- So we recommend you use Boopy-Doopy Soapy Suds for whiter washes.
JOSEPH L. SALTZMAN is an agent for the Metropolitan Life Insurance Company. His home is a comfortable, first-floor flat at 350 Sycamore Street, S.E., in the bustling city of Grand Rapids, Michigan. The family includes Pauline (Mrs.) Saltzman and 9-year-old Anthony.

For the 10 years of their family life in Grand Rapids, the Saltzmans have had their favorite programs on WLS. Our newscasts, the Saturday night WLS National Barn Dance, our weather broadcasts — the Saltzmans enjoy them regularly.

Some years ago, Mrs. Saltzman sent a poem, which was used on WLS. More recently, Anthony received a pencil box for his riddle, read by Aunt Rita on her Sunday morning WLS program. Mrs. Saltzman especially appreciated her radio and WLS while her husband was away in service. "You're so friendly and folksy," she says.

For 23 years, WLS has aimed at being friendly to the thousands of families like the Saltzmans, throughout our four-state major coverage area. We have planned our service to fill their needs — our entertainment to answer family wants. This broadcasting service has built an acceptance that combines confidence and loyalty — basic ingredients for dependable advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
It takes all kinds of people... TO RUN A RADIO STATION

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

Harold Singleton, Chief Engineer

Let's get technical! We have to discuss Harold Singleton, KGW Chief Engineer. It has been said that "nobody has ever seen a watt." If anybody ever does, we know it will be Harold because he lives on intimate terms with such things as watts, kilocycles, millivolts, cathodes and decibels. Graduate of Colorado University, where he took two engineering degrees, Harold reached KGW via the radio engineering department of General Electric at Schenectady, RCA, San Francisco, and United Airlines. "Prof" Singleton taught physics at Reed College and, during the war, assisted the U.S. Government in developing radar counter measures at Harvard. He is well known in the Northwest as a consulting radio engineer. Is KGW keeping up with the latest technical developments in broadcasting? Heck, with Singleton in the saddle, we're galloping along out in front of the procession. As an advertiser, this is important to you!

Next Week
GLENN SHELLEY
Assistant to the Musical Director

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPESNTED NATIONALLY
BY EDWARD PETRY & CO.
Closed Circuit

Upcoming

Aug. 7-8: NAB Program Executive Committee, NAB Hdqrs., Washington.


Sept. 2-3: Western Assn. of Broadcasters annual convention, Minoki Lodge, Minoki, Ont.

(Other Upcomings page 77)

Bulletin

CBS filed with FCC Friday for new television station for its WBBM Chicago, seeking Channel 11. Installation costs estimated at $900,000. Station would be network's second commercial video outlet (WCBS-TV New York in operation).

LEWIS ALLEN WEISS, MBS board chairman and Don Lee vice president, subpoenaed to appear today (Aug. 4) at House subcommittee's Petrillo hearing in Los Angeles at which Rep. Carroll D. Kearns (R-Pa.) will preside.

NEW CONTRACT signed by WHOM New York and Atlantic Branch, American Commissions Assn. CIO, setting standard rate of $110 weekly for all technicians.

MBS board to meet at Atlantic City week preceding NAB convention starting Sept. 15.

FCC Revises Operator Requirements

RECLASSIFICATION of broadcast operators into three categories was announced by FCC Friday as first step to bring commercial operator examinations and licenses in line with technical progress. Change long sought by NAB.

Whereas first-class radiotelephone operator's license is now required for operation of broadcast stations, plan provides for three new classes valid for operator duties as follows:

1. Broadcast Engineer-Operator: Could be chief engineer or staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary stations. Would have the examinations of present first-class operator, but would have to take more comprehensive engineering examination.)

2. Broadcast Technician-Operator: Could be chief engineer of AM station of not more than 1-kw power (non-directional), or of FM station; could be staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary station. (Examination comparable to present first-class operator tests, with some lower elements added.)

3. Broadcast Radio-Operator: Could be staff operator of AM station employing not more than 1-kw power (non-directional), or of FM station of not more than 1-kw power. This license would go only to persons who would serve under technical supervision of higher-rated operator.

Plan would require all broadcast stations to employ at least one Engineer-Operator except AM stations of not more than 1-kw power (non-directional) or of FM stations. Excepted stations could employ at least one Technician-Operator in lieu of Engineer-Operator.

FCC sources said existing operators probably would not be required to take entire new examinations but might have to stand further tests in television and FM for Engineer Operators. License will be called "Provision license will be made," announcement said, "to recognize experience gained under existing licenses in prescribing the conditions under which the new licenses may be obtained."

Commission reviewed prospective examination for Broadcast Radio-Operator and announced proposed rules changes with respect to this class of license, subject to written protest until Sept. 1. Further proposals on Engineer-Operators and Technician-Operators to come later. FCC said:

When these proposals are adopted in final form they will be carried into effect as rapidly as the examinations, study guides, and license forms can be produced and distributed to the field offices.

Radio-Operator examination to cover technical subjects relating to routine operation of transmitter and equipment "to the extent that such an operator can on his own responsibility place the transmitter on and off the air, replace tubes and other defective parts that are readily replaceable by plug-in methods, assure compliance with the rules and regulations relating to modulation and frequency stability, and insure that the operator will call the responsible technical supervisor should any questionable occurrence arise requiring a decision or action beyond the scope of his responsibility under the BroadCast Radio-Operator license."

Business Briefly

LUM and ABNER SWITCH - Miles Labs, (Alka-Seltzer) switches Lum and Abner now on ABC, to CBS Mondays through Fridays, 5:45-6 p.m. starting Sept. 29. Sale represents roughly $1,000,000 in billings on 52-week basis. Agency, Wade Adv., Chicago.

CARTER ON MBS - Carter Products (Ar-rid) beginning Sept. 7 for 13 weeks sponsors Jimmy Fidler over 200 MBS stations, Sun. 8:30-8:45 p.m. Agency, Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Fidler also to resume Sept. 7 regular Carter program, on ABC Sun. 10:30-11:45 p.m.

ABC SHIFTS SEVERAL

ABC scheduling Jack Armstrong and Sky King as half-hour broadcasts on alternate days, 5:30-6 p.m. Monday through Fridays beginning Aug. 25. Format to be altered so each daily broadcast is complete episode. General Mills returns to sponsor them as ABC's "Preview the Week" and Derby Foods takes Sky King effective that date. Terry and the Pirates moves Aug. 25 to 5:15-5:30 p.m. spot on ABC, Mondays through Fridays, under Sponsorship of Quaker Oats. Tennessee Jed, sponsored by Ward Baking Co., moves to 5-5:15 p.m. period on 28 ABC stations and on remainder of ABC stations is sold as co-op feature.

NICK KEESELY, MBS program sales manager since April, 1946, resigned last week, reportedly to re-enter agency field.
reaches a RICH MARKET—economically

Reading is a thriving manufacturing city—located in the heart of a fertile farming area. The city's natural trading area has a population of nearly a quarter of a million. Its many industries, diversified in character, assure this community a consistent prosperity. Here, in short, is a market which can produce profitable sales for you. Reach it effectively, economically with WRAW. Write now for full information.
STATEMENT OF OWNERSHIP

On Labor Day, 1940, WORD went on the air as the first network radio station in Spartanburg. A group of distinguished Americans, later to become more distinguished, were on hand to participate with Walter Brown, the Manager, in dedicating this new radio outlet in South Carolina.

Among those present for the dedication were: James F. Byrnes, then United States Senator, later to become Supreme Court Justice, Director of War Mobilization, and Secretary of State.

Harry Butcher, then CBS Vice President, later aid to General Eisenhower, and now a happy radio station operator in California.

Burnet R. Maybank, then Governor of South Carolina, and now United States Senator.

These prominent personalities, along with Federal Judge Cecil Wyche, A. E. Joscelyn, and others gave WORD an auspicious send-off.

In 1945, WORD was sold as a result of the FCC duopoly rule.

Now in 1947, WORD passes again to the management which originally placed the station on the air. Associated with Mr. Brown in the ownership of WORD are the Spartanburg Herald and Journal, of which Phil Buckheit is publisher, and Justice Byrnes, whose home is in Spartanburg. Mr. Brown has relinquished all connection with WSPA which he managed from 1940 until its sale and transfer to the Surety Life Insurance Company of Greenville on August 1.

Under new and aggressive management and locally owned by those who know best the radio needs of Spartanburg and the Piedmont section, WORD will be developed and attain the high position in radio broadcasting which its founders intended when the station went on the air Labor Day, 1940.

Watch this space for important announcements on the future development of Spartanburg's FIRST NETWORK STATION—WORD.
IT ISN'T EASY... to spend advertising dollars to best advantage, we admit—

BUT IT IS EASY to see that buying time to best advantage in Worcester means putting WNEB on the schedule.

HERE'S HOW THE HOOPERS LOOK FOR MAY-JUNE 1947:

HOOPER STATION LISTENING INDEX

Worcester, Mass. May-June, 1947

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WNEB is the only independent station in Worcester, New England's third largest city. Good block programming of music, news and sports has gained it a large, loyal audience. If you have something to sell in this market where retail sales, food purchases and drug sales run well above the U.S. average, WNEB can do the job at the lowest cost. See our reps for availabilities.

WNEB

WORCESTER MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
Spot Radio gets RESULTS — flexibly, economically, and with amazing efficiency — no matter what size the budget.

To insure best results with Spot Radio, advertisers, large and small, consistently use these stations.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS
What station are you listening to, gentlemen?

We're always tuned to WFLA!

Feature of the Week

At last radio has found a program that can offend no one, is bound to be relaxing and pleasing to all listeners, Blue Book protagonists and antagonists alike.

The Logan Co., Louisville, is sponsoring 11 hours of silence on WKYW to advertise its Sleep Haven mattress. Cost is nominal.

Through the original thinking of WKYW Manager Edwin E. S. Weldon, the firm has purchased the sign-off spot as the 1-kw daytime station goes off the air. Copy was offered the Logan Co. by Mr. Weldon through Parson & Huff, advertising agency.

The announcement says:

"It's seven o'clock and this is station WKYW signing off until six o'clock tomorrow morning. The next eleven hours of silence are sponsored by the Logan Company, makers of the famous 'Sleep Haven' mattress... for sale by better dealers... and guaranteed by the Good Housekeeping Institute. Good night... and good rest."

So unique was the idea of selling silence that the New York Herald Tribune ran an editorial commenting on the deal. "Poets and lovers have long claimed that silence is golden," the editorial says, "but it has remained for a Kentucky radio station to give tangible proof of this to us less inspired and more commercial members of mankind."

Sellers of Sales

Kenneth Young, director of the television and motion picture department and talent buyer for Campbell Ewald Co., New York, is a man who knows Vesuvius from a hole in the ground. As an agent for Cooks & Sons (tours) from 1927 to 1951, Mr. Young came to know all the landmarks and show places of Europe as a professional. And today that is exactly how Mr. Young knows radio and television—how to find him the right situations at Athens for the studios at Radio City, Mr. Young became director and producer of U. S. Rubber television shows and talent caster, producer and director on spot campaigns for Eastern Airlines.

Born in 1907 in Carnoustie, Scotland, Mr. Young came to this country with his parents when he was eight years old. The Youngs settled in Philadelphia. Ken Young attended the U. of Pennsylvania. It was in his last year that Mr. Young quit formal education for world travels with Cook & Sons, as a courier with escorted tours.

Four years later, when the depression affected world traveling, Mr. Young joined the U. S. Rubber Co., Providence, R. I., as a laboratory technician. The company at that time was developing Lastex, and a year later Mr. Young was transferred to the sales promotion department for Lastex.

During this time he worked closely with the advertising agency on promotion for the product. Eventually he joined the agency, Campbell Ewald. For the next six years he handled promotion, talent buying, client relations and publicity, and he also was made manager of the radio department. During the war he was a captain in the Army Air Corps, serving in the Pacific Theatre. Upon his return to the agency, Mr. Young was appointed television and motion picture director. He handles the two U. S. Rubber television shows, Campus Hoop-La, Fri. on WNTB, NBC television station, and Serving Through Science, Tues. on WABD, DuMont station. Both programs are now on a summer hiatus.

Mr. Young's hobbies, aside from traveling, are tennis, swimming and theatre-going.
NOW . . . with Mutual's only fulltime 5000 watt outlet in Kansas, you can reach this wealth-producing combination—wheat-oil-livestock—from the inside. KVGB, a west central Kansas buy-word for more than ten years, reaches from the inside "out" to cover nearly 2 million of these wealthy Kansans. Record-breaking production this year in Kansas makes KVGB a must. Programmed by grass rooters for grass rooters (not country gentlemen), KVGB's 5000 watts reaches the Triple Kingdom . . . Kansas' real money farm market . . . from the inside.

Call any John E. Pearson office
TOILERS!

This sweat-stained slave, fellow citizens is Leo Bowman, Manager of our San Francisco Office. Here shown building a special report on West Coast radio. Leo (like all our other Colonels, East or West) is a versatile, adaptable specialist who knows that skill without hard work is just as useless as hard work without skill. If you have any special questions about spot radio in any part of the country, give us a chance to produce. The tougher the job, the more we'll like it.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Top Level Realignment Made at NBC

New Posts for Kopf Dyke, MacDonald; Showerman VP

IN A top level reorganization approved last Friday, NBC President Niles Trammell announced promotion of three of the network's vice presidents to newly-created administrative vice presidents:

Harry C. Kopf, heretofore vice president in charge of network sales, becomes administrative vice president in charge of all sales operations as well as owned and operated stations.

Ken R. Dyke, vice president in charge of broadcast standards and practices, succeeds Clarence Menser, who resigned as administrative vice president heading up programs, continuity acceptance and public service. Mr. Dyke also maintains his former duties.

John H. MacDonald, vice president in charge of finance, becomes administrative vice president for all finance and budget matters as well as personnel and general service.

Simultaneously, Mr. Trammell announced election of I. E. (Chick) Showerman, general manager of the Central Division headquartered in Chicago, to a vice presidency.

Mr. Trammell, in an interdepartment memorandum [text herewith], explained the new administrative organization will handle day-to-day operations of the network, enabling him and Frank E. Mullen, executive vice president, to devote more time to overall management affairs and policies of expansion, particularly in television.

Coincident with the reorganization, announcement was made of the retirement of Mr. Menser as vice president in charge of the Program Dept. and of Judge A. L. Ashby's as vice president and general counsel. Henry Ladner, assistant general counsel, was named acting general counsel.

Other promotions stemming from the new organization included appointment of George H. Frey, former Eastern Division sales manager, as director of network sales, and of James M. Gaines, manager of WNBC, as director of owned and operated stations, in addition to his WNBC duties. Thomas McCray, formerly eastern program manager, becomes national program manager responsible for all program activities under Gen. Dyke.

In announcing Mr. Ashby's retirement, Mr. Trammell pointed out that the veteran executive, who began with NBC in 1929, will continue to act as adviser on legal matters. Mr. Menser's plans have not been announced.

“Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency,” Mr. Trammell said. “The many pressing problems in this postwar era, together with our expansion into the fields of television, have placed additional responsibilities upon our executives. We expect that the administrative vice presidents will assume responsibility for the company's day-to-day operations, thereby enabling the executive vice president, Mr. Frank E. Mullen, and myself to devote more of our time to overall management affairs and the problems of expansion, particularly in the new field of television broadcasting.

“I want to express our thanks and appreciation to Judge Ashby for his long years of service and (Continued on page 14).

Text of Memorandum on NBC Realignment

Following is text of Interdepartment Memorandum sent Aug. 1 by NBC President Niles Trammell to all vice presidents, department heads and station managers of NBC:

REALIGNMENT of the executive organization of the National Broadcasting Company is hereby announced in order to create an administrative organization whereby the day-to-day operations of the company will be handled by three administrative vice presidents, thus enabling the president and executive vice president to give more time to the overall management affairs and policies of expansion, particularly in television broadcasting:

(1) Mr. Harry C. Kopf, formerly vice president in charge of network sales, is appointed administrative vice president in charge of network sales, national spot sales, stations department and owned and operated stations.

(2) Mr. George H. Frey, formerly eastern division sales manager, is appointed director of network sales.

(3) Mr. James M. Gaines, manager (Continued on page 14)
PROMOTED

Mr. Frey  Mr. Gaines

GEORGE H. FREY, a veteran at NBC who joined WEAF New York in 1924 when it was owned by AT&T. He stayed with station in engineering and sales capacities until 1929 when he became an NBC salesman. In 1940 he was named sales manager of the network and in April of last year was named manager of eastern sales for the network.

JAMES M. GAINES was named station manager when NBC set up WEAF New York with programming and sales entity in 1946. He formerly had been manager of NBC Planning & Development Dept., an appointment received in 1945. He joined NBC's stations Dept. in 1942 and two years later was appointed assistant advertising and promotion manager for the network.

Top Level

(Continued from page 18)
to Mr. Menzer likewise for the contributions they have made to the success of the National Broadcasting Company."

Reporting to Mr. Kopf, who prior to his assumption of the sales vice presidency in April, 1946, was Central Division vice president, will be Messrs. Frey, Gaines, James V. McConnell, director of national spot sales, and Easton C. Woolley, stations relations director.

ACT. CHIEF COUNSEL

Mr. Ladner

HENRY LADNER was graduated from New York U. Law School, joined NBC legal department 12 years ago. Became assistant general counsel in October 1943.

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NBC REALIGNMENT of executive personnel which includes its Programming Dept., following similar if not so sweeping action at other networks, seemed symptomatic of a general intention among the major chains to strengthen program departments in anticipation of growing competition.

Within a month the top program jobs at ABC and CBS have changed hands. Mutual has added a new position, national program manager.

Hubbell Robinson, former vice president and national radio director of Foteo, Cone & Belding, became vice president and director of programs for CBS, succeeding Davidson Taylor who was appointed vice president and director of public affairs of the network. Mr. Taylor replaced Edward R. Murrow, who will return to newscasting [BROADCASTING, July 21]. At ABC Charles C. Barry, former national program manager was elected vice president in charge of programs and television, succeeding Adrian Samish who resigned to become president of Show Productions Inc., radio and television subsidiary of Dancer-Fitgerald-Sample [BROADCASTING, July 7].

The new MBS position of national program manager was created last week (see story, page 84), and Hendrik Booraem, former manager of the Hutchins Agency's West Coast operations, was appointed to it.

Mr. Robinson and Mr. Barry are considered to be experts at commercial programming, and Mr. Booraem's selection for the new MBS post was characterized officially as at least partly dictated by his "broad experience."

Text

(Continued from page 18)

of WNbc, is appointed director of special programs and will continue as manager of WNbc.

The managers of stations WLB and KOA will report to the director of owned and operated stations. The operations of stations WRC, WMAQ and KPO will be supervised by the director of owned and operated stations, coordinating the activities with the divisional vice presidents.

Mr. Easton C. Woolley will continue as director of the stations department.

Mr. James V. McConnell will continue as director of national spot sales.

The director of network sales, director of national spot sales, director of stations department and director of owned and operated stations will report directly to the administrative vice president in charge of these activities.

(2) Mr. Ken R. Dwyer is appointed administrative vice president in charge of program, public service and continuity acceptance departments. Mr. Dwyer will continue in charge of broadcast standards and practices.

Mr. Thomas McCray, national program manager, will be responsible for all program activities.

Mr. Dwight B. Herrick, manager of the public service department, will continue his present activities.

Mr. Stockton Helffrich will continue as manager of continuity acceptance.

The national program manager, the manager of the public service department and the manager of continuity acceptance will report to the administrative vice president in charge of these activities.

(3) Mr. John H. MacDonald, formerly vice president in charge of finance, is appointed administrative vice president in charge of the controller's, treasurer's budget, general service, personnel and guest relations departments.

Mr. Clayland T. Morgan is appointed president of the network, and sales and service department, and guest relations.

The executives in charge of the departments mentioned above will report directly to the administrative vice president in charge of these activities.

(4) The divisional vice presidents will coordinate the sales, programming and financial operations with the respective administrative vice presidents.

(5) The administrative vice presidents, vice presidents and department heads (other than those reporting directly to administrative vice presidents) will report to the executive vice president.

(6) The board of directors at its meeting today approved the above realignment of the organization.

The board accepted with regrets the resignations of Mr. A. L. Ashby, vice president and general counsel, and Mr. C. L. Menzer, vice president in charge of programs. Mr. Ashby will continue to act as an adviser to the company on legal matters.

I want to express our thanks and our appreciation to Mr. Ashby and Mr. Menzer for the contributions they have made through their long years of service to the success of the company.

(7) Mr. Henry Ladner is appointed acting general counsel. Mr. Ladner will report to the executive vice president.

Reporting to Gen. Dyke, who served as information and public relations officer on Gen. MacArthur's staff during the war, will be National Program Manager McCray, vice president of the public service department, and Stockton Helffrich, manager of

NEW VICE PRESIDENT

Mr. Showerman

L. E. (Chuck) Showerman, after five years with newspaper and agency advertising departments, joined NBC's Chicago sales staff. Advanced to sales manager of the Central Division in 1930. Promoted in 1936 to eastern sales manager, in 1940 to eastern sales manager, and in 1946 to Central Division manager.

continuity acceptance.

Mr. MacDonald, who has been prominently identified with NBC's labor relations as well as financial matters, will direct virtually all those activities not specifically allocated to Administrative Vice Presidents Kopf and Dyke.

The reorganization is the first major realignment effected in NBC since Messrs. Trammell and Mul- len became president and executive vice president respectively in 1940.

RETIRE FROM NBC

Mr. Ashby  Mr. Menzer

AUBREY L. ASHBY, known in radio circles as Judge, joined Westinghouse in 1911, becoming assistant general attorney. In 1929 he became NBC general counsel. He has handled pioneer radio litigation. In 1927 he tried one of the first cases before the Federal Radio Commission and participated in RFC spectrum reallocation.


BROADCASTING ▪ Telecasting
Radio Gives Bristol-Myers Proof

22-years' Use Shows Value of Medium, Company Says

By MARY ZURHORST

TWENTY-TWO years ago Bristol-Myers Co. first went on the air to test the effect of radio advertising for one of its three products, Ipana Tooth Paste. The firm used two stations, WEEF New York and WOGO Philadelphia (Wanamaker station).

That venture was based on faith alone. There was not even a provision for it in the advertising budget. But through the enthusiasm of Lee H. Bristol, then advertising director, and his assistant, J. M. Allen, the firm's sales department was persuaded to underwrite the program by showing a sales increase to cover the cost of what was considered an investment.

