56 power increases, completed or under construction.

But, with LISTENABILITY and our Engineering Formula, I am confident that advertisers will accept our Engineering coverage maps as an accurate and conservative picture of Mutual as of today. And we have maps of all other networks, too.

What they do, you know they will realize that Mutual continues to be the best network buy—dollar for dollar. And that is your network.