Sales figures for that year were under $5 million.

Bristol-Myers' current yearly radio budget is now $31/2 million, approximately 50% of their total advertising allocation. B-M sales messages for 9 products are heard on close to 200 stations.

In 1946, sales reached a total of $47,828,189. Net earnings increased 18 1/2% over 1945 figures.

"This record," says Lee Bristol, now executive vice president, "is the best answer we have to questions on our belief in radio and its proven effectiveness. We have used radio consistently since that first program in 1925.

Just as Bristol-Myers was among the first commercial users of radio, the firm is now among the pioneers to sponsor television. The television budget runs into six figures for two programs, both on the NBC video network, - WNET New York, WPTZ Philadelphia, WRGB Schenectady, and WNBW Washington.

Joseph Morrow Allen, now vice president in charge of advertising, looks upon the television allocation as the same sort of investment as the first Bristol-Myers radio program. "We feel," he says, "that television today is in the same stage as radio when we entered that medium. It is the best radio you can get—with pictures."

This is Joe Allen's 30th year with Bristol-Myers. In that time he has contributed to the growth of more radio talent than probably any individual in the sponsor field. The list includes Fred Allen, Ed Gardner, Eddie Cantor, George Jessel, Alan Freed, Wally O'Keefe, Abbott & Costello, Phil Cook, among innumerable others.

When he joined B-M in 1917, he was in sales promotion under Henry P. Bristol, president. Then in 1924 when Lee Bristol joined the company as advertising director, Mr. Allen became his assistant. In February 1946 he was appointed vice president in charge of advertising.

Mr. Allen is a member of the radio committee of the Assn. of National Advertisers, and is chairman of the By-Laws and Procedures Committee as well as a director of BMB.

First Program

Lee Bristol, together with Joe Allen, planned the first Bristol-Myers program, the much-beloved Ipana Troubadors, which had its premiere performance April 8, 1925, on WEEF and WOGO, as a nighttime half-hour musical show.

Five months later the program expanded to seven NBC stations, and thereafter continued adding stations until it covered the country. One proof of its overwhelming listening audience—especially in those days of the infant industry—came to Bristol-Myers in the form of 65,000 letters requesting sheet music offered on one program, Jan. 5, 1927.

At this point, radio was given a place on the B-M advertising budget.

Sales of Ipana more than doubled, and Bristol-Myers began receiving letters from dealers in Minnesota, Maine, Pennsylvania, Iowa, North Carolina, Michigan, Canada, wherever there was radio coverage, reporting: "I could not account for the great increase in Ipana Tooth Paste sales recently until I bought a receiving set. Now it is quite easy to understand"; "Did not have any calls for your paste until the Troubadors started"; "Broadcasting doing wonders with Ipana. Keep it up."

And Bristol-Myers did "keep it up."

Although the company uses magazines, newspapers and other advertising media along with radio, "all complementing each other," Mr. Allen says experience has proved that "people can be reached by radio at an extremely low cost per thousand."

High Hoopers—Low Cost

And because of B-M's unusually high Hooperings—with the current Mr. District Attorney and Break the Bank regularly hitting the first 15—the firm's "cost per Hooper point is lower than average," adds Mr. Allen.

Most of the Bristol-Myers products use radio advertising. Those include Ipana, Sal Hepatica, Vitalis, Mum, Minit-Rub, Ingram Shaving Cream, Trushay lotion, Benex (brushless shave cream, just introduced), and Ammen (powdered, newest product).

Radio budgets vary greatly for each product, also from season to season. Ipana is the longest and biggest user of radio, and the firm's best seller. Vitalis is next in radio promotion.

Benex took to the air with hitchhikers in June. Ammen is using hitchhikers and local spots in the East and South. Six months is usually required before significant results are shown in sales.

Minit-Rub used radio exclusively when it was introduced to the public seven years ago. No other Bristol-Myers product except Ammen has used one medium exclusively.

For 18 months during the war, Vitalis was off the market, with the complete supply going to the armed forces. Magazine advertising for the product was discontinued. Radio was maintained with a two-fold purpose, according to Mr. Allen, "to keep the product's name before the public, and to inform them of its use by the armed forces."

"The public has a short memory about products," Mr. Allen has found. "When advertising is discontinued, the public forgets and, once forgetting, the product is gone. Those customers can't be recapitulated. That's why we kept Vitalis on the air."

While getting a new and younger group of customers in the armed forces Vitalis, Bristol-Myers retained its old customers through radio. Though the product's advertising was cut about 50% of pre-war allocation during 1943, and about 33% during 1945, when it returned to the market its advertising budget jumped to a higher figure than at any previous time, and sales leaped to an all-time high the first year Vitalis went back to the drug counters.

"There was a 50% increase over Vitalis' biggest year," reports Mr. Allen.

Though sales of certain products undergo seasonal changes, these fluctuations are reflected little in the advertising budgets—for the same reason that kept Vitalis on the air during its "war service." Sal Hepatica, Minit-Rub and Trushay showed sales gains during the winter, Mum sales are up in summer, Ipana and Ingram are unaffected by seasons.

Time on the network is of great importance to Bristol-Myers as a sponsor. Consistent user of NBC, B-M prefers the Wednesday 9-10 p.m. time. The firm has held this spot—or a half-hour of it—almost without (Continued on page 69)
Two New Bills Aim To Ban Liquor Ads

WKBW Sale for $375,000 Formally Submitted to FCC

NEW IMPETUS to a movement to ban liquor advertising both on the radio and in periodicals was given last week in a report from a subcommittee of the Senate Interstate & Foreign Commerce Committee.

Sen. Clyde M. Reed (R-Kan.) reported that the committee considered the original bill introduced by Sen. Arthur Capper (R-Kan.) impractical. But the committee offered for the Senate's consideration two substitute measures which would accomplish the same prohibition.

Since Congress already had recessed when the new bills were submitted, they were not given numbers and therefore will have to wait until the next session before they can receive consideration. Completely new bills will have to be held if and when the bills come up for consideration next year.

A committee source reminded BROADCASTING of earlier warnings that the advertising ban should be considered seriously. Similar bills have been offered in earlier sessions, but none received the support that the current legislation has had.

Provide Amendments

The substitute bills provide an amendment to the Federal Trade Commission Act to ban advertising which refers to the use of alcohol where it involves the likeness of a "woman, child or family scene, or of any person serving or preparing drinks . . . . . . . in a manner indicating the consumption of liquor; or contains any illustration or representation primarily appealing to children . . . . . . packaging, labeling, or advertising (or) that the use of such alcoholic beverages is beneficial to health or contributes to physical upbuilding; (iv) which will increase public understanding or prestige; or is traditional in American family life . . . . . . ."

The measures also could apply to television insofar as visual advertising is concerned.

Monticello Spots

MONTICELLO Drug Co. (66 Cold Remedy), Jacksonville, Fla., is planning to use one minute spot announcements and chainbreaks for its fall advertising beginning on Sept. 22. Campaign will run for 26 weeks principally in southern and southeastern states with a few northern stations. Booth, Vickery, Schwinn is agency.

Lux Theatre Resumes

LEVER BROTHERS, Cambridge (Lux), resumes Lux Radio Theatre on 149 CBS stations for 14th consecutive year, William Keighley directing with Sandy Barnett and Sam Carter writing. Lou Silvers continues as musical director. Agency is J. Walter Thompson Co.

Drawn for Broadcasting by Sid Hix

"We are now broadcasting from the fourth hole . . . . . . ."

Kaiser - Frazer Entrance In Spot Field Confirmed

SALES DEPT. of Kaiser-Frazer Corp., 1400 Harbor Bldg., Minneapolis, July 31, confirmed the automobile manufacturing firm's entrance into the national radio spot field [BROADCASTING, July 28] with announcement that, "Kaiser-Frazer, at present, has embarked on a national spot announcement campaign at 45 distributors for a period of 13 weeks. Already sales departments of various stations, especially those in Chicago, have reported sale of spot time to Kaiser-Frazer for one-minute transcribed announcements.

Brown Renews on NBC


Pharmaco Sponsors

PHARMACO Inc., Newark, N. J., effective Sept. 29 begins sponsorship of Chico Chan on MBS, Mon., 8:30-9 p.m. Pharmaco is financier of sponsor and sustainer on Mutual Aug. 11. Pharmaco agency is Ruthrauff & Ryan, New York.

Nabisco Musical Clock

NATIONAL Biscuit Co., New York (Nabisco Shredded Wheat), will sponsor musical clock shows, five and fifteen minutes, over 100 stations beginning Sept. 8. Contracts for 13 weeks were placed through McCann-Erickson, New York.

documents showing that Broadcasting Foundation had offered to pay its chief owner, the Tabernacle, $90,000 and to assume payment of Tabernacle obligations for legal services including $35,000 to the firm of Morey, Shlenker & Murray, of Buffalo; about $10,000 to James Lawrence Fly of Fly, Fitts & Shuebruck, New York, and $5,000 to Mason, Spalding & McAtee.

Buffalo Broadcasting, which would be liquidated after the transfer is approved, is principally owned by Hiram W. Deyo of Bufalo (91.645%), who is president and treasurer. Frank D. Scott, Washington radio lawyer, owns 6.452%, and three others including WKBW Vice President and General Manager John A. Bacon own less than 1%. Buffalo Broadcasting formerly owned WGR Buffalo as well as WKBW, but sold WGR to Leo J. Fitzpatrick and L. R. (Ike) Lounsberry for $750,000 last fall (BROADCASTING, Nov. 11, 1946).

The company's 1946 net profit was listed at $707,255 including $423,444 profit from the sale of WGR.
Miller Calls for Support of BMB

Will Bring Confidence From Medium Users, Says NAB Head

INDUSTRYWIDE support for the new BMB Broadcasting Board of Control continuous operation was solicited Thursday by NAB President Justin Miller. His call for permanent support of BMB noted the opportunity given to broadcasters to establish the principle of standardized uniform measurement.

Confidence will be inspired among agencies and advertisers, the users of broadcast time, Judge Miller stated, as a result of the basic measurements and factual material that BMB can provide.

Hooper Has Plan

The action came as C. E. Hooper, head of the research organization bearing his name, rushed work on a memorandum designed to show how his firm can provide a postcard county-by-county study in 1949. Under NAB board direction, BMB does not plan a second national study until 1949.

Mr. Miller joined G. Richard Shafuto, WJO, C. C., in calling for BMB support. (See separate story, page 73, with views of Mr. Shafuto and Mr. Hooper.)

Judge Miller's statement follows:

The Executive Committee of Broadcast Measurement Bureau has adopted a plan to make an experimental inventory survey of 5,000 stations. It is important that broadcasters realize the importance of this decision.

The plan was devised on the recommendation of the NAB Board of Directors. It was prepared by a committee of our board working with the BMB. It has been approved by both our board and the BMB board. Advertisers and agencies endorse it.

Broadcasters now have the opportunity to give BMB support to establish the principle of standardized uniform measurement. If properly supported and directed, BMB can supply for broadcasting basic measurements and factual data on the ground which will inspire confidence upon the part of the users.

The BMB Technical Committee went into specific problems arising from BMB's decision to offer interim audience measurement studies at cost to subscribing stations who have gone on the air since the 1946 nationwide survey. These interim measurements are part of the 15-point BMB plan.

Questions Asked

With a deadline of Sept. 15, when BMB President Hugh Felts hopes to announce the details of the interim studies to the NAB Convention in Atlantic City, the Technical Committee has no time to waste in answering such questions as:

What is the proper definition of the area to be covered? What are the qualifications of the stations to be measured? How should the costs be allocated? Should the making list of radio families in 1946 be used again for these interim studies or should a new list be compiled? Should the questions used in 1946 be repeated or altered? Should the 1946 radio families figures be used as a base or should new radio population data be compiled?

No date was set for the next meeting of the committee, whose members expect to do much of their conferring by mail, but at least one more session will be held before convention time. Committee is headed by Kenneth H. Baker, research director of NAB, who presided at Monday's meeting. Other members attending were: E. F. Evans, ABC; C. Langley, WOR New York; Elmo Wilson, CBS; C. E. Pooler, Benton & Bowles; E. O. Philpott, Carlson, Inc.; For H. D. Wolfe, Palimpse-Pee Co.; D. E. Robinson, LaRoche & Ellis; H. M. Beville Jr., NBC, of the board Research Committee. Guestos were: R. Puff, WOR; K. Green, NBC; H. Carraine, CBS. BMB staff members present were: Hugh Felts, John Churchill, Phil Frank, R. Wyckoff, R. Sharp.

BANKS SHOW INTEREST IN RADIO SPONSORSHIP

The banking industry is interested in promoting the use of better financing methods through sponsorship of a radio program, it was revealed last week.

The Industrial Bank of Commerce, through Moore & Hamm, New York, Sept. 7 starts sponsorship of a quarter-hour show, Periodoscope, which is tied in with Newsweek and similar to that magazine's feature of the same name, Sun., 7:45-8 p.m., on WOR New York, for 52 weeks.

Program is produced, distributed and packaged by Charles King Radio, Chicago, it will be transmitted and sent to stations throughout the country each week before Newsweek's publication day.

Series has been offered to the Consumer Bankers Asn., of which the Industrial Bank of Commerce is a member. Thus far banks in seven cities reportedly have bought the program and about 38 others are said to be interested.

New Colorfax Demonstrated by Finch

Untreated Paper Used; Process Developed Since 1937

FULL color facsimile embodying a new transmission method calculated to put facsimile on a paying basis was demonstrated Aug. 3 last week by Capt. W. G. H. Finch, president of Finch Telecommunications Inc.

Known as Colorfax, the process was developed jointly by Capt. Finch and Dr. Lawrence Philpott, the firm's research director.

Capt. Finch

According to Capt. Finch, Colorfax, the process was developed jointly by Capt. Finch and Dr. Lawrence Philpott, the firm's research director.

Capt. Finch said, "There is no use of color separations and special inks in the process." According to Capt. Finch, Colorfax is the result of experimentation dating from his first transmission of facsimile in color in 1937. This earlier process involved the use of color separations and special inks in the reproduction.

Colorfax, Capt. Finch said, reproduces up to four colors simultaneously using ordinary, untreated paper. He predicts that full color facsimile eventually will render black-and-white facsimile obsolete. Capt. Finch and Dr. Philpott foresee a multitude of applications for their invention, which they feel has supplied the important missing factor necessary for putting facsimile on a commercial footing — that of color. For possible uses they suggest the mass broadcasting of trade marks, advertisements, maps, charts, etc., in full color, of comic strips and cartoon drawing lessons. Magazine publishers might find it invaluable, Capt. Finch said, in conjunction with publications for Finch, who publish simultaneously in different cities, for the rapid exchange of proofs or layouts in color.

Process Defined

In essence, the Colorfax process involves the transmission of an original color image which is then reproduced, week by week, on a series of carbon rolls. Ordinary colored leads are used and no further processing is necessary after transmission is completed, Finch said.

The scanning speed is approximately 5¼ inches per minute. In color transmission the speed as compared with black-and-white transmission is in inverse ratio to the number of colors employed, i.e., four-color Colorfax facsimile is one-quarter as fast as black-and-white. Finch stated that the use of ordinary untreated paper will reduce substantially the expense of the recording medium and enable substantially treated costs linked with treated papers.

Colorfax will not be in production until April, Capt. Finch said. The process is still undergoing refinement, color reproduction is not yet so precise as desired, although halftone effects have been obtained and intensity gradations are duplicated with high intensity images are reproduced at an equivalent of 100 lines to the inch, a texture similar to a newspaper.

(Continued on page 78)

Sept. 29 Date Set For Clear Hearings

Changed to Avoid Conflict With NAB Convention

The MUCH-CHANGED date for resumption of the clear-channel hearings was moved again last week, to a formal and final of the FCC postponing the next session from Sept. 17 to Sept. 29.

It had been expected that the Sept. 17 date would be changed, in view of the NAB annual convention convening the week of Sept. 15 [BROADCASTING, June 9].

The hearings opened in January 1946 and the last session was held a year ago, Aug. 5, 1946.

Officials now see little chance of a final decision in the case—which will decide which clear channels are to be broken down, if any, and whether power above 60 kw is to be permitted — before November or December.

The postponement was ordered by the Commission on its own motion, in a session held Monday at Atlantic City where Chairman Charles E. E. Jeffries and E. M. Webster are attending the International Telecommunications Conference. Comrs. Rosel H. Hyde and Paul A. Walker, with whom the Commission was reported to be divided, were absent due to the executive session.

Previous postponements have been made on petition of Clear Channel Broadcasting Service, which requested continuance to about mid-October to give CBS Chief Counsel Louis G. Caldwell time to recuperate. Commission decided that the record for the next session will be postponed from June 2, then postponed to July 7 and later to Sept. 17.

PRESIDENT SIGNS BILL CONTAINING FCC FUNDS

PRESIDENT TRUMAN last week made available to the FCC $8,240,000 as he signed into law the $8,000,000,000 Independent Offices bill.

It was the end of a long road for the FCC and Chairman Charles E. Denny to whom must go most of the credit for talking a comparatively pinch-penny Congress into turning over a record peace-time fund for the Commission.

The bill gave the Commission considerably less than the $7,300,000 to which the public were asked, but if the traditional bureaucratic procedure of padding was followed by commission budgeteers the FCC not only got what it wanted but more than most of the other government agencies which have been hard pressed by the new Congress.

Commission spokesmen have admitted that the new appropriation will permit them to maintain present staffs at the levels they claim it will not permit replacements.
All-Day Conference Held by Petullo With Nets

By J. FRANK BEATTY

JAMES C. PETRILLO will soon be ready to announce whether he will open the door to duplication of network music on FM stations. The AFM ruler, after an all-day conference last Thursday with representatives of the four networks, joined in a statement indicating that he has taken the matter under study and will "announce a decision shortly."

FM Assn. was jubilant over the joint announcement, feeling that FM outlets of network stations will soon be carrying network music. AFM officials indicated that network action, coupled with Mr. Petrillo's indication, should speed local FM-AFM negotiations all over the country.

With this, it was felt, would come a strengthening of FM programming, which like television has suffered for lack of live musical broadcasts. Possibility of increased pay demands by AFM remained after issuance of the joint statement. Fear was expressed in some broadcast circles that Mr. Petrillo might decide to relax his original order requiring standbys for FM duplicated network programs but at the same time ask for money for "his boys" despite the fact that current network contracts run through next Jan. 31.

Wage Problem

On the other hand he might decide to let network music go on FM outlets without charge pending expiration of the contracts, but demand special FM compensation when negotiations for new contracts get under way. As music costs go higher, some broadcast men, especially, claimed, sponsor reluctance to spend more for programs or network facilities may be encountered.

Absent from the Chicago conference was Rep. Carroll C. Kearns (R-Pa.), chairman of the Petrillo investigating subcommittee of the House Labor Committee, who is said to have appeared for the meeting, held in the Ambassador East Hotel. Only a week prior to the conference he had met with Mr. Petrillo and a group of music educators [Broadcasting, July 28].

Network officials declined to comment on the nature of their Chicago discussions with Mr. Petrillo. One executive said, "He is thinking it over." That was the extent of comment other than the joint statement.

No definite indication was given as to the time the AFM leader will need to reach or announce a decision, but the best guess was believed to be 10 days or two weeks.

Text of the joint statement follows:

"Representatives of the four broadcasting networks (Thursday) requested of Petrillo a decision to end existing Federation ban forbidding the duplication of AM (standard band) musical programs on FM (tremulous wave) transmitters when operating with AM transmitters.

Mr. Petrillo agreed to take the matter under consideration and to announce a decision shortly. A favorable decision on the part of the Federation president would permit joint AM and FM transmission of music programs on the four networks."

At the Thursday conference for the networks were Frank K. White, CBS vice president; Mark Woods, ABC president; Evan Kobak, MBS president; Frank E. Mullen, NBC executive vice president; Frank P. Schreiber, WGN treasurer.

Mr. Petrillo, which called for duplication a few minutes after the Supreme Court announced its Lea Act decision June 25, has contended all along that network contracts with AFM do not mention FM, but merely apply to broadcasting of programs without regard to type of signal.

Networks' Contention

Networks have argued that while the contracts do not mention FM, they were drawn up with an understanding by all parties that only AM was included.

At the July hearings before the Kearns subcommittee Mr. Petrillo plainly indicated that he expects to get many jobs for "his boys" of FM and television. He said at that time that he was in a quandary and didn't know what to do, but if there were any jobs available from new methods of transmission he wanted to get them.

The AFM ruler has conceded that his demands for FM duplication application under provisions of the Lea Act. However there is nothing in the law to keep him from asking for applications for the "boys" of FM and television.

This happened in St. Louis where he responded to KWK's dismissal of 10 of its 16 musicians when their contracts expired July 21 by demanding almost tripled wages for one of two musicians retained and approximately doubled pay for another, after which KWK dropped one of the two.

Probe Statement

The union head is on record in testimony at the House probe, with the statement that he was considering an absolute ban on broadcasting of a musical performance on more than one network. This would stop all networks of musical programs and prevent network duplication.

The House probe, shocked by these revelations during an investigation into the union, warned the music president of legal hazards and he, after a pause, continued his subpoena to Sept. 15 when he is again slated to take the stand.

The summer respite is declared (Continued on page 73)

BMI Acquires AMP's Capital Stock

Rights Catalogues Of AMP, 15 Foreign Firms Involved

ACQUISITION by Broadcast Music Inc. of the capital stock of Associated Music Publishers Inc.—described as "one of the world's greatest repertories of standard and classical music"—was announced last week (CLOSED CIRCUIT, July 28).

Publishing and performing rights to the complete AMP catalogue as well as the catalogues of 15 foreign music publishing firms were involved in the transaction.

AMP, which was organized in 1927, will continue operations under its own name as a wholly-owned subsidiary of BMI, according to the announcement which was issued jointly by Carl Haverlin, BMI president, and Harry H. Knapp, president of AMP.

Merritt E. Tompkins, one of the founders of AMP, who resigned as president of that organization in 1939 to join BMI, will assume the AMP presidency under the new BMI ownership. Mr. Tompkins is a vice president of BMI.

Office of AMP at 25 W. 45th St., New York, will be maintained. The announcement said that AMP, in addition to publishing and acting as agent for standard musical works, scores and educational material, would take over the sale of editions of standard music published by BMI.

Performing rights in the AMP repertory, previously released under special license, will be available without extra charge for performances to all licensees of BMI, it was announced.

AMP Repertories

The AMP repertories, according to the joint announcement, range from the recognized editions of the great masters to works of such modern composers as Stravinsky, Hindemith, Schoenberg, Richard Strauss, Sibelius and Weinberger.

The AMP capital stock, formerly owned by the Associated-Muzak Corp., was sold to BMI, according to the announcement, "so that Associated-Muzak personnel can concentrate their efforts on the developments of the Muzak wired music service, the Associated transcription library, and the recording branches of Associated-Muzak's business."


In the catalogue of Breitkopf and Hartel, which was founded in 1719 and is said to be the oldest music publishing house in the world, are the original editions of compositions by Bach, Beethoven, Berlioz, Handel, Mendelssohn, Richard Schubert, Schumann and Weber, the announcement said.

Tens of thousands of compositions were said to be included in the AMP rights which BMI acquired.
Helping hand

That's a new type vacuum tube. It's used in modern hearing aids. Three such tubes are used (only one is pictured here) in one of the new hearing instruments now on the market. By the time the signal received in the first tube leaves the third tube, it is amplified 20,000 times.

It's a real helping hand... and just look how little it is! If you're a radio time buyer, and need a helping hand in boosting sales in Baltimore, the country's sixth largest city... the answer is W-I-T-H.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

If you want to be heard down here... put W-I-T-H on that list! It's the amplified helping hand in Baltimore!

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

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
August 4, 1947  •  Page 19
Recording Standards Plan Revived

Put on NAB’s Convention Agenda As Interest Abroad Grows

SPURRED by interest of other nations in standardized and recording techniques used by transcription and phonograph recording companies, NAB will resume its long-dormant project to attain complete uniformity.

Steps to revive the NAB Recording & Reproducing Standards Committee will be taken at an afternoon session Sept. 16 during the Atlantic City convention. The meeting will bring together transcription and phonograph record interests, along with makers of equipment and recording engineers.

The committee was formed June 20, 1941. It made recommendations that led to adoption March 20, 1942, by the NAB Board of Directors of 16 standardized recording prescriptions. Had not the war interrupted, the entire project might have been completed by the summer of 1942.

Value of broadcasting as a weapon for promotion of international understanding was demonstrated during the war, according to George S. Smoby, consulting engineer, who instituted the original project in 1941 when he was NAB engineering director.

Mr. Smoby pointed out that while shortwave relay links can transmit the spoken word much of the time, cultural programs that bring peoples of various nations together often are garbled in transmission. Recording technique, if made to universal standards, can readily transmit cultural programs, he said.

The delegates to the Atlantic City telecommunication conferences have informally voiced approval of the original standardization projects. Royal V. Howard, NAB Director of Engineering, discussed the matter with them and is active in revising the plan. He will be in charge of proceedings at the NAB convention.

“The acceptance of NAB's preliminary standards has been most gratifying,” Mr. Howard said. “The need for completion of the standard and possible minor modification of the existing ones is one of the most pressing of the industry's engineering problems. From a practical standpoint, it is expected that if standardization of the type envisioned can be achieved, not only can vast sums be saved the industry but more uniform and higher quality recorded programs would be presented to the public.”

Original Standards

Original standards, as adopted in 1942 by NAB and by an important segment of the recording and manufacturing industries, cover 16 subjects. These are: Outer diameter, center hole diameter, turntable center pin diameter, outermost groove diameter, innermost groove diameter, uniformity of groove spacing, stopping of groove, etc. (Continued on page 75)

ABC Sets WOOD Resale for $850,000

To Harry Bitner and

RESALE of WOOD Grand Rapids, Mich., by ABC to Harry M. Bitner, Indiana and New Hampshire station owner and an unnamed associate for $500,000, was consummated last Thursday, subject to FCC approval.

The transaction, in compliance with the mandate of the FCC issued when ABC last year purchased the King-Trendle Broadcasting Corp. for $3,650,000, would leave the network with ownership of WXYZ Detroit as well as the Michigan Radio network.

Previously, ABC had entered into a contract for sale of WOOD to the Liberty Broadcasting Co., principal owners of which are Roy C. Kelly and Ray V. Venetancus, but action, it is understood, was suspended upon failure to complete the previous sale.

Mr. Bitner and his associates would acquire WOOD in equal shares subject to assignment to a corporation to be created. The $850,000 figure includes profits which have accumulated from operation of the station by ABC since July 17, 1946 and which amount to roughly $100,000. The Commission mandate specified that ABC would operate the station in trust for the ultimate purchaser.

Mr. Bitner is principal owner of WFMB Indianapolis and WEOA Evansville. With Arthur Truesner, former Flint newspaper executive, he has contracted to purchase WFDF Flint from the Loeb Brothers for about $650,000 (Broadcasting, June 22), a transaction now pending before the FCC. The senior Bitner and his son, Harry Jr., who manages WFBM, also are owners of WFEOA Manchester, N. H.

WOOD operates at 100 kw with 5000 watts and is an NBC outlet. Contract for purchase was completed in New York last week by Mark Woods, ABC president, and C.

Nicholas Priaulx, vice president and treasurer of ABC, Mr. Bitner Sr., and his attorney Philip J. Hennessy Jr., of the Washington firm of Segal, Smith and Hennessy. Handling the transaction for ABC were Albert Zugsmith, executive vice president, and Howard Stark, radio director of the Smith Davis Corp., New York investment organization.

NAB Convention Clinics Lined Up

Wide Open Discussions

Will Fill Monday’s Agenda

WIDE open discussion of broadcasting problems, with network, station and other industry specialists, will mark a series of four clinics to be held at the NAB convention in Atlantic City.

The clinics will dominate the convention agenda for Monday, Sept. 15. Full convention sessions do not open until Tuesday morning when President Justin Miller will deliver the keynote speech.

Plans for three clinics—sale managers, employ-employer relations and engineering—are about complete. Work is still in progress on proceedings of the program clinic. Front-rank specialists in the engineering field will address that clinic (Broadcasting, July 29).

Special registration fee of $5 will be charged for attendance at the clinics. This sum is in addition to the regular registration fee and includes a general Monday luncheon. The luncheon will break up into separate groups prior to the afternoon meetings.

Richard P. Doherty, Director of Employee-Employer Relations will be moderator of a panel covering that subject. It will be held 2:30-5 p.m. and will be off the record. Members of the panel will be Frank K. White, CBS; Earnest de la Ossa, NBC; C. L. (Che) Thomas, KXKO St. Louis; Harold Ensnes; AEFS Winona - Salem; Herald Beckjorden, assistant executive secretary, AAAA; Samuel P. Kees, assistant director, Wage and Hour Division, U. S. Dept. of Labor.

They will constitute a practical working panel of executives familiar with industry employment problems. The agency-advertiser side will be handled by Mr. Beckjorden. Messers. White and Thomas are members of the NAB Employee-Employer Relations Committee. Mr. Kees is district chairman for the Fifth District.

Agenda of Panels

Specific problems will be assigned panel members to cover expansion and operation purposes, not speeches. These topics will inspire questions from the floor, with Mr. Doherty directing discussion as well as taking part in the interchange.

Topics listed for discussion include effect of the Taft-Hartley Act and station operation; musician situation; contract trends; hiring, training and supervision of personnel; bonus and salary compensation for management and staffs; wage scales; special fees.

Opening the morning the Employee-Employer Relations Committee and district chairman will hold an executive session.

Other clinics managers clinic will be an all-day open session. The program was drawn up by a committee consisting of Lewis H. Avery, Avery-Knodel, chairman; Eugene Thomas, WOR New York, and Frank E. Pellegrin, NAB Director of Broadcast Advertising.

The sales managers clinic will be followed Wednesday afternoon by a general convention session on broad casting advertising, under present plans. An entire day was devoted to sales and advertising problems at the convention session last year.

Opening the morning sales session, which will be devoted to retail advertising, will be a sales promotion review directed by John M. Butler Jr., WSB Atlanta.

Department stores use radio effectively will be conducted by the National Retail Dry Goods Assn., with four winners of the 1946 NBDA retail contest forming a panel. Each will give his own light sketches of special techniques used by their stores, covering plans...
ANY OBJECTION TO A SALES INCREASE IN

PITTSBURGH
IT'S AMERICA'S SIXTH MARKET!

Yes, we said sixth market. And here's why!

Statistics show that Pittsburgh ranks tenth in population among U. S. cities. But that's only within "city limits."

In metropolitan area population, Pittsburgh stands much higher in the scale. And in value of products, the Pittsburgh area is sixth in the nation.

This is the highly productive, basic-industry region that KDKA covers with 50,000 watts of successful sales power. Not only Pittsburgh... not only the city and suburbs... but the entire tri-state region which embraces 117 counties in daylight, 194 counties at night (BMB).

As regional outlet for ever-popular NBC programs, and as the originator of local programs with a strong appeal to the Pittsburgh area's preferences, KDKA has won a large and loyal following. Your program on KDKA is the key to a sizable segment of America's purchasing power!

PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • WBZ • WBZA • WOWO • KDKA
NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS
ALBERT MOFFAT, WLLH, WMAS PRESIDENT, DIES

ALBERT S. MOFFAT, president of WMAS Springfield and WLLH Lowell-Lawrence, Mass., died July 22 at the Massachusetts General Hospital in Boston after a short illness.

Mr. Moffat founded WMAS in 1932, after being affiliated with the manufacture of transformers and loudspeakers during the early days of radio. WLLH was launched in 1934 and a synchronized transmitter was added at Lawrence in 1937.

Born in Glasgow, Scotland, Mr. Moffat came to the U. S. at the age of 8. In addition to his broadcasting activities, he pioneered in the early use of X-ray equipment and colored motion pictures.

Surviving are his wife, Mrs. Ethel Moffat, two sisters and a brother.

GONCE SEeks To SELL INTEREST IN KXXL RENO

SALE of the new KXXL Reno, Nev. (1230 kc, 250 w) by Chet L. Gonçé to Edward Margolis, Frederick W. Kirske, and Byron J. Samuel for $30,000 was reported to FCC last week for approval.

The application said KXXL is "nearing completion and will be fully completed" before the proposed sale is consumated. Under the contract Mr. Gonçé would deliver the station fully completed, paid for, and on the air. Purchasers would be responsible for operating costs and profits or losses after KXXL receives approval of equipment tests.

Each of the three purchasers would have one-third interest in the station. Mr. Margolis, of Reno, is president and 25% stockholder of Teletronics, manufacturers of electronics equipment, and of Continental Wired Music & News Co., which transmits news and music by leased wire. Mr. Samuel has had several years' experience as writer, producer, and announcer with San Francisco area stations. Mr. Kirske is owner of a clothing store at San Bruno, Calif.

Mr. Gonçé told FCC that his son faces a major operation to correct a polio condition and that he wished to dispose of KXXL in order to spend full time with his son during his recuperation. He received the grant for the station last December in the business name of the Voice of Reno. He also has half interest in Voice of Fallon, granted for 1400 kc with 250 w at Fallon, Nev.

The projected transfer is being advertised for competing bidders under FCC's Avco Rule, with rival applications acceptable at FCC for 60 days from July 30, according to the application.

WEBJ (250 w, 1240 kc) Takes Air in Alabama

WEBJ, new 250-w fulltime outlet on 1240 kc at Brewton, Ala., took the air last Friday (Aug. 1) from its studios in Brewton's Lovelace Hotel.

WEBJ is owned by William E. Brooks and licensed to the Brewton Broadcasting Co. Staff consists of Howard C. Gilreath, general manager; J. C. Williams, chief engineer; Charles Herman, engineer; Frank Tucker, chief announcer, and Catherine Cosgrave, traffic manager and program director.

WEBJ uses AP news and Lang-Worth transcriptions.

CBC Postpones

OWING TO difficulty in obtaining hotel accommodations at Calgary, September meeting of Canadian Broadcasting Corp., board of governors, has been postponed from Sept. 8-10 to Sept. 17-19, it was announced by A. D. Dunton, CBC chairman at Ottawa.
RAILROADS
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

C.B.S.
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
G. A. RICHARDS
Harry Wismer
Owen F. Ur ridge
Pres.
Asst. To the Pres.
V. P. and Gen. Mgr.

Represented by
PETEY
TELL IT TO IOWA'S "TWIN MARKETS" With WMT!

AVERAGE 1/4-HOUR SETS IN USE IN N. Y. DROPS
THE AVERAGE quarter-hour sets-in-use in the New York area dropped from 23.1 in June to 21.1 in July, The Pulse Inc., New York, reported last week. The level of listening for July 1947 was 2% lower than that for July 1946.

Top 10 evening shows as reported by The Pulse were:

First 10 daytime programs listed were:

WIBV at Belleville, Ill., Takes Air as Daytimer
WIBV, new Belleville, Ill. daytime outlet, began broadcasting last month with 260 w on 1600 kc.

Want to reach farmers? Then reach 'em on WMT in Eastern Iowa—in the heart of the greatest farming country on earth.

Want to reach factory workers? Then reach 'em on WMT in Eastern Iowa—where half of the richest U. S. state's income derives from steady industries.

What you ask, you'll find a prosperous, loyal, listening audience in WMTland!

Ask your Katz representative for details.

SELL IT with

WMT

The Station Built By Loyal Listenership . . . . Now in Its 25th Year!

CEDAR RAPIDS

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

TO HELP SAVE SOIL
New 1-kw N. Carolina Outlet

Pledges Entire Facilities

WADE, new 1-kw daytimer on 1210 kc at Wadesboro, N. C., gave notice that it was taking its public service responsibility seriously from the moment it took the air July 23.

As a highlight of the opening day ceremonies, G. Fred Johnson, station manager, dedicated all of WADE's resources and facilities to immediate soil and water conservation treatment of every acre of farmland in the station's listening area. WADE is owned by the Anson Radio & Broadcasting Co. Dedication was made following a transcribed appeal by Dr. Hugo H. Bennett, chief of the Dept. of Agriculture's soil conservation service and a resident of Anson County where the station is located. Country has the distinction of being the first soil conservation district organized in this country just 10 years ago.

LEWISTON-AUBURN, ME., 5-kw OUTLET TO START
WLAM Lewiston-Auburn, Me., new fulltime, 5-kw ABC affiliate on 1470 kc will commence operations next week, according to announcement from general manager Frank S. Hoy last week. Licensee is Lewiston-Auburn Broadcasting Corp.

Station will be operated by following executive personnel: Elden H. Shute Jr., station manager; Gerald T. Higgins, commercial and promotion manager; Leslie R. Hall, chief engineer; William Finkelman, program manager; Romeo E. Sansoucy, assistant commercial manager.

Announcers will be Fred B. Haggerty, Donald Savidge, Robert Demers and George Gamble, Jr.

Traffic and copy writing department will be headed by Ernest Saunders, with Lala Jones as assistant. News editor is F. Parker Hoy. Cliff Gove is sports and news reporter. Musical director is Bert Cole.

Thomson Incorporates
ROY H. THOMSON, owner of CPCN North Bay, CBRL Kirkland Lake and CKGB Timmins, has incorporated his Northern Broadcasting and Publishing Co., and Thomson Publishing Co., into one million dollar The Thomson Co., Inc., Toronto. His interests include seven daily newspapers in Ontario and 42% interest in Liberty of Canada, weekly magazine bought in association with Jack Cooke, president of CKEY Toronto. New issue of $1,100,000 debentures in The Thomson Co. is being offered at Toronto by underwriting firm of Wood, Gundy & Co.
You can't cover California's Bonanza Beeline without on-the-spot radio

What is the Beeline? California's vast central valleys, plus the Reno corner of Nevada—that's the Beeline. And what a bonanza market it is! Beeline people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

To get your share of Beeline sales, be sure to use on-the-spot radio. Outside stations just can't deliver effective coverage...too many high, signal-stopping mountains around the Beeline.

Let the five BEELINE stations sell for you. Together they blanket this whole 2 Billion Dollar market...individually they rate ace high.

KWG Stockton, for instance, has been a local favorite for 26 years! These on-the-spot Beeline stations are not a network or a chain. You can buy them the way you want. Check Raymer for all the facts.
Here's where your ideal transmitter takes shape ... in final assembly operation at the modern Westinghouse plant in Baltimore. Here, the improvements specified by you become reality as skilled workmen assemble finished parts into complete, dependable transmitters. All units are thoroughly tested before delivery.

SERVICE EVERYWHERE.....

Westinghouse has 17 parts warehouses, a staff of service engineers on 24-hour call and 35 maintenance and repair shops conveniently located ... as close as your telephone. Factory trained communications sales engineers in your area are also ready to serve you.

More Information?

These new books will give you a complete picture of the operating advantages built into Westinghouse transmitters. Ask for B-3829 (1 and 3 kw, FM) or B-3850 (10 kw, FM).

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

1, 3 and 10 kw FM Transmitters
...of your ideas!

... a truly modern design based on the recommendations of your industry and the years of experience of our own engineers in operating five FM stations.

Now you can throw away the “can opener”. You won’t need one to get at the tubes—they’re all within reach of your finger tips, from the front of the transmitter. This is what you asked for... and get... in all Westinghouse FM transmitters. And here are a few more of those “examples” which help to make your operating and maintenance job easier.

- New 270° meters at eye level.
  (You can see the grid and plate currents in all stages simultaneously.)

- Visible, conventional-type tubes—nothing tricky.

- Fuseless overload protection and excellent shielding, lead covered wire.
  (“De-ion” circuit breakers used throughout.)

- No 1/4-watt receiver resistors.
  (Only heavy-duty resistors are used throughout.)

- Individual voltage regulators for bus voltage and high-voltage rectifier.

This “duo of experience”... yours and ours... assures these features, and more, in all Westinghouse FM transmitters—1, 3, 10, and 50 kw.

Your Westinghouse office will give you more details or you can write to us at P.O. Box 868, Pittsburgh 30, Pa.

CENTRALIZED CONTROLS... all major controls are located on the front panel to make simultaneous adjustments easy. All tubes are replaceable from the front of the cubicle.

EASY TO MAINTAIN... full-opening doors, open vertical arrangement of components and power outlets, facilitate inspection and maintenance. All access doors are electrically and mechanically interlocked for safety of service personnel.

ONE-JOB, EYE-LEVEL METERS... new 270° circular scale meters are at eye level for easy reading. Each instrument operates in but one circuit, eliminating instrument switching.

BUILDING BLOCK DESIGN... your Westinghouse 3 kw, FM transmitter, a complete unit in a single cubicle, can be stepped-up to 10 or 50 kw simply by adding cubicles. Each added cubicle is a complete rectifier or amplifier within itself. Thus, a minimum of inter-cubicle wiring... your assurance of a quick, easy change-over.
Nations With Free Enterprise Radio
Unenthused Over UK Committee Idea

DELEGATES to the International Telecommunications Conference in Atlantic City, notably those in the western hemisphere, view with a jaundiced eye the proposal of the United Kingdom for formation of an International Consultative Committee for broadcasting throughout the world.

Introduced in mid-July, the proposal looks toward creation of a general consulting committee on broadcasting proposing international cooperation in the operation of broadcasting services. There are at present consultative organizations in the International Telecommunications Union (ITU) covering all fields save broadcasting. It was felt that adoption of the proposal was far from imminent.

While no formal opinions were expressed, delegates and observers representing the United States and the Latin American countries feel there is nothing in such a proposal to recommend itself to nations which operate under the free enterprise system as against the monopoly system invoked in Great Britain and throughout the British Empire. In some quarters it was said such a proposal would be "disastrous" since the British system and the free enterprise systems have nothing in common.

Other proposals before the Conference relate to establishment of an international organization to govern the conduct of high frequency (international) broadcasting services, to be considered when the third telecommunications conference gets under way Aug. 15. The UK proposal, however, goes far beyond that and would deal with all aspects of broadcasting—low band, medium band and high frequency.

Because there are no mutual technical interference problems which exist on conventional broadcasting channels, as distinguished from the international bands, the attitude of American broadcast observers is that no need exists for worldwide study of such matters.

Advisory Only

The British proposal (Document 570-RE) suggested that the organization function only in an advisory capacity in a manner similar to that of some of the other consultative committees of the Union perform. It would study and draw up recommendations on technical questions relating specifically to broadcasting and methods of international transmission and exchange of program material. It would, through regional committees, prepare provisional plans for allocation and use of frequencies for all broadcast services for consideration by the international and the regional broadcasting conferences. Another service would be that of advising other international organizations on nontechnical matters relating to broadcasting which depend upon technical considerations.

The proposal stated further that the CCIB should normally confine its studies to technical broadcasting questions and that nontechnical matters, such as programming, should be left to consideration of the United Nations. The CCIB would be made up of experts from both government and broadcasting operating agencies recognized by their respective governments.

The proposed organization, under the British proposal, would be made up of five separate committees: (1) European region; (2) North American; (3) South American; (4) other regions; and (5) Tropical broadcasting. An international committee, comprising representatives nominated by the various regional committees, would advise the international radio conference at the high frequency broadcasting conference on broadcast matters including proposals for specific frequency allocations to nations.

Installs Video Set

INSTALLATION of a DuMont teleset in the St. James Theatre, Asbury Park, N. J., has resulted in wide interest on the part of the theatre's patrons, Ernest A. Marx, television receiver division manager of DuMont Laboratories reported last week. About 200 persons gather to watch night baseball and the fights, operators of the theatre estimate, and in addition, more than 125 people buy tickets to watch television only.

WSBT covers a true cross-section of America's industrial-agricultural population. With increased power, WSBT gives increased service to farmers as well as city folks. One example of this service is "Farm Report," the newest WSBT program. It is aimed directly at the rich farm market of Indiana and southern Michigan.

WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast—in the city and on the farm.
AIR-CONDITIONED...

In the gay nineties the open-air trolleys of Wheeling’s street railway system were really air-conditioned... as this old photograph will testify.

Air-conditioning, as it is known today, was unheard of then... but you don’t have to look twice to see that advertising wasn’t.

Even in the good old days Mail Pouch Tobacco Company of Wheeling knew a good media when it saw one, and that’s why this experienced advertiser is using WWVA today. Because with a proved basic programming policy plus the effectiveness of the Columbia network, WWVA is daily blanketing over six million people in the highly industrialized states of Ohio, West Virginia, Pennsylvania, Maryland, and Virginia... right in the heart of the steel and coal belt of the nation!

See a John Blair Man!

WWVA
WHEELING, W. VA.

NOW WITH CBS
COLORADO'S GOVERNOR, Lee Knows, wire-records conference with newsmen July 21 during first of series of five one-week clinics at U. of Denver on various phases of small market radio operations [Broadcasting, July 28]. Standing in front of governor (1 to r): Pete Peterson, KLZ news chief; Hugh Terry, KLZ manager; Art Stringer, NAB special events man.

Stern FCC Warning on 'Wired Wireless' Follows Reports of Indiana Operations

REPORTS of projected "wired wireless" broadcasting operations in one or more communities of southern Indiana, and also in Alaska, prompted FCC last week to start an investigation and issue a stern three-page warning against illegal operations.

"There is no provision under the low-power rules which countenances the establishment of a station comparable to presently authorized broadcast stations," the Commission declared.

"By no stretch of the imagination can it be interpreted that the Commission intended low-power devices [used for control purposes] to be converted into stations for communicating through space by radio, employing call letters selected at random, operating on frequencies assigned to the standard broadcast band, and broadcasting commercial announcements."

FCC did not identify the towns where this type of "gas pipe network" operation purportedly is planned. Commission sources did say that some broadcasters in the areas had expressed alarm. The announcement declared that apparently the equipment "is being supplied by firms or agents with the mistaken assurance that this type of operation does not come under Commission jurisdiction. There is further indication that the operators, also, are not familiar with Commission requirements."

Some instances of advertisements urging the public to buy and operate equipment of a similar nature also were reported.

FCC warned:

Unlicensed radio operation, which normally results when low-power devices exceed the limitations provided, create a definite menace to communications and may subject the operator to serious penalties provided for in the Communications Act, including a maximum fine of $10,000 or two years' imprisonment, or both.

Generally, it was pointed out, low-power devices do not need FCC authorization if used primarily for control purposes and if the radiated energy does not exceed 15 microvolts per meter at a distance less than 157,000 feet divided by the frequency of the operation in kilocycles. In the broadcast band, maximum permissible field intensity is 15 microvolts per meter within 98 to 285 feet, depending upon the frequency.

Power Line Tie-ins

While not identifying the communities in which wired wireless operations have been reported, FCC authorities asserted that the procedure involved tie-ins with power lines to carry recorded musical programs, and advertising from neighborhood stores, to nearby residents.

The Commission cited the so-called campus radio of the Inter-collegiate Broadcasting System as conforming with FCC's low-power rules.

It was emphasized that low-power devices must in all cases meet certain technical requirements. Competent engineers, FCC said, should in all cases be employed to provide exact field intensity measurements before any low-power device is used extensively. A further example of the need for expert engineering tests and maintenance was seen in the fact that even low-power devices "may be accidentally or intentionally coupled to radiating antennas or power supply lines so as to interfere with radio reception."

The announcement said FCC and its field offices "will be glad to answer any inquiries concerning use of low-power devices."

Right on the heels of four years of bumper crops comes a record-breaking 1947 harvest... more wheat than ever before in history. All through WIBW's 5-state service area, farm families are unbelievably rich... and buying.

These First Families of Agriculture listen to WIBW more than any other station.* That's because we've always been programmed to best serve their interest, convenience and necessity.

To do a complete sales job in this richer-than-ever area, you must have WIBW.

*Kansas Radio Audience 1946

WIBW
Topeka, KANSAS

Serving the
First Families of Agriculture

CBS

Rep.: Capper Publications, Inc.

WIBW FM

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Dakota in a Dither

LISTENERS' faith in a station can be an awe-inspiring responsibility, as WNAX Yankton, S. D., now knows only too well. A few days ago a WNAX announcer said the time was 6 p.m. So the Bridgewater, S. D., chief of police—and we quote him—"pressed the button on the city siren for the six o'clock signal." The volunteer fire department thought there was a rural fire, and rushed to their posts, and several business people left their jobs thinking it was closing time. Trouble was it was only 5:30. Accustomed to getting the correct time from WNAX, people didn't consult clocks, just accepted the station's word for it. After a letter from the confused Bridgewater police chief, WNAX sent an apology to him and to the town for causing such tumult.
We are Happy
to
Announce the
Appointment of

JOHN D. "JACK" ALLISON
VICE-PRESIDENT - NEW YORK OFFICE

TAYLOR-HOWE-SNOWDEN
Radio Sales
SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco
KFIZ Fond du Lac, Wis.

“For the past four months we have had the G-E console in constant operation and are thoroughly sold on it, because it is adaptable to almost any operation. Its versatility and accessibility make it ‘tops’ in studio control.”

LYNN N. FAIRBANKS, Gen’l Mgr.

WSYR-FM Syracuse, N. Y.

“For on-the-air reliability we've found that the G-E 3 kw. FM transmitter fully meets our performance specifications. It was easy to install—easy to maintain. We have no worries about this transmitter ever failing us.”

A. G. ELLIS ISLE, Chief Eng.

WEAW Evanston, Ill.

“General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved of value to us.”

EDWARD A. WHEELER, Pres.

WEJS Freeport, Ill.

“We have been using the G-E console for six months, and are more than happy with its design and flexibility.”

THOMAS C. MOERS, Sta. Mgr.

Station after station tells the story .

As we go to press, 155 General Electric FM transmitters are on the air or being installed in broadcasting stations. Each week more and more G-E FM equipment is being shipped to buyers everywhere.

Pioneer in FM, General Electric is the leader in extending this finer system of broadcasting to all America.
General Electric FM equipment is available for every need.

Station owners and engineers go all out for G-E equipment. Read what they say. Then call your nearest G-E radio sales engineer, or write Electronics Department, General Electric Company, Syracuse 1, N. Y.

**WMLN** Mt. Clemens, Mich.

"The outstanding flexibility of the General Electric console provides us with fingers-tip control of all broadcasting features plus monitoring, auditioning, and extra program amplifier in one compact unit."

W. A. Schattler, Chf. Eng.

**KOCS** Ontario, Cal.

"KOCS is designed and built for maximum efficiency and performance in every detail. We are delighted in that respect with our G-E FM transmitter. It's a top performer."

Jere Appleby Harnish, Pres.

**WEBT** Duluth, Minn.

"The G-E FM transmitter was very easy to place in operation. The radio frequency stages tune up properly, and there are no trick adjustments to make in order to keep the transmitter functioning properly."

W. H. Lounsberry, Chf. Eng.

**WTRI** Troy, N. Y.

"General Electric's 250 watt FM transmitter obviously was built with an eye on economy to the user. Its components are all assembled in logical order for instant installation and easy maintenance. Per hour of operation, we find the cost is far below our expectations."

Albert H. Chisnall, Chf. Eng.
KBUR - FM BURLINGTON ON 11-HOUR SCHEDULE

KBUR-FM, which began operation at Burlington, Iowa, July 21 on a four-hour-a-day schedule, extended its schedule to 11 hours six days later and is now on the air from 12 noon to 11 p.m. daily, Gerard B. McDermott, general manager, announced.

The station, operating on channel 225 (92.9 mc), is functioning on an interim basis radiating 8 kw, and is using a Westinghouse 3-kw transmitter with a Western Electric cloverleaf antenna. Antenna, now located in downtown Burlington, later will be moved seven miles west of the city and will be supported by a 510-ft. tower, according to Mr. McDermott.

ABC programs without music broadcast over KBUR also are presented on KBUR-FM.

WOMEN'S WEAR turned to regional radio when Mode O'Day Corp. (retail apparel chain), Los Angeles, began sponsorship of Erskine Johnson in Hollywood on 43 Don Lee stations. On hand for initial broadcast were (1 to r): Donald Breyer, account executive of Britsacher, Van Norden & Staff, Los Angeles; Jack Merion, advertising manager of Mode O'Day Corp.; Charles Arlington, program announcer; Florentine McDonald (Hollywood); Erskine Johnson; William A. Diage, Mode O'Day general sales manager; Henry Gerstenkorn, assistant general sales manager of Don Lee.

KVER HOLDS FORMAL OPENING CEREMONIES

FORMAL OPENING ceremonies for KVER Albuquerque took place yesterday (Aug. 3) for the city's newest station. Included on the program were city and state officials, men of prominence in civic and business circles of Denver.

Operating on 1490 kc with 250 w power, KVER will be heard by more than 20% of the population of New Mexico. As a part of the Intermountain Broadcasting Co., KVER is the second station to be opened by that company. KSP, Artesia, N. M., has been on the air for about six months and the company holds a CP for a station in Alamagordo, N. M.

When all construction is completed the combined facilities of the three stations will be known as the Great West Network. All three stations will be represented by Donald Cooke Inc., New York.

General manager of the Intermountain Broadcasting Co. and manager of KVER is J. C. Cole. Heading the new station's staff is S. V. Patrick, president, construction contractor.

Midwest Broadcasting Co. Assigned Call Letters

MIDWEST Broadcasting Co., licensee of recently granted AM and FM stations in Milwaukee, has been assigned the call letters WMWA and WMWF-M. The stations are under construction and it is anticipated both operations will go on the air simultaneously later this fall. WMWA has 5 kw on 1260 kc, while WMWF-FM has channel 271 (102.1) with 10 kw power.

Officers are Clifford A. Randall, president; George E.英格ham, vice president; Oliver J. Vivian, treasurer. Other directors are John A. Fleissner and Ray C. Borchert.

3 Texas MBS Affiliates Organize Cactus Network

THREE WEST TEXAS stations, affiliates of MBS and the Southwest Network, announced last week that they had formed a new regional group, the Cactus Network.

The group, comprising KIUN Pecos, KVSM Monahans, and KVPD Alpine, is currently set up as a special events hook-up, but plans call for transmission of a daily schedule. KIUN Manager Jack Hawkins is president of the organization and Charles Stuckey, KVSM manager, is vice president.

Delegates Visit RCA

RADIO technical experts from the various national delegations attending the International Telecommunications Conferences at Atlantic City are visiting the plants and facilities of RCA Communications in New York, Riverhead and Rocky Point, L. I., and the RCA laboratories at Princeton as guests of RCA in a series of weekend field trips. Each trip includes 25 to 50 technicians, accompanied by translators and guides.

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
IT’S AS EASY AS 1-2-3 TO COVER THE DALLAS-FORT WORTH MARKET

Plain figures pay when you buy WFAA. It takes only one station, WFAA with two frequencies, 820 and 570 (two audiences, too) ... with the top attractions of three networks, NBC, ABC and Texas Quality Network, to provide greater audience appeal ... to cover the Southwest’s greatest market, Dallas and Fort Worth.
Snake Tail
A THREE-FOOT garden snake climbed a transmission pole near Columbia, S. C. recently and became entangled in a 13,200 volt line. Its tail rested on a cross-arm making a perfect ground which caused a power failure and forced WIS Columbia off the air. The station went off the air at exactly 8:16 a.m.—just one minute and 15 seconds after the “World News Roundup” had concluded. The station returned to normal service a few moments later, but WIS engineers think the snake was very considerate in awaiting the sign-off since the program is sponsored in the WIS area by the local power company.

Willard Calls for Continued Freedom Of Broadcasting in Virginia Speech

EXTENT of individual freedom in America can be measured by the barometer of the freedom of broadcasting, A. D. Willard Jr., NAB Executive Vice President, declared Tuesday at the “Freedom of Speech Night” held in connection with the State of Virginia’s historic pageant, “The Common Glory.”

Recalling that Thomas Jefferson recognized, as have other great leaders, that the power to license is the power to censor, Mr. Willard said, “As long as radio is licensed, and that process would seem inevitable, broadcasting will be the first front attacked in any effort to limit our freedom.”

The “Freedom of Speech Night” was first of four dedicated to the four freedoms—speech, assembly, religion and press. The pageant, composed by Paul Green, traces the historic development of Virginia with special reference to the life of Jefferson.

Contrasting the Jeffersonian principles with those of the Nazi dynasty, with its reliance on controlled radio, Mr. Willard said: “In America we have a free radio. Its freedom—to operate as a constant check against insouciance of office (which was the Jefferson concept of a mass medium’s purpose in society)—its freedom is limited only by the law, and the administration of that law, under which it operates.

“When one considers the purpose of a mass medium in a society of free men, and even the method by which the purpose is accomplished, there is little difference between the newspaper and the broadcasting station.

“At this moment there are those associated with the commission which licenses broadcasting who would concern themselves not only with the assignment of radio signals, as provided by law, but with the program matter which traverses those signals . . . The greatest danger to individual freedom is that those who govern us, even if by our own selection, should limit our freedom as well. They never have in this nation, and the principal reason they never have is because we have had a free press; a free and vigilant press, which has kept the people in day-to-day communion with the activities of their elected leaders.

“Without that free press we would not survive long as a democracy. And I say to you that without a free radio, we will not have for long a free press. For an encroachment upon one is an encroachment upon all. So you see, we in broadcasting find special meaning in this magnificent pageant which is being presented in the great State where our freedom was born.”

Mr. Willard’s speech was carried by delayed broadcast over a statewide network of six stations. He was introduced by Campbell Armou, WTA Norfolk, NAB District 4 Director.

MBS Outlets of 1-50 kw Increased 90% In Year

AN INCREASE of 90% in one year in the number of MBS stations of 1 kw to 50 kw was reported last week by Bob Schmid, MBS vice president in charge of station relations, who stated that within the 12-month period prior to July 15, 1947, the network’s total of stations in this power range increased from 74 to 142.

The report showed that during the year 46 Mutual stations received increases in power ranging from 1 kw to 50 kw and that 22 more key area stations in this power range joined the network.
Here's why they are best for broadcasting FM

(1) True Circular Pattern—full gain realized in all directions. (2) Flexibility—full gain realized regardless of assigned frequency or change in frequency assignment. (3) Efficient—exactly matches any line impedance between 50 and 100 ohms, assuring maximum delivery of transmitter output to the service area. (4) Minimum Maintenance—no gas filled lines or RF insulators on the antenna—fed by single coaxial line from transmitter. (5) Light Weight, low wind loading, speedy assembly and erection—all reduce installation costs.

Get full details from your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

-QUALITY COUNTS-
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**90% NIGHT AUDIENCE**

and **89% DAY AUDIENCE!**

... that's in the "Triple market"*

listening area of

**KROC**

ROCHESTER

MINNESOTA'S INTERNATIONAL MARKET

INTERNATIONAL. 350,000 International visitors from all parts of the world visit Rochester every year and KROC is their only radio-station.

METROPOLITAN. 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, factories and canneries in the world are located.

RURAL. 7,200 Rural consumers reside in the KROC primary coverage area... listen and respond to NBC's top stars and local interest programs.

**NBC**

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Company

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**FCC Appointee Jones Wins Added Praise From Republican, Democratic Colleagues**

TESTIMONIALS to Robert F. Jones, new appointee to FCC, continued to come from his Congressional colleagues last week as they packed their trunks for the long summer recess.

Mr. Jones himself was packing for a final vacation in his hometown of Lima, Ohio, before being sworn in as a member of the Commission Sept. 3. His secretary will be busy meantime crating records and other properties accumulated by Mr. Jones during almost ten years of continuous service on Capitol Hill.

Many of Mr. Jones' colleagues recall with admiration his record as a member of the minority and later, for a short time, the majority party.

Ex-speaker Sam Rayburn— remembered by radio men as chairman of the Interstate Commerce Committee which reported out the original radio law of 1934— commented that "he is going to a Commission which I think will not be hurt by the infusion of some Bob Jones blood."

Horan Concedes Ability

Rep. Walter Horan (R-Wash.), who sharply opposed Mr. Jones' action in so severely cutting the appropriation for the Interior Dept., declared: "All of us admire a legislative craftsman, and Bob Jones in his handling of the Interior appropriations bill, even though we in the West do not agree, proved himself to be one of great ability."

Rep. John C. Kunkel (R-Pa.) said: "I have always respected his sincerity, his integrity and particularly his ability. I have never seen or heard anyone handle an appropriation bill on the floor of the House of Representatives with more judgment, clarity, finesse and ability than that exercised by Robert F. Jones, of Ohio."

During the closing week of Congress virtually the entire membership had risen to applaud Mr. Jones for his record and his achievement in gaining the President's appointment to FCC. The most ringing tribute had come from the senior member of the Ohio delegation, Thomas A. Jenkins (R) who reminded the House that Mr. Jones had come there as one of its youngest members and left as still the youngest member of the Ohio delegation.

"It is of his personal qualification," said Mr. Jenkins, "that I comment with the most pleasure. He is a most wholesome and personable young man. I know of no young man who has developed faster, and more deservedly during my time in Congress."

Thus, Democrats and Republicans alike joined in wishing the new Commissioner well and predicting great success for him.

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**WJFJ COVERS**

Full News of Mine Disaster

Aired by Station

WJFJ in a minute or two after the explosion in the Old Ben Mine No. 8 at West Frankfort, Ill., July 24, WJFJ Herrin, Ill. checked with the mine's superintendent and had the news on the air. These reports from first-hand sources were broadcast by WJFJ's Fred Reinhardt along with a UP bulletin quoting the Illinois Dept. of Mines and Minerals that such an accident had been reported and that rescue teams were on the way.

The bulletin interrupted the Giants-Cardinals baseball game being broadcast from St. Louis. KKOK and KSD St. Louis picked up the WJFJ flash, quoting Mr. Reinhardt, according to WJFJ officials. An hour after receiving the first information, Mr. Reinhardt went to the mine and after interviewing Superintendent Roy Adams called in his story from a nearby home, which was the closest phone to the disaster scene. For the first two hours WJFJ broadcast bulletins every half hour. At 10 p.m. Mr. Reinhardt recorded a 15-minute interview at the mine as the first of the 22 bodies were brought from the shaft. This was broadcast at 11:15 p.m.

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**FIVE BAY-STATE radio stations were given citations by the American Legion, Dept. of Massachusetts during its annual convention in Boston. Awards were made for the stations' services during 1946-47 to the Legion's blood donor committee. At the presentation ceremony were (1 to r): Lt. Gov. Arthur W. Coolidge, Massachusetts acting chief executive; Chick Morriss, WBZ special events director; Maj. William Shea, WHDH; Harold B. Morrist, WLAB general manager; Charles F. Neillan, chairman of blood donor committee. WEEI and WCOF also were awarded citations.**

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On WLA C, it's advertising plus that sells your product!

It's those "extras" that pay off! It's the confidence of WLAC listeners . . . the knowledge of the market area . . . and the "know how" of putting your story across! Here's proof!

6:00 A.M. STRIP: LIGHTNER CHICKS minute announcement. 4 weeks, 1,381 ($6.95) orders for 138,100 chicks. Average 345 orders per week.

6:45 A.M. STRIP: SUNWAY VITAMINS ¼ hour. 4 weeks, 3,631 ($1.00) orders, an average of 908 orders per week. "Fan" mail on same show, 3,618. Total mail, 7,249; an average of 1,812 per week.

9:00 A.M. STRIP: FIRESIDE COFFEE ¼ hour. One week, picture offer, 586 requests with top-of-coffee-bag (50c coffee) enclosure.

4:45 P.M. STRIP: FAMOUS FEEDS ¼ hour. 3 weeks, 2,437 contest letters, an average of 812 per week.

11:00 P.M. STRIP: STERLING BEER hour. 4 weeks, 2,444 "fan" letters (no offer), an average of 611 pieces per week.

SPECIAL—LOVEMAN’S: ¼ hour strip for six weeks at 9:15 A.M. (April-May, 1947) caused 161 women to make and enter dresses in Loveman’s Department Store "Sewing Contest".

"Gateway to the Rich Tennessee Valley"
A HUNDRED and two years is the total record of service for this group from Westinghouse Electric Corp. Occasion of meeting of KDAA Pittsburgh (Westinghouse Radio Stations Inc.) officials was presentation of 20-year pin to R. E. Pusey (second from 1), auditor-office manager. Officials are (1 to r): T. C. Kenney, chief engineer, 21 years of service; Mr. Pusey; Joseph E. Baudino, general manager, 20 years; G. Dare Fleck, traffic manager, 41 years.

Wash., joins ABC, operating full-time with 1 kw daytime and 1 kw nighttime on 1450 kc. John Clarke will manage.

WILM Wilmington, Del., operating full-time with 250 w on 1450 kc and owned by the Delaware Broadcasting Co., joins ABC on Sept. 15. F. H. Brinkley will manage the station.

5 NEW ABC AFFILIATES TO BRING TOTAL TO 260
ADDITION of five new affiliates, including WRWR Albany, was announced by ABC last week. WRWR will replace WOKO Albany on Dec. 1 [Broadcasting, July 28], bringing the network's total number of stations to 260.

KFDF Wichita Falls, Tex., now under construction, joins ABC on Oct. 1 as a member of network's Southwestern group. Owned by the Wichtex Broadcasting Co., KFDF will operate full-time with 5 kw daytime and 1 kw nighttime on 990 kc. Darrold Cannan will manage the station.

WRUN Utica, N. Y., operating full-time with 5 kw daytime and 1 kw nighttime on 1150 kc, joins ABC's Northeastern group Dec. 7, replacing WGAT Utica. The new station is owned by the Rome Sentinel Co., with Thomas E. Martin as manager.

Effective Sept. 1 KIT Yakima,

4-POINT BETTER RADIO TRAINING STUDY MAPPED
MOVEMENT to strengthen radio training provided by schools and colleges was started last week by the NAB Educational Standards Committee which met July 29 at the association's Washington headquarters. The action was in accordance with a resolution adopted by the NAB board at its May meeting.

Rapid expansion in broadcasting, with heavy demands for qualified personnel, led to formation of the committee. Under Chairman Ralph W. Hardy, KSL, Salt Lake City, the committee will study radio courses offered by high schools, colleges and universities. It will recommend to the board methods of setting standards.

Four major lines of study are planned. They include:

Planning accrediting procedures for schools offering courses in radio education.

Initiating high professional standards as a long-range program for radio personnel.

Setting up recommended standards as a means of preparing newcomers to radio.

Improving radio performance by a program of in-service training for those already engaged in radio activities.

Attending the meeting, besides Chairman Hardy, were these committee members: Dr. Willis Dunbar, WKZO Kalamazoo, F. C. Swell, WLAC Nashville, and Judith C. Waller, NBC, William B. Way, KVOS Tulsa, was unable to attend but was represented by Ben Henneke, U. of Tulsa. Attending for NAB were President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public relations director.

HODGES NAMED PRESIDENT OF THE TOBACCO NETWORK
B. S. HODGES JR., manager of WGTQ Greenville, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors held in Greenville. Leland B. Nelson, manager of WGBR Goldsboro, was elected vice president and Fred Fletcher, manager of WRAL Raleigh, was named secretary-treasurer.

Announcement was made at the meeting that the Tobacco Network will sponsor, in cooperation with WRAL, eleven daytime football games originated on a co-op basis to other North Carolina stations for this fall. Games will involve principally Wake Forest, North Carolina State and U. of North Carolina.

Replacement of Daniel Park, former Tobacco Network commercial manager who has resigned, was considered by the board, as were the applications from several stations in North Carolina and Virginia for membership in the network, but action on the matters was postponed until a later meeting.
FIRST YOU PICK KPRC
AND THIS IS THE MARKET YOU REACH

HOUSTON PORT
NOW THIRD
IN U. S.

Over 31 Million
Tons Moved Here,
All-Time Record

Houston in 1946 regained its rank
as third port of the United States
and handles the largest volume
of business in its history.

This was revealed Wednesday. Houston's
total tonnage last year was 31,837,458
tons, considerably greater than the pre-
vious high of 28,174,710 tons handled
in 1939.

IN HOOPER
IN B. M. B.
IN THE SOUTH’S
FIRST MARKET

Houstonians, believing in their future and in their town, dug the 58-mile
channel (pictured above) to the Gulf just before World War I. Their faith
was justified. Vessels from 90 world ports now load and unload cargo
here. Business has boomed. Houston has grown. The area has grown.

This mighty inland port is now the largest and
most prosperous in the South—and the fastest
growing.

KPRC's primary signal reaches Houston-plus...
reaches far out into other great ports nearby:
Beaumont, second port in Texas and third in the
South, Port Arthur, Galveston.

Ask anyone—the folks in Texas who listen—the
metropolitan executives who buy time. They'll tell
you KPRC is first throughout this area. First in
programs from its own studios, from the Texas
Quality Network and from NBC. First, too, in
news with its own full-time, completely staffed
news department. That's KPRC—first in this great
market.
Open Mike

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

Russ of FM which the FCC has stated is the finest aural broadcast service attainable in the present state of the radio art?"

We again call upon the networks to answer this question and to explain why the public is being deprived of its favorite network programs on FM stations. A copy of my letter to the four networks on this subject is attached for your reference.

J. N. (Bill) Bailey
Executive Director
FM Assn.
Washington, D. C.
July 30, 1947

(FMA letter to networks below)

Dear:

On July 21, at a meeting beginning at 8 o'clock p.m., EDIF Vice presidents of the four major networks assumed a committee of the FM association that immediate steps would be taken by the networks to inaugurate duplication of network musical programs on FM stations. Since that time we have heard nothing further regarding this effort.

You will recall that at our meeting, the network vice-presidents assured us of their enthusiasm for FM and their desire to duplicate immediately. In view of the fact that ABC, CBS, and NBC have received FCC gratis for the construction of a total of sixteen FM stations, we know that you, too, are anxious to serve the public through these FM stations.

In light of your assurance to the FM Committee, our Executive Committee has asked me to request a cooperative reply to the following questions:

1. What steps have the networks taken to carry out their commitments to the FM Committee?

2. In light of the Lea Act and Taft-Hartley Law, why is it necessary (as reported in the trade press) for the networks to obtain "permission" from Mr. James C. Petrillo, president of the American Federation of Musicians, before such duplications can begin?

3. Is it true (as reported in broadcasting circles) that the networks and Mr. Petrillo have made a verbal agreement whereby the networks will not feed musical programs to FM stations without Mr. Petrillo's personal approval?

Promotion Material

In 'Fibber' Article

READER, BROADCASTING:

We have just read your very fine article in your July 21 issue on Johnson's Wax and Fibber McGee.

We believe that reprints of this article would make excellent promotion material for advertising purposes by radio stations. Perhaps if you offered reprints of this article to broadcasting stations you would receive enough orders to justify. If you should agree, we would be pleased to be advised.

E. H. Studebaker
Manager
KUJ Walla Walla, Wash.
July 24, 1947

(Editor's note: Reprints on all BROADCASTING success stories are available.)

F'M Comments'

On Philco Story

EDITOR, BROADCASTING:

We have heard some mighty fine comments about your articles in BROADCASTING and we do want you to know that we certainly appreciate these as they are very much:

J. H. Carmine
Vice President
In Charge of Merchandising
Philco Corp.,
Philadelphia.
July 21, 1947

Reads 'Broadcasting'

From Cover to Cover

Editor, BROADCASTING:

I received your BROADCASTING magazine (this week), and decided to read the entire magazine, including the ads, seeking promotion ideas. In the process, I have been glancing through the magazine and picking highlights. I started reading at 11:00 p.m. last night and read until 4:20 a.m. Before I finished your magazine, I was amazed at the amount of worthwhile information I had been missing.

By reading every word that you print in your magazine, I probably have set a record in being the first person to read your entire magazine without stopping, with the exception of your proof readers.

It is my intention from now on to set aside approximately five hours per week for your magazine, as I think it is time well spent by any station manager.

My partner, L. S. Caine, recently remarked to me that radio was very fortunate in having one publication so complete for the radio industry.

J. T. Van Sandt, Manager
WJJO Florence, Ala.
July 28, 1947

Fire Safety Service

Record of WLS Cited

EDITOR, BROADCASTING:

I think your editorial staff "darned us with faint praise" in the story on page 30 of your July 21st issue. Reference is to the story on Fire Prevention Awards. WGN was given a prominent position, WPTF, WHO, WOWO and WFCN received rather prominent display. WLS was brushed off at the end of a paragraph as also having received honorable mention.

Actually, WLS was cited "for outstanding public service in encouraging fire safety on farms." That outstanding public service is important. Also, perhaps you overlooked the fact that for two successive years preceding, WLS was given the Gold Medal. I don't think any other station has been so honored twice in two years.

Glenn Snyder, Manager
WLS Chicago.
July 24, 1947
WITH LEADING NEWSPAPERS . . . IT'S
TELEVISION BY RCA

WFIL-TV's new 5-kilowatt television transmitter. Divides into eight small, lightweight units for easy installation. Features "walk-in" construction to simplify servicing, high-level modulation to eliminate complicated adjustments, and radically new tubes—RCA 8D21 twin tetrodes—in the output stages.

- The Philadelphia Inquirer has now completed plans for full-scale television operation. This newspaper's new station, WFIL-TV, will bring television viewers in the Philadelphia area a regular schedule of commercial programs—remote pick-ups of sports and headline news, films, and studio shows.

Everything needed to get this station on the air is now being delivered by RCA—a new 5-kw transmitter, test and monitoring equipment, two complete sets of image-orthicon field equipment, a mobile studio to simplify at-the-scene telecasting and relaying, a studio synchronizing generator, a monoscope camera, 16mm projectors and a film camera to telecast sound films, a two-camera setup for televising live studio shows, and a three-section Super Turnstile antenna.

Plans also include the installation of an RCA 10-kw FM transmitter, associated audio equipment, and a two-section Pylon antenna. The Pylon and Super Turnstile will be installed on a single mount and diplexed, thus permitting simultaneous FM and television picture and sound broadcasting from the same compact antenna system.

The Philadelphia Inquirer, owned and operated by Triangle Publications, Inc., is one of the many leading newspapers and top broadcasters to select television by RCA. Everything needed to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-H-1.

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

In Canada: RCA VICTOR Company Limited, Montreal

August 4, 1947 • Page 43
Our men in Chicago know The Loop circles the business district of one of the world’s greatest cities, and take a native-son pride in that fact. Chicago, from lake to prairie, is their home town; its people are their friends and neighbors.

We believe your station is best represented by Chicagoans in Chicago; Californians in California and New Yorkers in New York. Each in his market has a shirt-sleeve familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This “home town” representation has been an essential part of our policy for fifteen years. It is another special feature that has been responsible for the character and success of our company.

Paul H. Raymer Company Inc. • Radio Advertising
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO
Radio’s Atomic Role

"Radio Prime Source On Atom Information"

THAT LACONIC headline appeared on a four-paragraph item in the July 14 issue of this journal.

The story recited that Cornell U. had conducted a subatomic experiment sponsored by the Carnegie and Rockefeller foundations, and that three questions were asked: (1) where the interviewee had gotten most of his information about the atomic bomb; (2) which source had given him the idea of how destructive the bomb is; (3) which of these ways has been most important in helping him make up his mind about who should have the secret of the bomb.

Radio was first on all three questions; newspapers second. This comes as no surprise to those who know research and media. Radio has been the primary source of news since pre-war days, and forged sharply ahead during the war.

But that’s not the point. What if there should be an atomic attack here? What would be radio’s role? What would happen to radio in those areas outside that might suffer the terrible fate of a Hiroshima?

Awful to contemplate, perhaps? But not too illusory or far-fetched to ponder.

If radio is the prime source of information about atomic energy, it certainly is the most important medium in a national emergency.

We have the grim experience of World War II. Before it started there was a plan for military seizures of all radio. It didn’t happen. A voluntary censorship code was followed, with security measures imposed at transmitters and studios. Not a single untoward incident developed.

Radio’s performance was a glorious chapter in the history of World War II.

What does radio itself know about the atom? What is the military’s thinking about radio’s role in an atomic war? It is radio alone that can quickly calm the populace in a national emergency, for its voice penetrates practically everywhere. It is the confidence that the American people have in their radio that makes radio what it is.

Kenneth C. Royall, the new Secretary of War, knows radio at first hand, not only as a wartime official, but as an Army officer in both wars. As an Army officer of WCBR Goldsboro, N. C. Navy Secretary Frank Knox, Secretary of National Defense, also is conversant with radio’s demonstrated status as an arm of the military.

It behoves Uncle Sam and the nation’s broadcasters to peg the role of radio in any future national emergency now. On the atomic calendar, it’s always later than we think.

Treason by Radio

MORE THAN cursory thought should be given the conviction for treason of Douglas Chandler, former Baltimore newsman who staked for the Nazis during the war through his propaganda broadcasts over the German kept radio. He was one of several under prosecution. Last week he was given life imprisonment.

Every executive in radio should take heed. The traitorous acts of these renegades were calculated to undermine the American war effort. There is still no peace. Existing conditions are described as the starting point to a “cold war.” What would happen if a “hot war” should develop? What about some of the newsmen and commentators now on the air?

Closest possible screening of every man who has an ear to the ground is needed. Communists are being routed out of Government, by Presidential edict. They have no place in our American radio structure.

Page 46 • August 4, 1947
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

COMpared to HAT SHoppers, who grope through dozens of offerings to make a good purchase—your lot is a happy one! WOV's AUDITED AUDIENCES—5 specific markets—wave goodbye to costly guess work and program experimenting.

THESE AUDITED AUDIENCES give you all the inside dope on listeners—age, sex, income, habits, likes and dislikes—dope that helps key your advertising to known individuals rather than trying to reach an unknown mass audience.

WOV offers 5 AUDITED AUDIENCES, each at a different time of day or night, each a distinct group of purchasers, each the result of a penetrating accurate listener survey. Get the facts—today, to help you "TAKE THE GUESS OUT OF BUYING!"

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

★ WAKE UP NEW YORK with Peggy Lloyd
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.
More than the combined population of St. Louis & Kansas City.
Respects

(Continued from page 46)

whole thing off. He did not wait for April 15.

Coming back to earth thus without a parachute, Mr. Haverlin returned to Los Angeles and landed on his feet, as always. There fate intervened, in the form of a job at KFI Los Angeles. A staff announcer was leaving for a television operation run by the late Graham MacNamee he did the first Rose Bowl game broadcast. Another of his KFI associates was Don Wilson, later to scale the heights as a network announcer.

Mr. Haverlin’s star rose with the infant industry. In 1927 he was named sales manager of KFI-KECA, then a joint operation run by Earl C. Anthony. He left KFI-KECA to join Davis & Schwegler, the music and transcription firm, as station relations manager.

In 1940—on April 15, of course—Mr. Haverlin went to BMI as vice president—he “bought a property”—as he says. BMI had just been formed, largely under the auspices of the NAB, as an answer to ASCAP’s demands for music fees based on license fees which were regarded by the radio industry as untenable. Thus Mr. Haverlin was a moving force of BMI almost from its inception. Though he left the organization in 1945 to become a Mutual vice president, the parting proved to be only a breather. The network agreed that BMI could have “a continuing call” on Mr. Haverlin’s invaluable services.

His return to BMI in April of this year as its first paid president marked the end of a year-long search for the right man for a highly specialized job. Mr. Haverlin’s salary as BMI president was reported at the time to be “in the neighborhood of $35,000” annually.

As the most tangible proof of BMI’s success, Mr. Haverlin points proudly to its phenomenal growth from 0 licensees in 1940 to some 1650 today, including AM, FM and shortwave stations in the U. S. and Canada. Of this total 1517 are AM stations, including CPs.

The BMI president envisions the brightest of futures both for radio and for BMI, with which he thinks it is inextricably linked. Energetic, fast-talking and fast-moving, he explains that he is obliged to move quickly to keep pace with the industry. His more tranquil periods, which are few, he spends with his wife and their 14-year-old daughter at their home in Bronxville, N. Y. The Haverlins also have a grown son and daughter.

NEW GENERAL MANAGER OF KALE Station, Ore, C. S. (Sam) Jackson, gets a kick out of flying Oregon Journal helicopter in off-duty moment. The new manager is associate publisher of the Journal, a grandson of its founder and a nephew of its publisher, F. L. Jackson. He succeeds Charles E. Coche, who resigned to devote himself full time to his 101-acre farm in the Willamette Valley.

Paley-Mortimer

W. M. PALEY, chairman of the board of CBS, and Mrs. Barbara Cushing Mortimer, daughter of Mrs. Harvey Cushing and the late Dr. Cushing, were married last week at Manhasset, Long Island. Ceremony was performed by N. Y. Supreme Court Justice J. Edward Lumbard Jr. Mr. and Mrs. Paley plan to leave shortly for a wedding trip in Europe, a CBS spokesman said.

TEXARKANA GOES "ALL OUT” FOR KCMC

* Contention Preference Surveys made in April 1945 and in December 1946 show results below.

KCMC percentage of total listeners—

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<th>April 1945</th>
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<td>MORNING</td>
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<td>AFTERNOON</td>
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SUMMARY OF CONLАН SURVEY

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*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

KCMC 1230 kc and KCMC-FM

FRANK O. MYERS, Mgr.
MOVING! to our 27 new studios and offices completely air-conditioned.

MOVING! to new modern transmitter location (both AM and FM).

MOVING! our Hooper rating steadily upward (only station in San Antonio to increase in every period).

MOVING! to new KISS frequency (from 100.1 to 99.5).

MOVING! more advertisers to our two stations for more results.

MOVING! "Queen For A Day" to San Antonio for Army Air Forces Day celebration — July 31 and August 1.

MOVING! more business to our clients. Let our Staff of 38 put your business or product on the move.

"TOWERS of STRENGTH in SAN ANTONIO"

KMAC
1240 A.M. ON YOUR DIAL

KISS
99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
A. THOMAS TACKER, former announcer with WHR in Nashville, Tenn., has joined WHIR, Atlanta, Ga., as program director and production manager.

ARDYCE PFAENSTIEL, formerly with KTVX in Salt Lake City, has joined KXJZ as program director and will handle continuity.

DONALD C. HOLT, former music librarian of KKBX in San Francisco, has joined KDKA as continuity writer, in assistant to JANE BRUGGEMAN, music librarian of KBL.

ANDY DONNELLY, Jr., radio actor, is the father of a girl, Gail.

GILMOR BEVER, formerly with WBAI and WLW Cincinnati, is now program director of WWGO, new FM station in Springfield, Ohio, to begin operations Aug. 10.

JAMES C. MILLER, newswriter with WBBM Chicago, has resigned to join publication staff of hotel point Corp., Chicago.

DEWITT WYATT, formerly with WJW in Columbus, Ohio, has been appointed program director of WPDX, new 1-kw daytime station on 950 kHz, to begin operations soon in Clarksville, Tenn. BOB WALSH and RUTH LAWSON will handle continuity writing. Formerly with WJW, also have joined WPDX in Clarksville.

PETERS, formerly with WMNN, Plattsburg, N.Y., has joined WPX as chief announcer and LOUIS MORACE, also of WPX, has joined WPDX as director of music.

RICK HUTCHER, production manager of Boston's WQXR, has been appointed coordinator of professional program production department effective Aug. 1. Mr. HUTCHER replaces W. J. (Bill) DAVISON, former program director, who resigned to become general manager of CBS Santa Maria (BROADCASTING, July 21).

BOB MORSE, formerly of WMZQ, Norfolk, Va., and RONNIE BEH- MONT, formerly with NBC New York, have joined WBOB North Platte, Nebr., as newscaster and announcer, respectively. WBOB was scheduled to begin operations Aug. 1.

HENRY CLARK has joined announcing staff of WHFP Pitsburg, Pa.

W. R. DALLENBERG, traffic account executive in sales promotion and merchandising department of "McGinnes" department store, Rochester, N.Y., has joined ABC Personal service department.

DOROTHY ADEN, formerly with Grey Adv. New York, has joined WINS New York as assistant to continuity director. DON W. HAYNES, personal manager of "The Bense & Glenn Miller Band," has left for New York for ten days conferring with executives of New-Emmett Co. and Bryan Butcher, agency radio director, on Chesterfield continuing sponsorship of band in fall.

FRED DAVIS will announce scholarship of Academy of Radio Arts, Toronto, has joined announcing staff of CPAA Ottawa, EVRO-MACN INON and Bob McELHINTON, head of Academy of Radio Arts, have joined CPAA staff.

JACK KIRKWOOD replaced ARTHUR MOORE as Arthur "Arthur's Place," sponsored by Ford Motor Co., effective July 25 on CBS at 9 p.m. Mr. Moore continues as producer. Kenyon & Edwards, New York, is agency.

C. L. DUBBEL, formerly with stations in Springfield and New Bedford, Mass., and Great Falls, Mont., and Arizona, has joined WAAB Worcester, Mass. She presents a daily program for women.

JUDITH ATKINSON, women's commentator at WWAJ Worcester, Mass., has resigned to marry William Moran.

LUCILLE BURNS, well known personality of WJR Tuba, Columbus, has been presented the distinguished radio service award by the Oklahoma Association Legion for her "unselfish service to veterans and civic organizations, the only award of its kind presented to a woman. Miss Burns also received the Oklahoma State Veterans of Foreign Wars chapter award for outstanding radio and newspaper service to that organization.

FRANK PULASKI, formerly of WQXR New York, has been appointed staff announcer of WNOC New York.

LOUISE PACKARD, formerly with WBAL Baltimore, Md., has joined WLS Norfolk, Va., as continuity editor.

JOEL CHASMAN has been appointed music director of WSCR, Scranton, Pa. In addition to duties as music director, Mr. Chasman conducts several of the station's shows.

JOHN ADEMY, announcer, singer and news editor at WCAO Baltimore, has been appointed bass soloist in choir of St. Ignatius. He is also a member of the choir at Memorial Hospital.

JOHN (Bud) EDWARDS, acting program director of ABC Western division, was named production manager effective Aug. 1.

LEE STRAHLER, producer of NBC "Hit Parade," is in California Hospital, Los Angeles, recovering from virus pneumonia. AL COUGHLIN is substituting as producer for Mr. Straehle.

MARK WARNOX, musical director of NBC "Hit Parade" and CBS "Broadway Oz.," is in St. John's Hospital, Los Angeles, recovering from recent operation. LYNN MURRAY is replacing Mr. Warin during latter's absence.

WALTER LUBIE, MD., director of new freeway program, is in Hollywood for several weeks coordinating plans for full programs.

JACK BELLE is handling the organization for a joint presentation of the United States Veterans of Foreign Wars, the American Legion and the American Veterans of the War of 1812 "Spit the US," for a nationwide radio broadcast Aug. 10.

LARRY HALL, formerly with KARZ, Portland, has joined WPDX in Portland as a staff newscaster.

PETER WARREN, formerly with WJW in Cleveland, is now with WPX in Plattsburg, N.Y. He will handle continuity writing in addition to his duties as music director and will also work with Mgr. ROLLO HUNTER, WOR New York, on "The Music of the Night."
Be Penny-Wise!

SEE WHAT A PENNY BUYS

IN THE

GEORGIA 5 STAR GROUP

WATL Atlanta
WBML Macon
WRBL Columbus
WRDW Augusta
WSAV Savannah

Your Product is Paraded before 1,558,563 Listeners, when Five Star Coverage is bought.

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

With Offices in Atlanta, Chicago, New York, Los Angeles, San Francisco.

"1 BUYS 5 IN GEORGIA"
Western Electric announces a complete

DIRECT RADIATORS

7288—12" direct radiator.
756A—10" direct radiator.
755A—8" direct radiator.
754A—12" direct radiator.
7548 (not shown) 12" direct radiator for outdoor use.

HIGH FREQUENCY RECEIVERS AND HORTNS

713B & C—High frequency receivers.
KS-12024—Sectoral high frequency horn. 50° coverage angle.
KS-12027—Sectoral high frequency horn. 90° coverage angle.
KS-12025—Sectoral high frequency horn. 80° coverage angle.

COMBINATIONS...

757A—dual unit system.

QUALITY COUNTS—
line of High Quality, wide range loudspeakers

1. Sizes and combinations to meet every sound radiation problem...
2. Power capacities from 8 to 120 watts...
3. Frequency ranges as wide as 60-15,000 cycles...
4. All units designed by Bell Telephone Laboratories...

It’s a thrilling, satisfying experience to listen to reproduced sound that is truly high quality. The new line of wide range Western Electric loudspeakers was designed to make that experience available to all... to provide a complete line of loudspeakers with the ability to reproduce sound of unmatched brilliance and tone.

Whatever your loudspeaker needs, there’s a Western Electric loudspeaker to meet them... to provide you with sound that’s based on a whole new concept of high quality reproduction. Examine the following table to see how your requirements are met, or mail the coupon below for literature describing this new line of equipment.

**HERE’S HOW YOUR QUALITY REQUIREMENTS ARE MET**

<table>
<thead>
<tr>
<th>TYPE</th>
<th>POWER HANDLING CAPACITY</th>
<th>FREQUENCY RESPONSE (cycles)</th>
<th>INPUT IMPEDANCE</th>
<th>COVERAGE ANGLE</th>
<th>EFFICIENCY (Sound Level of 30' on Axis)</th>
<th>WEIGHT</th>
<th>SPEAKER DIMENSIONS</th>
<th>ENCLOSURE REQUIRED</th>
<th>RECOMMENDED ENCLOSURE DIMENSIONS (Standing Pivots)</th>
</tr>
</thead>
<tbody>
<tr>
<td>755A 8&quot; direct radiator</td>
<td>8 watts</td>
<td>70-13,000</td>
<td>4 ohms</td>
<td>70°</td>
<td>81.5 db above 10 kHz watts per sq. cm. at 8 watts input</td>
<td>Speaker-4 lbs.</td>
<td>Dia.-8&quot;</td>
<td>Depth-3&quot;</td>
<td>Baffle Hole Dia.-1&quot;</td>
</tr>
<tr>
<td>756A 10&quot; direct radiator</td>
<td>20 watts</td>
<td>65-10,000</td>
<td>4 ohms</td>
<td>60°</td>
<td>89.5 db above 10 kHz watts per sq. cm. at 20 watts input</td>
<td>Speaker-10 lbs.</td>
<td>Dia.-10&quot;</td>
<td>Depth-3&quot;</td>
<td>Baffle Hole Dia.-8&quot;/16&quot;</td>
</tr>
<tr>
<td>728B 12&quot; direct radiator</td>
<td>20 watts</td>
<td>60-10,000</td>
<td>4 ohms</td>
<td>50°</td>
<td>92.5 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>Speaker-17 lbs.</td>
<td>Dia.-121/2&quot;</td>
<td>Depth-3½&quot;</td>
<td>Baffle Hole Dia.-11&quot;</td>
</tr>
<tr>
<td>754A 12&quot; direct radiator</td>
<td>15 watts</td>
<td>60-10,000</td>
<td>4 ohms</td>
<td>50°</td>
<td>94 db above 10 kHz watts per sq. cm. at 15 watts input</td>
<td>Speaker-17 lbs.</td>
<td>Dia.-121/2&quot;</td>
<td>Depth-3½&quot;</td>
<td>Baffle Hole Dia.-11&quot;</td>
</tr>
<tr>
<td>754B 12&quot; direct radiator (outdoor type)</td>
<td>30 watts</td>
<td>60-10,000</td>
<td>4 ohms</td>
<td>50°</td>
<td>94 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>Speaker-17 lbs.</td>
<td>Dia.-121/2&quot;</td>
<td>Depth-3½&quot;</td>
<td>Baffle Hole Dia.-11&quot;</td>
</tr>
<tr>
<td>757A 2 unit system</td>
<td>30 watts</td>
<td>60-10,000</td>
<td>4 ohms</td>
<td>60°</td>
<td>93 db above 10 kHz watts per sq. cm. at 30 watts input</td>
<td>85 lbs. including cabinet.</td>
<td>Composed of 1-7588 low frequency unit and 1-7730 high frequency unit. Includes 7536 horns.</td>
<td>8 lbs.</td>
<td>Width-30½&quot;</td>
</tr>
<tr>
<td>713C high frequency receiver</td>
<td>25 watts</td>
<td>With horns KS-15024-1-7 600-10,000</td>
<td>4 ohms</td>
<td>90° horizontal</td>
<td>90° vertical</td>
<td>With KS-15024-100 db KS-15025-95 db KS-15027-95 db</td>
<td>8 lbs.</td>
<td>Dia.-4½&quot;</td>
<td>Depth-4½&quot;</td>
</tr>
<tr>
<td>713C high frequency horn</td>
<td>25 watts</td>
<td>With horns KS-15024-3-7</td>
<td>4 ohms</td>
<td>90° horizontal</td>
<td>90° vertical</td>
<td>With KS-15024-97 db KS-15025-93 db KS-15027-94 db</td>
<td>8 lbs.</td>
<td>Dia.-4½&quot;</td>
<td>Depth-4½&quot;</td>
</tr>
<tr>
<td>KS-12027 high frequency horn</td>
<td>—</td>
<td>With 713C Receiver</td>
<td>—</td>
<td>90° horizontal</td>
<td>90° vertical</td>
<td>—</td>
<td>10 lbs.</td>
<td>Length-14½&quot;</td>
<td>Width-9½&quot;</td>
</tr>
<tr>
<td>KS-12024 high frequency horn</td>
<td>—</td>
<td>With 713C Receiver</td>
<td>—</td>
<td>50° horizontal</td>
<td>40° vertical</td>
<td>—</td>
<td>7 lbs.</td>
<td>Length-12½&quot;</td>
<td>Width-9½&quot;</td>
</tr>
<tr>
<td>KS-12025 high frequency horn</td>
<td>—</td>
<td>With 713C Receiver</td>
<td>—</td>
<td>80° horizontal</td>
<td>40° vertical</td>
<td>—</td>
<td>12 lbs.</td>
<td>Length-14½&quot;</td>
<td>Width-15½&quot;</td>
</tr>
</tbody>
</table>

High Level Speaker Systems

For indoor or outdoor use. Range from 30 to 120 watts in single units: 60-10,000. Depends on Components. Range from 50° to 100°. Components Range from 140-380 lbs. Includes low frequency horns at 734A or 734B low frequency receiver. Includes 713C horns. Enclosure furnished with system. Includes low frequency horns. Range from 734A or 734B low frequency receiver.

SEND FOR COMPLETE INFORMATION
WILLIAM CHALMERS, formerly with Hudnut Co., New York, as assistant advertising manager, has joined Kenyon & Eckhardt, New York, as assistant to DWIGHT MILLS, executive vice president of the agency. Mr. Chalmers will do promotion for Ford radio shows.


SENNIE BRIMLEY, formerly on radio copy staff of Kenyon & Eckhardt, New York, and prior to that with Ralph H. Jones Co., Cincinnati, has joined copy staff of Franklin Bruck Adv., New York.

ALLEN F. CARPENTER, former assistant advertising manager of New Britain Machine Co., has joined staff of Wilson, Match & Welch Inc., Hartford, Conn., and New York, as copy supervisor, and McCann-Erickson, New York, as copy group head.

E. J. CONLON and BETSY TYROLE, formerly with Burton Browne Adv., Chicago, have joined John W. Shaw Inc., Chicago, as account executives.

BOB JACOBY, formerly with Charles Daniel Prey Adv., Chicago, and JO ANN MUNSON, formerly with H. M. Gross Co., Chicago, have joined John W. Shaw Inc., as comptroller and copy director, respectively.

STANLEY BRESO, president of J. Walter Thompson Co., New York, was best man at wedding of AM. J. COWAN and WILLIAM JACKSON, agency's Hollywood office president, to Sally Dickson. Miss ROGERS & SMITH Adv., Chicago, agency, discontinued Los Angeles office as of July 31.

JENET HANAUS, San Jose, Calif., Aug. 1st changed name to Hanaus-Hyde Co., when Mr. H. Hyde was reappointed as advertising manager of J. Hart & Sons Co. to serve all types of advertising accounts. Mr. Hyde has been with the Hart company for six years.

FRANK F. FEHRMAN has been appointed research director of Street & Finney Inc., New York, N. W. AVER & SON, New York, has installed a television set at its New York headquarters to keep persons entertained while waiting in reception room.


WILLIAM J. O'BRIEN, manager of radio department of the Knollin Adv., late in July moved his headquarters, at 206, to the agency's San Francisco office to its Los Angeles office.

O'BRIEN GOURLEY Ltd., Vancouver, has changed corporate name to O'Briens Ltd. M. J. O'BRIEN is president and general manager, D. N. TIERMAN is vice president, and D. N. MURPHY is office manager.

PETE NELSON, formerly in advertising department of RCA Victor Ltd., Montreal, has joined Canadian Adv. Agency, Montreal, as an account executive.

ELWOOD K. GRADY, executive of J. Walter Thompson Co. Los Angeles, has shifted to agency's Seattle office in similar capacity.

MARGARET ROBERTS, assistant to production manager of Knollin Adv., San Francisco, and John M. Rull have announced their marriage.

RUBEN SHAPIRO, formerly with W. F. Scribner, The Sudier Co., Los Angeles, has joined John F. Whitehead & Assoc., Hollywood, as production manager and vice president.

JAMES F. EGAN, former head of the copy departments at Kenyon & Eckhardt, New York, and prior to that at Lebherl & Mitchell, that city, has been appointed copy chief of Doeherty, Clifford & Hayden, New York, effective Aug. 15.

AMERICAN ASSN. OF ADV. AGENCIES holds regular quarterly meeting Oct. 8th at Alhambra Hotel, Yorba Linda National Park, Calif. This is first such meeting of the organization to be held in West Coast territory, it will be in conjunction with AAAA Pacific Council annual meeting being held there Oct. 11-13.

JOHN M. RULL has joined Knollin Adv. Ltd., New York, as account executive.

SANDERSON B. RUPERT, formerly with Young & Rubicam, has joined Brown & Bigelow Adv., New York, as associate production manager.

JAMES R. SYMONS, formerly with Young & Rubicam, has joined Insull Adv., New York, as account executive.

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McDonald Tells of Talks With AT&T, Movie Executives on Phone Vision Plans

FURTHER DETAILS of Zenith Radio Corp.'s plans for phone vision and a few hitherto unpublicized revelations were aired fort-night ago by Comdr. Eugene F. McDonald, company president, at the annual stockholders meeting. Some of the revelations made were these:

(1) Three months ago he had talked to two vice presidents of the American Telephone and Telegraph Co., who were and are interested in phone vision, Comdr. McDonald said. Also, since the announcement of the development earlier this month, Zenith has been approached by three electric utility companies who were anxious, he said, to have power lines instead of telephone wires used with the system.

(2) Comdr. McDonald described a conversation with the head of one of the largest motion picture companies, which also operates a chain of theatres in large cities. He declined to reveal the name of the film executive, but quoted him as saying "Phone vision will give us 20 million new outlets, and we are looking for distribution."

(3) Zenith, Comdr. McDonald told stockholders, had been working since 1951 on a method of using telephone wires for television, but not until three months ago had he received permission from his patent attorneys to reveal development of phone vision.

Emphasizing this as only a surmise, he cited a parallel example of economics under phone vision. If the cost of seeing a new feature, such as "The Yearling," in the home by phone vision were one dollar, and it were seen by a family of five, he said, the producer would need only 25 cents to average five cents per viewer.

Discussing the overall financial condition of the corporation, Comdr. McDonald told stockholders that public demand for Zenith products was still at an all-time high level.

Blames OPA for Loss

Comdr. McDonald also disclosed that Zenith had suffered a "terrific" loss in the first six months of the fiscal year ending April 30, a loss which he attributed chiefly to OPA limitation on the price charged for automobile radio sets. He explained, however, that this loss was partially made up in the last half of the year when prices for these sets were increased 25%.

One new director, Hays McFarland, was elected to replace Irving Allen, who retired from the directorship. Directors reelected for another year include Comdr. McDonald, Hugh Robertson, K. E. Hassel, Irving Herriott, Ralph Hubbert and Frank Miller.

Accredit TV Newsman

WALTER COMPTON, Dub- mont Television Network commentator, is the first newsmen heard exclusively on telecasts to be accredited on Capitol Hill by the Radio Correspondents Asn., according to Leslie G. Arries, general manager of DuMont's WTTG Washington.

Mr. Compton's program, presented Mon.-Fri. 8:45 p.m. (EDST), utilizes various video effects, including moving headlines. Transradio supplies the basic news service and Harris and Ewing the photographs. Before Mr. Compton, who formerly was heard on Mutual, launched his DuMont program in June 1947 no television station had attempted news on a regular Mon.-Fri. basis, Mr. Arries states.

BILL LARNER, formerly with WCHS Charleston, W. Va., and WPFO Cumber- land, Md., has joined new and special events departments of WMPP Phila.; N. Y. Miller previously was with WRLI New Haven, Conn., and Fred WMB at Saranac Lake, N. Y., and KPH Wichita, Kan.

ALAN WARD has been appointed sports editor of KLX Oakland, Calif.

JERRY CARR, formerly with WLID and WINS New York, has joined WLID and WEFO Hempstead, L. I., N. Y., as newsman.

CHARLES A. EARLEY, newsman at WACO Pittsburgh, has returned to the station after five weeks' illness, suffered in Las Vegas and has returned to the hospital.

TOM MOOREHEAD, sportscaster at WFO Philadelphia, and MARJORIE FLEMING, formerly with E. L. Brown Fig., Philadelphia, were married July 15.

GEORGE R. REEDY, news commentator on WOL Washington, has received plaque, isep button and gold card denoting membership in the U.S. Lines "100,000 Mile Club," honor accorded those commercial airline "pioneers" who have completed that distance, or better, as airline passengers.

HARRY ("Red") RYAN, newscaster and commentator for WOOW Montgomery, Ala., is the subject of a feature article in July 11 issue of "Alabama," weekly publication at Birmingham.

GEORGE CARSON PUTNAM, WOR New York news commentator, has received a Tiffany calendar watch in recognition of his contribution fostering good will and promoting better understanding among all racial groups. Award was made by committee for Poor Chauls Memorial Pool at Kingsbridge Veterans Hospital.

RUSSELL DAVENPORT, formerly consultant with EDWARD H. MOR-RLOW, former vice president and director of Chalp's, has joined Time Inc., New York, in its experimental department. Mr. Davenport is president T. Time Magazine in 1953, and since then has worked for Fortune Magazine.

HAROLD DAVIS, graduate of Academy of Radio Arts, Toronto, has joined CKBW New Westminster, B. C., as chief news and continuity writer.
Robert Hough, former chief engineer of WMMS-FM, Youngstown, Ohio, has been named chief engineer of WBZ-FM, new 750-kilocycle daytime station scheduled to begin operations soon in Glenside, Pa. 

Raymond H. Hardenberg, for two years design engineer of Eitel-McCulloch, Inc., San Bruno, Calif., equipment manufacturer, has been appointed chief engineer of KSMA Santa Maria, Calif. 

Bill Collins has been appointed acting chief engineer of CKW New Westminster, B. C. 

Louis Gillispie has joined engineering staff of KYFM San Antonio. 

Arthur F. Schoenfuss, formerly with WAGS-TV New York, has been appointed chief engineer of Cumberland Valley Broadcasting Corp., now starting construction of WELW and WELW-FM at Albany, N. Y. 

Howard H. Page, Ernest Weiss and Leon Dubin have joined engineering staff of WHM and WHMY Hemastan, L. I. N. Y. 

Paul Sloan, member of technical department of KDAE Pittsburgh, has received his 10-year Westinghouse service pin and has been made a member of KDAE Ten Year Club. 

Ernest T. Roberge, engineer at WENZ Keene, N. H., is the father of a boy born July 12. 

Audax Co., New York, has announced two new home-tuned-reproduction models. Model V4-A features adequate output without pre-amplification; Model Studio-SI is fitted with standard diamond stylus, and is adequate for most amplifiers. 

L. A. Martin, chief engineer of WDBC Hartford, has returned to duties after two months' absence due to an operation. 

Glenn D. Gillette, consulting engineer, Alexandria, Va., left Boston July 27 aboard the missionary schooner "Chatauqua" for Panama, cruise will continue to the South Sea islands, chief centers for natives from American Board of Foreign Missions of Congregational Christian Churches, but Mr. Gillette, former owner of the ship, will leave the crew in Panama. 

The new receiver antenna of the microwave relay link is discussed by George E. Hagerly (1), engineering manager, Westinghouse Radio Stations Inc.; J. Kenneth Hiler, RCA television representative for New England, and Mr. Hauser. 

WBZ-TV plans to use RCA microwave relay. 

An RCA Microwave Relay unit will be used by WBZ-TV Boston in connection with remote pickups where it goes on the air with test patterns late this year, W. H. Hauser, chief engineer of the New England Westinghouse stations, announced last week. 

This type of local transmission is needed for complete coverage, according to Mr. Hauser, for it provides a method of telecasting remote programs where coaxial lines are not available from the pickup point to the main transmitter. RCA, manufacturer of the unit, says it should provide a satisfactory signal path up to 25 miles, which would meet WBZ-TV's special event requirements over the greater part of the metropolitan Boston area. 

Westinghouse, meanwhile, is proceeding with construction of its million-dollar center in suburban Allston. When completed, it will house studios, offices, and transmitting space for WBZ-TV and WBZ-FM, and studios and offices for WBZ and WDSO (shortwave station). Main transmitting plant for WBZ and WDSO will continue to be located at Hull on Boston's South shore. 

John Cornell 

John Cornell, 32, announcer on NBC's "Just Plain Bill" and former CBS staff announcer, died July 22 at his Jackson Heights, N. Y., home. Police reported that Mr. Cornell, whose real name was Earl Kalusche, shot himself in the head. A note was left by the announcer addressed to his wife, Tita, a model, and with their seven-year-old son, was in Coral Gables, Fla., according to police.

William A. Wheeler, former sales representative for World Broadcasting System, New York, has been appointed manager of the Transcription Dept. of Columbia Records Inc., Hollywood. Prior to his association with World Broadcasting, where he dealt exclusively in transcription work, Mr. Wheeler was business manager of Domestic Radio Bureau, OWI in Washington, and for six years was with U. S. Office of Education. 

Califone Corp., Los Angeles, is marketing portable transcription player weighing less than 10 lbs. Headed by Robert G. Metzger, firm claims player handles records up to 17" at both 33 1/3 and 78 r.p.m. 

Finley Transcriptions Inc., Hollywood, has taken over national distribution of "The David Street Song Shop," quarter-hour musical series featuring David Street with Lucile Norman. About 130 shows are available. 

Maysfair Transcriptions Co., Hollywood, has produced a transcribed "Alan Ladd Show." Planned for 52 weeks, series is a half-hour dramatic assignment directed by Leonard Reed. 

Sports Transcriptions Co. has been signed to headline 52 week transcribed series of music and variety programs by Jack Stewart for the Maysfair Company. 

Orin Nance has been named general sales manager of Broadcast Recorders, Hollywood.

Doings a Super-Selling Job in Idaho

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Bright leaf tobacco is just one of the many crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459. 

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRGW in Clinton, N. C., have a primary daytime listening area of 55 counties with 225,323 population and 293,810 radio families. 

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network. 

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

** "IBCing you... in INDIANAPOLIS **

"Mere Man" Proves It's Really a Woman's World

Every Monday through Friday—at 2:45 p.m. (C.D.S.T.)—WIBC Actor-Producer Barry Lake doffs his hat and for 10 minutes does the role of a "mere man" adrift in a sea of nylon, nylons and other matters feminine. For the homemakers of Hoosierland, Barry Lake's "Memos of a Mere Man" are a much-prized source of afternoon entertainment—providing each day a quick, warm-hearted profile of some outstanding woman-in-the-news, a fast-paced "capsule story" with a happy, warm ending and a well-assorted array of additional features, all of which go to prove it's really a woman's world—man notwithstanding.

For the advertiser seeking to court the buying fancy of Indianapolis womenfolk, this bright WIBC live-bait show offers a ready-made audience with which to start the sales ball rolling. For full details, see your John Blair Man.

** NIBC **

The Indianapoloa News Station

** TAR HEEL **

Broadcasting System, Inc.
Washington, North Carolina
National Radio Representatives

** FORJEE & CO. **
New York & Chicago & Los Angeles

** KSE **

POCATELLO, IDAHO

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Los Angeles Club Awards Ad Achievement Trophies
FIRST ANNUAL Advertising Achievement Trophies for western advertising agency personnel were presented to Ray Cormier, Allied Adv. Agencies, Los Angeles, and Margie Crawford, West-Marquis Inc., Los Angeles, at Los Angeles Ad Club July 29.

Awards established by KGO San Francisco, are to be presented each year to one representative each of men's and women's junior advertising clubs who have "achieved the most in the past year."

Miss Crawford is president of Los Angeles Junior Advertising Women's Club and Mr. Cormier is president of the men's group.

New Garod Console
GAROD RADIO Corp., Brooklyn, New York, last week introduced its new fall models, including a television console with a ten-inch picture tube, at a press showing in New York's Park Central Hotel. The video unit receives AM, FM and shortwave broadcasts and includes an automatic record changer. It will retail for less than $700, according to Max W. Weintraub, Garod's president.

Renting of TV Receivers Increasing in New York
COMMERCIAL TELEVISION Corp., New York, is actively engaged in the business of renting television receivers to bars, restaurants and other establishments whose owners want to test video's pulling power before laying out the $2,000 or so needed to buy a large-screen set.

This newest offspring of the rapidly developing television industry was launched some six weeks ago as a sideline by Albert P. Brod, whose main business is refrigeration and air conditioning. Already, he told BROADCASTING last week, CTC has bought more than 50 United States television sets with 475-square-inch screens and placed them in New York locations.

Deal is a straight cash rental for three months, six months or a year, he said, with an arrangement whereby the renter will be credited with up to 90% of his rental fees on the purchase price of the set if he decides to buy it.

Jones is Named Manager of RCA Hollywood Unit
WATSON JONES, who has been associated with RCA in the motion picture field for nearly 20 years, has been appointed manager of RCA's Hollywood Film Recording Sales, succeeding W. V. Wolfe. For the last 17 years Mr. Jones has been in Hollywood, where he has been active in sales and installation of RCA equipment in the leading studios. Recently he engineered RCA's first 16 mm mobile recording unit, delivered to Coronet Films in Chicago.

Mr. Jones joined RCA in 1929 and worked on theatre sound reproduction problems until 1930, when he was transferred to the RCA theatre service group in Hollywood. He was appointed to the RCA film recording activity in 1935 to handle Hollywood studio contracts and has continued in this activity.

Report 95% Teen-Age Girls Have Own Receivers
IN A SURVEY by Seventeen Magazine, it was determined recently that 95% of teenage girls have radios or radio-phonographs of their own, 92% buy their own records and 71% study either voice or a musical instrument. Almost half of the girls hope to have a new radio or radio-phonograph this year. Forty-five percent of them want the new instrument to be a console style, 71% want it to have FM and half of them want to have a television attachment.

The survey indicated that the influence of teen-agers on the purchase of the family's music unit is evident, since 51% of the girls urged the purchase of the instrument now and more than 7% actually paid part or all of its cost.

BROADCAST MUSIC INC.
580 FIFTH AVENUE - NEW YORK 19, N. Y.

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TV CARAVAN STILL IN BLACK
Mid-Tour Success Report Made by Sposa; Sponsors Are Enthusiastic

LAST THURSDAY as the RCA Victor Allied Stores Television Caravan rang up its curtain in the Maas Bros. department store in Tampa for the eleventh opening of its 22-city tour, Lou Sposa, the Caravan’s program manager, made a mid-tour report.

To date, he said, the Caravan has been seen by over half a million persons in seven states. Eighty radio programs have originated from the video studios set up overnight in the stores. Ninety pages of advertising have been devoted to the tour and it has made the front pages of more than a hundred local newspapers. Most important, the Caravan started out in the black and is still in the black at the halfway mark, with every prospect of staying that way through the remainder of the tour, Mr. Sposa declared.

The report pointed out that the tour’s sponsors are enthusiastic about the low cost of point-of-sale demonstration provided by the Caravan, while all of the stores visited so far have had increased store traffic and sales during the stay of the Caravan.

Even in New York, where regular television program service dates back to 1939, increases were far ahead of expectations, and in cities where television was new to the public the crowds and business were of pre-Christmas variety, with one store reporting a 31% increase directly attributable to the Caravan’s visit.

Pessimistic prophets who predicted at the tour’s beginning that the equipment would not stand up under the strain of long hauls packed in jeep station wagons will be disappointed with the statement of Bernard Brink, chief engineer of the Caravan, that the U. S. Rubber Co. cellular rubber sheeting in which the equipment is packed has kept it in as good physical condition as the day it left the RCA plant in Camden at the offset of the tour. The store-week schedule has not only been maintained but the crew also cut a day off the allotted time for driving from Cincinnati to Tampa so they could get in an extra day’s swimming in the Gulf.

Several of the Caravan’s sponsors have expressed interest in continuing the Caravan beyond its scheduled windup in October, according to Sam Cuff, general manager of the tour.

WILLIAM M. MCGUIRE, associated with distributor sales department of Dynoject Electric Products, Inc., has been transferred to company’s radio division, where he will serve as products specialty salesman in cooperation with regional division managers and distributors in eastern United States.

BEDFORD RADIO & TELEVISION Co., Brooklyn, N. Y., has appointed Michael Asch, Director of Local 1212, IBEW, radio broadcasting engineers union, formerly located at 60 East 42nd St., New York, to have charge of engineering and advertising.

OFFICE OF LOCAL 1212, IBEW, radio broadcasting engineers union, formerly located at 60 East 42nd St., New York, have been moved to 118 East 23rd St., N. Y. New York, has introduced a new console model television set, T-302, which includes AM, FM and shortwave radio reception and automatic record changer in addition to video via 10-inch direct view tube, giving picture area of 34 square inches, in inches 24 wide, 49" high and 22" deep, about a third more compact than earlier models. T-302 retails for $850, including federal excise tax. Installation is extra.

DONALD DAVID Has Joined Imperial Productions, Toronto, as assistant to manager DAN CARR.

CANADIAN FACTS Ltd., Toronto survey firm, has moved to larger quarters at 146 Wellington St. W., Toronto.

TELEVISION SCREEN PRODUCTIONS Inc., began shooting its first commercial picture move last week at its New York studios, it was announced by CHARLES W. KOEHN, president of the firm. The commercial will be shown to agencies to prove how much selling impact can be contained in a one-minute film.

RICHARD C. OLSO, California attorney and son of Culturl L. Olson, former governor of California, has been appointed sales representative of United States Television Mfg. Corp. in Los Angeles, CULBERT K. KOEHN, formerly in U. S. Navy, has been appointed representative in Manhattan district for UST.

CHUCK KOREN, radio head of Nat Goldstone Agency, Hollywood talent service, has resigned.

UNITED STATES TELEVISION Mfg. Corp. produced its 1,000th large screen television receiver July 24, not counting the company's home video sets.

Hooper Survey Reveals

INTERMOUNTAIN NETWORK

Ask AVERY-KNODEL For Details

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Allied Arts

WASHINGTON • Telecasting

BROADCASTING • Telecasting
WKNX Formal Opening Slated for Early August

FORMAL opening of WKNX Saginaw, Mich., is slated for this early month, according to station officials. Though WKNX went on the air April 17, official opening has been delayed because of material shortages and construction problems. It is a 1 kw daytime outlet on 1210 kc. headed by O. J. Kelchner, formerly associated with Fort Industry stations and lately general manager of WIBC Indianapolis.

Associated with Mr. Kelchner, as partners of the Lake Huron Broadcasting Co. are William J. Edwards, commercial manager, formerly with Fort Industry Co., and later with KMTR Hollywood; and Howard H. Wolfe, program director, ex-Fort Industry program director and more recently with radio department of Veterans Administration.

George Reed of WFMN Lansing is WKNX chief announcer. Other announcers include: Ralph Kobernat, Don Andrews, Dale Remington and Ed Moore. Max Thomas, formerly with WMRN Marion, Ohio, is chief engineer.

LYONS-MAGNUS ROOT BEER Co., San Francisco (soft drink), in early fall plans to expand its radio campaign to stations in Oakland, Calif. Sponsor is now using spot announcements on KFBK and KROY Sacramento, Calif.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, is using radio to advertise Washington apples, a season which will probably start in early fall. Fall season will be for 3 weeks, according to planning.

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (public utility), has started spot announcement campaign on all stations in San Francisco Bay area, calling attention to change in telephone numbers which go into effect Aug. 10. Transcribed one-minute spot announcements will continue throughout fall season. Agency: BBDO, San Francisco.

ACME BREWING CO. (Acme beer), this month (August) starts sponsorship of experimental television broadcasts of football games this fall through N. W. Ayer & Son, New York and Philadelphia.

SOUTHERN CALIFORNIA CITRUS FOODS, Redlands, Calif. (Real Gold orange, lemon, grapefruit), Aug. 11 starts for 13 weeks daily participation in "Sunrise Salute and "Lowertemperature Protective League" on KKNY Hollywood. Ptnr also uses daily participation in "Let's Get Together" on KHOW and "Cafe Continental" on KKNY. On Sunday night the "Morning Show" will broadcast these programs.

QUEEN CHARLOTTE AIRLINES, Vancouver, has appointed Stewart-Locky & MacPherson, Vancouver, as advertising agency, and plans to use radio spots.

Temperatures

NOVEL gimmick which gives a different jingle for every degree of the thermometer, is feature of new spot campaign produced by Starr Healthcare, Chicago, for regional sponsorship. Contract for 23 weeks was handled by compa-ny with George H. Hartman Co., Chicago agency, calls for loca-ral spots on WWBM, WAIT and WGN, all Chicago, with M. J. Lahanan Inc., Chicago (car dealers), as sponsor. "Temperatures" campaign is now on 82 stations.

LYONS-MAGNUS ROOT BEER Co., San Francisco (soft drink), in early fall plans to expand its radio campaign to stations in Oakland, Calif. Sponsor is now using spot announcements on KFBK and KROY Sacramento, Calif.

Lucky Stores Inc., Oakland, Calif. (super market chain), plans series of radio campaigns in Northern California, with emphasis on totaling of new markets in the chain. Markets averaged will be opened in three areas during next three months—San Leandro, Salinas and San Bruno. In addition Lucky is carrying spot announcements on KPO and KGO San Francisco. Agency: Rolfson-Conte ine & Gardner, San Francisco.

NEW BUSINESS


JOHN HANCOCK INSURANCE CO., Boston, Oct. 4 begins sponsorship over 18 CBS stations in N.Y., Calif. and Chicago, late July 24 for 12 weeks started 3-minute newscast by Frank O'Connor, on entire CBS Pacific Coast network, Mon.-Sat. 7:30-8 p.m. (PST). Agency: McCann-Erickson, New York.

McColl FRONTENAC OIL Co., Ltd., Montreal (oil and gasoline), Nov. 15 starts Metropolitan Opera broadcasts on 12 Trans-Canada network stations, Sat., 2-3 p.m. Agency: Ronalds Adv., Ltd., Montreal.

W. P. FULLER & Co., San Francisco (mfg. of paints and glass), July 28 for 12 weeks started 3-minute newscast by Frank O'Connor, on entire CBS Pacific Coast network, Mon.-Sat. 7:30-8 p.m. (FST). Agency: McCann-Erickson, San Francisco.

BALLARD & BALLARD Co., Louisville, Sept. 4 expands its sponsorship of "Remkov Valley Poika," on CBS from once weekly to four days a week, Sun., Thurs., Fri. and Sat., 9:15-9:45 a.m. Agency: Heny, Hurst & McDonald, Chicago.

PROCTOR & GAMBLE of Canada Ltd., Toronto (Drift), Sept. 4 starts "Life of History" on 21 CAC stations, Sat., 8-8:30 p.m. with repeat on Pacific Western States network. Agency: Dancer-Pfotziger-Sample of Canada, Toronto.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, July 31 begins its 15th year of continu-ous sponsorship of "Morning Show" on ABC, Mon.-Fri., 5:30-6:45 a.m. Agency: Dancer-Pfotziger-Sample, Chicago.


SAKE RESERVATIONS FOR SALES PLANNERS WITH CLEVELAND'S CHIEF STATION

A reservation for a choice WJW program gives sales planners a new lease on the Cleveland money market. Service includes: more daytime listeners per dollar in the Cleveland area . . . more steam for your advertising dollar with a consistent schedule of promotional announcements.

ABC Network

** 500 WATTS DAY AND NIGHT

Cleveland, O.

REPRESENTED NATIONALLY BY HEADLEY-REESE COMPANY

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WABD Survey Shows Television Tastes

Entertainment Preferred Above Education, Du Mont Finds

EVEN BY TELEVISION, education is less popular than entertainment with the viewing public, according to a survey of audience reaction to the Tuesday evening programs of WABD, Du Mont video station in New York.

Ballots covering regularity of listening, opinion of program quality, average number of viewers and leaving room for comments on WABD's four regular Tuesday evening programs were sent to 5,250 persons. Accompanying letter from M. J. Alexander, Du Mont advertising manager, explained that this evening was chosen because WABD is the only New York video station regularly giving program service on Tuesdays.

Replies were received from 744 persons, 14.1% of the mailing list. The answers indicated that Small Fry Club, a program telecast 7-7:30 p.m. for small children, was viewed regularly by 54% of the respondents and occasionally by 24%, that 35% thought the program was very good and another 30% found it good, that 46 was the average number of viewers at home .15 men, 1.3 women, 1.8 children; while 1.2 persons see this program in public places...7 men, .3 women, .2 children.

Those audience figures were almost exactly paralleled by the data for Cash and Carry, a comedy quiz show, watched regularly by 55% and occasionally by 28%, with 18% finding it very good and 25% good. Home viewers averaged 4.2 sets for a 7.8 men, 1.4 women, 1.0 children. Viewers in public places totaled 1.2...7 men, .4 women, .1 children.

The Western feature film again drew an almost identical response, with 53% of the respondents watching regularly, 26% occasionally, 25% finding the quality very good and 24% good, 4.4 persons watching at home...2.1 men, 1.2 women, 1.1 children; 1.5 watching in public places...9 men, .4 women, .2 children.

For the fourth program, Serving Thru Science, regular viewers dropped to 37% of the respondents, occasional viewers were 34%. Program was rated very good by 30%, good by 29%. Its home audience averaged 2.7 persons...1.3 men, 1.0 women, .4 children; in public places viewers averaged 1.2...8 men, 3 women, .1 children.

Conclusion seems to be that as long as the television set gives unadulterated entertainment about half the audience will watch it, but that only a third will keep their sets on when education creeps in. Time of telecast may also be a factor, perhaps if the science show preceded instead of following the film it would have a higher rating.

Two of the programs are sponsored and for each of them the questionnaire asked for the sponsor's name. Chevrolet Division of General Motors, sponsor of the Western film telecasts, was correctly identified by 294% of the respondents. U. S. Rubber Co., sponsor of Serving Thru Science, had a sponsor identification of 22.9%, an exceptionally high figure in comparison with the 37% figure for regular listening, showing that the sponsor was identified by 88.9% of the program's regular listeners.

Video Caravan Attracts During Cincinnati Stay

HUGE CROWDS were attracted to the Television Caravan of Allied Stores and RCA during its three-day stay in Cincinnati, July 21-24. Preceded by a parade of industrial and television jeeps, the caravan arrived at Rollman & Sons Co., its demonstration point, and was greeted by Mayor Carl Rich and George B. Jacobs, president of Rollman's.

The vast possibilities of television as an advertising medium for department stores were brought out by Howard E. Whetro, television co-ordinator and sales promotion manager, who said that men and women alike showed great interest in commercial announcements where actual demonstrations were made.

UST Video Sales Up

AN INCREASE of nearly 20% in sales volume of United States Television Mfg. Corp. video receivers in June as compared with May was reported last week by the company. June sales were $259,291 compared with $213,174 for May. In the first six months of the year television receiver sales volume was $1,086,315. Company reported earnings for the first quarter of $128,404, equivalent to 40 cents a share on the 319,000 shares outstanding.

Now! 5000 Watts Day and Night

WWNC-ASHEVILLE

The Hub of Western North Carolina!

Serves ALL of Western North Carolina BEST

Represented by

HEADLEY-REED COMPANY

August 4, 1947 • Page-61
The form now in Langevin "ity performance Langevin standard should Just PLUG amplifiers YOU HAVE complete YOU-A 10S ANGELES 1000 two types for you book-let write specifications IN NEED is August 23 SAN FRANCISCO booster...Type are built to the 116-A type and 1340 kc, for leave to increase power ST- of Hobart Stephenson, Centralia, and late acceptance petition to dismiss the petition for leave to increase power from 1230 to 500 w N Transmitters Corp., Burlington, Ont., filed petition for leave to specify 100 w power instead of 250 w, and make other changes; accepted said amendment; insofar as petition re quires enlargement of issues, its is dis missed. Governar Dongan Bestg. Corp., Al bany, N. Y.—Granted petition for leave to amend its application as to specify frequency 1220 kc instead of 1230 kw, and make other changes; accepted said amendment. (Continued on page 64)
For the first time... anywhere!

COMPETITIVE BILLINGS OF THE
NATION'S LARGEST RADIO ADVERTISERS

NOW . . . for the first time, buyers of time will get competitive billing figures—22 general categories: drug and toilet goods, food and beverages, cigarettes and tobacco, etc—all broken down by product name, amount the sponsor spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1947 figures.

When canvassed, buyers of time said they wanted this information most as the centerpiece of the Convention Issue. Since they selected its theme, it’s only natural that this issue will be avidly read and referred to wherever advertiser and agency men huddle on radio plans.

NAB CONVENTION ISSUE

Guaranteed circulation is 15,500—1000 above our subscription list. Every national and regional account and agency will be covered. Be sure you’re “in” the year’s best advertising buy.

Final Advertising Deadline—September 1

Write, call or wire collect for reservation
FCC Actions
(Continued from page 68)

AM—1230 kc.
Madison, Wisc.—CP for new standard station to be operated on 1590 kc power of 250 w and 3 kw of operation. AMENDED to change frequency from 1450 to 1590 kc, power from 1 kw to 250 w and change type of trans. CHICAGO BROADCASTING CO., PALO ALTO, CALIF.—CP for new FM station (Class B) to be operated on Channel 269, 99.7 mc and ERP of 1 kw.

Modification of CP
W1BC-FM, Monroe, Ind.—Mod. CP which authorized new FM station for extension of completion date. FM—99.7 mc.

Muscatine BTR, Muscatine, Iowa—CP for new FM station (Class B) to be operated on Channel 269, 99.7 mc ERP of 11 kw and ant. height above average terrain 322 ft.

Modification of CP
WISY-TV Cincinnati, Ohio—Mod. CP as authorized which new FM station for extension of completion date.

Modification of CP
W6DC-FM, Redstone, Pa.—Mod. CP as authorized which new FM station for extension of completion date.

Modification of CP
W3XO Los Angeles, Calif.—Mod. CP which authorized installation of new vis and aux. trans. and changes in ant. system for further extension of completion date.

Modification of CP
WTVT Cincinnati, Ohio—Mod. CP which authorized construction of a new commercial television station to request new alt. and vis. trans. and to make further changes in ant. system.

WJAR-TV Providence, R.I.—Mod. CP which authorized a new commercial television station for extension of commencement and completion date.

WFAA area of Cleveland, Ohio—Mod. CP which authorized a new remote picture trans. for extension of completion date.

WHAG area of Cleveland, Ohio—Mod. CP which authorized new remote picture trans. for extension of completion date.

WHRT area of Columbus, Ohio—Mod. CP which authorized new picture trans. for extension of completion date.

WHCH area of Columbus, Ohio—Mod. CP which authorized new picture trans. for extension of completion date.

License Renewal
Applications for renewal of standard broadcast station license filed by WQON Gadsden, Ala.

TENDERED FOR FILING
AM—1430 kc.
KXXL Reno, Nev.—Consent to assignment of CP to Edward Margolit, Frederick W. Drake, and Byron J. Samuel, partnership.

July 28 Applications...

ACCEPTED FOR FILING
AM—1430 kc.
Bessemer BTR, Bessemer, Ala.—CP for new standard station on 1450 kc power of 250 w and 3 kw of operation. Contingent upon WYBC being assigned 1230 kc.

Modification of CP
KDAP, Pueblo, Colo.—Mod. CP which authorized new standard station for approach of new and trans. location at 212 Seventh St., Pueblo, Colo. Specify studio location. AMENDED to change trans. and studio locations from 212 W. Seventh St., Pueblo, Colo., to Junction of Fourth St., Elmhurst Place, Pueblo, Colo.

AM—1370 kc.
Dr. Azra C. Baker, Seymour, Ind.—CP for new standard station on 1370 kc power of 250 w.

AM—1540 kc.
WYandesco, Chicago—CP for new standard station on 1540 kc power of 250 w.

AM—1360 kc.
Robert P. LaFollette, Dunkirk, N. Y.—CP for new standard station on 1360 kc power of 500 w.

AM—1330 kc.
Wilson Radio Co., Wilson, N. C.—CP for new standard station on 1330 kc power of 250 w and 3 kw of operation. Contingent upon the grant of WCTV being changed change of frequency.

AM—1390 kc.
Radio Lakewood, Lakewood, Ohio—CP for new standard station on 1390 kc power of 250 w.

AM—1390 kc.
The Henderson County BTR, Athens, Tex.—CP for new standard station on 1410 kc power of 250 w.

AM—1340 kc.
Marsett BTR, Parkersburg, W. Va.—CP for new standard station on 1340 kc, power of 250 w and 3 kw of operation. Contingent upon WYBR being assigned 1310 kc.

Modification of CP
WKLF Rockaway Btr., Ill.—Mod. CP as authorized which new FM station for extension of completion date.

WKMM-FM, Rockford, Ill.—Mod. CP as authorized which new FM station to extend completion date.

FM—101.1 mc.
Air Waves Inc., Baton Rouge, La.—CP for new FM station (Class C) to be operated on Channel 266, 101.1 mc ERP of 3.2 kw.

Modification of CP
WHCP, Baltimore, Md.—Mod. CP which authorized new FM station to specify studio location, change trans. site, make changes in ant. system and change commencement and completion dates.

WWFB-FM, Benton Harbor, Mich.—Mod. CP as modified which authorized new FM station for extension of completion date.

FM—96.1 mc.
Auburn Publishing Co., Auburn, N. Y.—CP for new FM station (Class A) to be operated on Channel 241, 96.1 mc ERP of 1.8 kw and ant. height above average terrain 519 ft.

Modification of CP
WFCR-FM, Winston-Salem, N. C.—Mod. CP as modified which authorized new FM station for extension of completion date.

WLWA Cincinnati, Ohio—Mod. CP as modified which authorized new FM station for extension of completion date.

WCFL-Columbus, Ohio—Mod. CP, as mod., for extension of completion date.

KEK-FM, Durant, Okla.—Mod. CP as modified which authorized new FM station for extension of completion date.

WLVA-FM, Lynchburg, Va.—Mod. CP, as modified, for extension of completion date.

KARO Riverside, Calif.—Mod. CP which authorized construction of new commercial television station to request extension of commencement and completion dates.

WCTD Los Angeles, Calif.—Mod. CP which authorized construction of new commercial television station to request extension of completion date.

KTTV Los Angeles, Calif.—Mod. CP which authorized construction of new commercial television station to request extension of completion date.
July 29 Decisions ... (By the Secretary) WWOK Flint, Mich.—Granted license for new station 1470 on 1 kw da, url to specify studio location.
KZQG-FM Stillwater, Okla.—Granted Mod. of CP for extension of completion date do to 3/15/48.
WJFN Jamestown, N. Y.—Granted Mod. of CP for extension of completion date do to 10/14/48.
WGFR New York City.—Same except to 11/10/47.
WXME Birmingham, Ala.—Same except to 11/24/47.
WXCA-FM Lufkin, Tex.—Same except to 11/14/47.
WNJO-FM West Palm Beach, Fla.—Same except to 11/14/47.
WAPO-FM Chattanooga, Tenn.—Same except to 1/21/48.
Wdj-WF Washington, D. C.—Granted Mod. of CP for extension of completion date do to 11/26/47.

The Journal Co. Portable, Area of Milwaukee, Wis.—Granted CP for a new exp. television relay broadcast station.

Kian Sherman, Texas.—Granted Mod. of CP for extension of completion date do to 2/15/48.

WJFT Pensacola, Fla.—Granted Mod. of CP to make changes in trans. equipment, for approval of ant. and trans. location to specify studio location.

WIIT Southern Pines, N. C.—Granted Mod. of CP to change type of trans. for approval of ant. and trans. location, and to specify studio location.

WSPN Paris, Tenn.—Granted Mod. of CP for approval of ant. and trans. location.

WKTW Barstow, Calif.—Granted Mod. of CP to change type of trans. and studio location.

KPMO Pomona, Calif.—Granted license for new station, 1600 kw, 500 w, url to specify studio location.

WROA Westminister, Minn.—Granted Mod. of CP for extension of completion date to 10/18/48.

KTXL San Angelo, Tex.—Granted Mod. of CP for approval of ant. and trans. location to specify studio location.

WBQG Bellefonte, Pa.—Granted Mod. of CP for extension of completion date to 10/18/48.

WKHY-FM Hickory, N. C.—Same except to 11/14/47.

KTHF-FM Houston, Tex.—Same except to 2/12/48.

WFMF Greenbero, N. C.—Same except to 11/17/47.

WKRS Waukegan, Ill.—Same except to 11/11/47.

WQXQ New York City.—Same except to 12/31/47.

WMBM-FM New Orleans, La.—Same except to 1/28/48.

WESX-FM Salem, Mass.—Same except to 11/18/47.

WSBH-FM Bradford, Pa.—Same except to 11/17/47.

WJW-TV New York, N. Y.—Granted Mod. of CP for extension of completion date do to 2/12/48.

WJFF-FM North Green Bay, Wis.—Same except to 9/3/47.

WJNP Fort Worth, Tex.—Same except to 9/27/47.

KXOV-FM Pittsburgh, Pa.—Granted Mod. of CP for extension of commencement and completion dates to 11/21/47.

WJIM-FM Lansing, Mich.—Same except to 1/1/48 and 7/1/48, respectively.

KOKE Oklahoma City, Okla.—Granted Mod. of CP for extension of completion date to 1/21/48.

WDOD-FM Chattanooga, Tenn.—Same except to 11/18/47.

KPOR Riverside, Cal.—Same except to 1/18/48.

WLS Lansing, Mich.—Granted license for new station, 1430 kw, 50 w d conditions, and for change of studio location.

WWBT Baltimore, Md.—Granted Mod. of CP for extension of completion date to 2/1/48, and for change in call letters from WWBT to WBAL-TV.

WSVA-FM Harrisonburg, Va.—Granted Mod. of CP for extension of completion date to 2/1/48.

WMGN-FM Meriden, Conn.—Granted Mod. of CP for extension of completion date to 11/24/47.

WFPM Philadelphia, Pa.—Granted Mod. of CP to change completion date to 9/10/47.

KIMV Grand Township, Kan.—Granted Mod. of CP for extension of completion date to 12/1/48.

Patron Best Co. Inc., Albany, N. Y. (Continued on page 70)
ENCOURAGEMENT to local writers and actors is being offered by WLOW, 600, in new series titled "LOWL Summer Theatre" which is being aired every Sunday afternoon for a half hour. The theatre is set up on semi-workshop basis with participants chosen to work along their own lines. Script contest for local writers has been established and players are chosen from the ranks of local amateurs and professional volunteers and members of station's stationing staff. 

Mr. W.P. Boyden, station manager of CBS script department, has made available to the group the services of actors which have been performed on CBS workshop and other programs have been contributed by W. Twyford, radio and drama editor of the New York Times. The group, under the direction of the program, and Captain H. G. Bower, found in the contest twice. Listeners are carried as a sustainer and is not for sale.

AUDIENCE-PARTICIPATION program for adults, "Cinderella Week-End," had its initial feature spot note, exclusive broadcast from Orchard Room of local Ryan's Restaurant, program will be heard Mon.-Fri., 9-9:30 a.m. Format is novel, combining breakfast-getting and a big prize feature. A daily "Cinderella" who wins quiz is awarded prizes and the "week-end Cinderella" winner will receive among other things, complete outfit for day-to-night wear.

Man-Made Rain.

WHEN M. Emmett Howe, taken in the mountains behind Bigfork, Lake, portable radio was tuned to Howard Fyn, program director of KTAH Phoenix, was assured that the rain gauge, which he was using to test the cooling power of the rain gauge, was accurate. The rain gauge was accurate. The rain gauge was dropped from the plane into the cloud formation. The program was presented on a one-time basis.

Street Dances.

NOVEL program featuring street dances and civic community talent on a pickup basis is a new project initiated by WBNX in conjunction with the "Frolic" program. Designed as a public service feature, program has already become popular in its purpose of fostering community pride and spirit and encouraging participation in community activities, as well as providing good listening material. Spectators serve as judges and determine by applause and mail of the winning dance group. Saturday, Oct. 30, 11-11:30 p.m., with frollicks actually staged and submitted to a mail-in voting. At present, there are 20 such stations in various Detroit neighborhoods may participate. Station is considering plans for a second half-month.

WBNX-Cinderella a Chicago Tribune MINIATURE edition of Chicago Tribune is the program broadcast nightly from 10:30-11 p.m. over WBNX. New program titled "Your Tomorrow's Happening Now" is a daily look at the city stories, word stories, and headlines. Tribune editorials are excerpted from Chicago Tribune and Tribune features.

Vacation Guide Program.

PROGRAMS: vacation guide program, highlighted by maps and latest road information supplied by American Automobile Association is latest feature on WGBB Schechnitz, 1270. In addition, the program operates with motorists driving along highways and stopping as a goodwill station and asking attendant for road directions. By means of large map, marked with driving lights to show directions on different roads, miniature car moves along road, with attendant standing nearby. When destination is reached, car will return to studio from film showing outstanding points of interest in nearby area. Throughout the show attendant at gasoline station does narrating. Show closes with motorist driving away after enjoying pleasant vacation. Different vacation spot is reviewed each week. Host is written by Peter M. Boyden and directed by P. A. Crafton.

Takes Own Rating.

A 1000 Watt Television Network Station

WHEREVER YOU ARE

GET THE WHOLE PICTURE WITH

WBNX

3000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

VERMONT'S ONLY CBS STATION

1000 WATTS

BROADCASTING  •  Telecasting
Prof. Hocking Dreams—on Censorship

'Freedom of Press' New Book Suggests Some Dangerous Cures


WILLIAM ERNEST HOCKING, Harvard's Equable Professor of Philosophy, has written an admirable survey of the problems of free dissemination of news in the world today. He has gone further and offered solutions for the problems he sees.

Those solutions, to this reviewer, seem fully as dangerous as the "abuses" which Prof. Hocking thinks require a cure.

The book is the seventh in the series made possible by a grant from Time and the Encyclopedia Britannica, to the National Commission for a study of freedom of speech and freedom of the press in the world today. First report issued by the full commission, "A Free and Responsible Press: Freedom of the Press," was published some months ago. Subsequent reports have been published under the by-lines of the various members of the group.

While the judgments arrived at are those of Prof. Hocking, in the preface he disclaims the document as entirely his own, pointing out that "... in our discussions...expressions of principle were constantly in the air—proposed, beaten, surviving, or possibly reborn."

Endorsement by Silence

The alarming thing about these conclusions is not so much that they are the way one member of the commission feels about free expression but that the ideas are supported by the other members who lend endorsement through their silence.

One finds, as he reads through the maze of interwoven phrases which are the philosopher's stock in trade, that Prof. Hocking sees a need for more than a little censorship—not of the stripe, naturally, which would be laid down if Prof. Hocking himself were the censor, but censorship nevertheless.

The professor believes that government "remains the residuary legatee of responsibility for an adequate press performance. It is bound to consider whether self-administered standards and the normal self-righting elements within community life are sufficient to modify the inessential abuses. If they are not sufficient, government action may be indicated."

Possible Action

That action may take one of the following forms:

(a) Without intruding on press activities (press, it is explained, includes all communications, including radio) the state may regulate conditions under which those activities take place, so that the public interest is better served.

(b) The state may extend the scope of press regulation, if a given type of abuse amounts to "poisoning the wells of public opinion."

(c) The state may itself enter the field of news supply, not to compete with or to displace, but to supplement the yield of private agencies.

The thoughtful reader cannot help but find cause for alarm. Granted, in the case of radio, that the authors of Communications Act of 1934 intended that only good would accrue from the establishment of the Federal Communications Commission and that it would function along the lines set forth in paragraph "a." few in the broadcasting art will deny that the authority of the Commission has been expanded far beyond the thought implied in that simple statement. Many fear that it will be expanded still further and point to attempts to interpret the law to apply to program censorship.

The threat contained in paragraph "c," that the state may itself enter the field of news supply, has been raised before in this country. For practical examples one has to go no further than the BBC, where government controls the medium, or a step further to Russia, where all news is state-controlled.

That Prof. Hocking is not an admirer of radio becomes apparent when we read that "when the crisis of a political campaign is at hand, no political party will trust its fortunes to the sober reasoning of printed words; it must bring its candidates forward in person; they must have or acquire a 'radio voice' or at least be able to produce a victrola record which can be blared to the helpless crowds through loud-speakers as a sad substitute for the almost physical lift with which man speaking sways his hearers."

Is it bad for all of the voters to hear a man speak, rather than the relatively few who can attend political "rallies"? Is there something reprehensible about hearing the man himself rather than reading a statement in a newspaper which was probably prepared by a hired "ghost writer"?

Those in radio can see only one answer. Apparently Prof. Hocking sees only one, too. But the answers are not the same.

Prof. Hocking

FRESH AIR PROJECT
Children's Vacation Plan—Aided by WKNE

WKNE Keene, N. H., had a vital part in the success of the Fresh Air Fund vacation project conducted by Keene residents last month. Cooperating with Rev. Bernard Chapman, who instigated the plan, WKNE broadcast announcements and put on a publicity campaign in behalf of the idea of having an interracial group of children spend two weeks with Keene families. Agency for obtaining the underprivileged children of New York was the New York Herald-Tribune Fresh Air Fund.

Early this spring, Richard Bath, WKNE vice president and general manager, wrote to Rev. Chapman offering the services of the station. When the project got underway, Howard Wheelock and Stacy Cole, of WKNE, did morning and evening broadcasts and several spots. "We began at once to receive telephone and mail requests for children," wrote Rev. Chapman to the station. "As a result, we brought nearly a whole train load of children for an out-of-doors vacation. I attribute our success in a large measure to the use of Radio Station WKNE.

WEBT
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region*
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350

WBTM

* Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!

American Broadcasting Company
GEORGE P. ROLLINGER CO.
National Representatives

BROADCASTING • Telecasting

August 4, 1947 • Page 67
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

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

WFHN ports over to WJM from WJIX, WJIL, W-learning and KLX,anchored in the new station at Springfield, Ohio, scheduled to begin operations Aug. 1. Mr. Rush will be assisted by his son, FORD RUSH, formerly with WJS, Nashville, Tenn.

JIM WILLIS, formerly of CKRC Winni-peg, has joined CJCR Vancouver, as di-rector of promotion.

WALTER KANER, WWTI New York public relations director has been named N.Y. Lions Club publicity chairman for 1947-48.

Turtles, Lemons and WOWO GYRATING PLASTIC turtles arrived in January to create the additional de-mand for radios that will stimulate buy-ing. Soccer balls have been the in-fluence of the tortoise and the banana and sitting so that constant plodding still remains in sales. A few days later each member receives a bag with a fresh, juicy lemon and a model to remind him that the citrus commission had money to send to the air but not to the WoW Home "Festival." Figures were given to prove it was the logical place for some access spots.

Radio Dealers Drive TO ACQUIET the public with 1947, we're creating the additional de-mand for radios. That will stimulate buy-ing. Soccer balls have been the in-fluence of the tortoise and the banana and sitting so that constant plodding still remains in sales. A few days later each member receives a bag with a fresh, juicy lemon and a model to remind him that the citrus commission had money to send to the air but not to the WOWO Home "Festival." Figures were given to prove it was the logical place for some access spots.

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out interruption since the first Ipana Troubadors show 22 years ago.

For a while Duffy's Tavern was on Friday. The rating was not what the company wanted. Finally it was moved to Wednesday, with no change in format, and the average and peak ratings were both checked carefully and compared. Both shot up and have remained up ever since.

Nighttime is preferred because B-M wants to hit a mixed audience, having products that, in general, are used by all members of the family.

As ratings are usually highest on comedy shows, this type program is a favorite of the company's. Joe Allen, acting for Bristol-Myers, has tried many comedians for this reason. "We would rather take on a show with a potential rating of 25 than one with a guaranteed 10 or 12 level," he explains. So far, Bristol-Myers has hit the jackpot on ratings. And high ratings ring up customer sales on the B-M cash register.

"If one word can summarize Bristol-Myers' attitude on commercials, it is 'consistency,'" says Joel Jacobs, vice president of Doherty, Clifford & Shenfield, one of the two B-M agencies.

Product Personality

Starting with the Ipana Troubadors, the company has developed "a personality for each product, that is the company's expression such that people will recognize the product even in its absence,'" he maintains. According to Mr. Jacobs, "their basic sales messages haven't differentiated materially since they started to advertise. Except for hitchhikers each broadcast commercial is reworded every time it goes on the air." Fundamental facts about the products, and selling phrases are repeated, but the complete commercial is never allowed to grow stale or to become irritating to the listener.

There is a minimum of "censorship" imposed on agency or talent. Mr. Allen's two assistants, Tom Hamilton and Roger Whitman, attend rehearsals and check scripts for policy violations. Such violations involve jokes or gags about doctors, dentists or druggists and about controversial subjects, political parties, religious and racial groups, North and South.

"Our primary purpose is to sell Bristol-Myers products," explains Joe Allen. "We steer clear of editorializing or taking sides in a controversial issue. The stations set aside public service time for these discussions. When a sponsor takes up the issue, he is bound to offend some segment of his listeners, and consequently lose a substantial block of customers."

Bristol-Myers has learned enough about what customers want through its 60 successful years of business.

The firm began as the Clinton Pharmaceutical Co. in 1887 in the small Mohawk valley town of Clinton, N. Y. William M. Bristol Sr. and John R. Myers were the owners. In rented laboratory half the size of the general office room of the present quarters at 630 Fifth Ave., the company made pharmaceutical products, all of the ethical type. Customers were physicians and druggists. There was nothing advertising.

In 1890 the company moved to Syracuse and later, with the steady growth of the company, on to the larger city of Brooklyn, eight years later.

With the main offices now established in Rockefeller Center New York, the firm is spread over the world, and is still continuing its ethical line through its subsidiary, Bristol Laboratories - outstanding product of which is penicillin - in addition to the proprietary products.

Main plant is at Hillside, N. J., and branch sales offices are in Chicago, Dallas, San Francisco and Atlanta. Bristol-Myers foreign plants are in Canada, Australia, New Zealand, England and South Africa. There are seven manufacturing branches in Latin America.

Subsidiary companies include Bristol Laboratories in Syracuse; Rubberset Co. with plants in Newark, N. J., Salisbury, Md., and Gravenhurst, Canada, and offices in St. Louis and Los Angeles; Sun Tube Corp., whose plant is in Hillside, N. J.; Sun Tube Corp, Canada Ltd., at Ottawa, and Charles Ammen Co. Ltd. at Alexandria, La.

The sons of William M. Bristol now head the firm. Henry P. is president, Lee H. and William M. Jr. executive vice presidents.

Two agencies handle their accounts - the aforementioned Doherty, Clifford & Shenfield, and Young & Rubicam, both New York. Joel Jacobs is the D, C, & S account executive. John E. Grimm Jr. has the job at Y & R, Y & R handles Sali Hepatica, Minn-Rub and Trushay. D, C & S has all other products, including the ethical line of drugs with advertising confined to professional journals.

"We have found the two-agency system to be the most satisfactory," says the B-M advertising vice president. "As in any competition, each stimulates the other. A one-agency system is apt to be single-minded. And more than two usually complicates the whole operation."

$1,000 RICHER

Kwajalein Native's Find Ends

NBC Plastic Globe Stunt

A NATIVE of the Marshall Islands, Kien Re by name, will be $1,000 richer this fall when the NBC People Are Funny program brings him to Hollywood and presents him with a cash award. Kien Re found a plastic globe floating in the Pacific Ocean off Kwajalein recently. In the globe was a note which, when translated by a U. S. Navy officer (Kien Re doesn't speak English), advised Kien Re to notify the NBC program of his discovery.

His finding terminated a stunt that was started on the People Are Funny program of Nov. 30, 1945, when 12 notes, sealed in plastic globes, were dropped from an airplane into the Pacific Ocean off the California coast by Dale Dunlap, a contestant. Each note advised the finder to notify the People Are Funny office, the first finder to receive $1,000 in cash.
FCC ACTIONS
(Continued from page 65)

-Granted mod. of CP for extension of completion date to 8/20/47.

KOBE Los Cruces, N. M.-Granted mod. of CP to change type of trans. for approval of new tower location and to specify studio location.

KRIM Placentia, Calif.-Granted mod. of CP to change type of trans. and for approval of tower and new studio location.

KYTH Tyler, Tex.-Granted mod. of CP to change type of trans. for approval of tower location and to specify studio location.

WCCO Minneapolis, Minn.-Granted mod. of CP for extension of completion date to 8/29/47.

(By the Presiding Officer of the Motions Docket)

WARM Berasten, Pa.-Commision, on its own motion, ordered en- 
quiry into the issues in the pending applications in Docket 7801 and 7802.

WBAX-Wilkes-Barre, Pa.-Same.

July 29 Applications . . .

ACCEPTED FOR FILING

AM-1460 kc
The Bristol Broadcasting Co., Bristol, Conn.-CP for new standard station to be operated on 1460 kc at 5 kw D.

AM-960 kc
Radio Athens Inc., Athens, Ga.-CP for new standard station to be operated on 960 kc at 1 kw D.

AM-1320 kc
WBSC Bloomington, Ill.-CP to install new tower and antenna mount.

Modification of CP

KWDN Des Moines, Iowa.-Mod. CP which authorized new standard station to move tower location and change studio location.

KINS Des Moines, Iowa.-Mod. CP, which authorized changes in antenna tower and changes in trans. and FM ant. on top of AM tower and changes in tower location; for extension of completion date.

AM-600 kc
Southland Bestg. Co., New Orleans, La.-CP for new standard station to be operated on 600 kc at 1 kw D.

AM-860 kc
Southland Bestg. Co., Shreveport, La.-CP for new standard station to be operated on 860 kc at 5 kw D.

Modification of CP

WCMR Lawrence, Mass.-Mod. CP, as mod. which authorized a new standard station to change tower location and make changes in vertical ant.

KXOL Des Moines, Iowa.-Mod. CP which authorized a new standard station to move tower location and for approval of ant. trans. and studio locations.

KEVR Florence, Neb.-Mod. CP which authorized to install new trans., vertical ant., and ground system and change location for extension of completion date.

AM-1700 kc
Yamhill Bestg. Inc., McMinnville, Ore.-CP for new standard station to be operated on 1700 kc at 12 kw D.

AM-1320 kc
Erie Bestg. Corp., Buffalo, N. Y.-CP for new standard station to be operated on 1320 kc at 250 kw wun.

AM-160 kc
Springville Radio Co., Springville, Utah.-CP for new standard station to be operated on 1600 kc at 200 kw D. Continental upon KNAB being assigned 1600 kc.

AM-160 kc
KING Seattle, Wash.-CP to increase power from 10 kw to 50 kw, install new trans. and make changes in DA (DA-1).

AM-55 mc
United Bestg. Co., Inc., Silver Spring, Md.-CP for new FM station (Station A) to be operated on Channel 260, 95.9 mc ERP of 300 w. and 328 ft. above terrain level.

Modification of CP

KSER-Parkdale, Idaho.-Mod. CP, as mod. which authorized new FM station for extension of completion date.

WFWA-FM White Plains, N. Y.-Mod. CP which authorized new FM station for extension of completion date.

WGYT-FM Wilson, N. C.-Mod. CP which authorized new FM station for extension of completion date.

WFMF-FM Youngstown, Ohio.-Mod. CP which authorized new FM station for extension of completion date.

Remote Pickup

Muscle Shoals Bestg. Corp., area of Muscle Shoals City, Ala.-CP, for new remote pickup station to be operated on 1500 kc, power of 50 kw, emission A3, hours of operation in accordance with Sec. 4.46.

WDNS area of Oil City, Pa.-License to cover new remote pickup station.

Staatsburg Bcstg. Corp., New Paltz, N. Y.-CP for new remote pickup station to be operated on 1500 kc, power of 50 kw, emission special for FM, hours of operation in accordance with Sec. 4.403.

WBKM Archeo, P. R.-Mod. CP which authorized construction of new remote pickup station to request extension of commencement and completion dates.

Modification of CP

KLAC-TV Los Angeles, Calif.-Mod. CP which authorized new commercial television station to request extension of completion date.

WTFF Toledo, Ohio.-Mod. CP which authorized construction of new commercial television station, to request extension of commencement and completion dates.

TV Relay

Triangle Publications Inc., Philadelphia, Penn.-CP for new experimental television relay station to be operated on 5775-7000 mc, power of 0.1 kw, emission special, hours of operation until in accordance with Secs. 4.131 (b) and 4.163.

Triangle Publications Inc., Philadelphia, Pa.-CP for new experimental television relay station to be operated on 7100-7125 mc, power of 0.1 kw, emission special, hours of operation until in accordance with Secs. 4.131 (b) and 4.163.

TV Relay

WPTZ Philadelphia, Pa.-Mod. CP which authorized construction of new FM station to request extension of completion date.

TENDERED FOR FILING

AM-1460 kc
Mendocino Cost Bestg. Co., Fort Bragg, Calif.-CP for new standard station to be operated on 1460 kc at 250 kw wun.

AM-1460 kc
Easton Bestg. Co., Inc., Easton, Md.-CP for new standard station to be operated on 1460 kc at 1 kw D. With DA.

AM-850 kc
Humboldt-Milan-Trenton Bestg. Co., Humboldt, Iow.-CP for new standard station to be operated on 850 kc at 500 kw of power D.

AM-690 kc
KPEF Lamesa, Tex.-CP to change hours of operation of D to D3, using power of 250 w on 690 kc.

KIT Yakima, Wash.-CP to increase power from 1 to 5 kw D, and install DA-N and new trans.

AM-1460 kc
Baylor U., Houston, Tex.-CP for new standard station to be operated on 1038 kc power of 50 w D. (Bun晴, Bos- ton, Mass., Sunset, Houston, Tex. Request facilities of KFRD.)

July 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAUW Dubuque, Ky.-Mod. CP which authorized new FM station to change trans. and studio location.

Andrew G. Halley, Fullerton, Calif.-
CP for new AM station to be operated on 1300 kc, power of 500 w D. AMENDED to change name to Andrew G. Halley transmitter at Rose Bowl, Bakersfield, to change power from 500 w to 1 kw, make changes in ant., change trans. and change studio location.

AM-996 kc
Cardinal Bestg. Co., Palo Alto, Calif.-CP for new AM station to be operated on 996 kc, power of 1 kw D.

KRWB Salinas, Calif.-Voluntary as- 
signment of CP to Ballinas Bestg. Corp.

KYTK Visalia, Calif.-Voluntary as- 
signment of license to California Inland Bestg. Co.

KYDO Colorado Springs, Colo.-Vol- 
untary assignment to Citizens of Pikes Peak Bestg. Co.

AM-1450 kc
Walsenburg Bestg. Corp., Walsenburg, Colo.-CP for new AM station to be operated on 1450 kc, power of 250 w wun.

AM-1320 kc
KSBK Creston, Iowa.-CP to install new vertical and mount FM ant. on AM tower.

Modification of CP

WHIR Hinton, Iowa.-CP which authorized new AM station, AMENDED to change tower location and make changes in ant.

AM-1450 kc
Williston Bestg. Co., Williston, N. D.-CP for new AM station to be operated on 1450 kc, power of 250 w wun.

AM-946 kc
Public Service Bcstg. Inc., Toledo, Ohio.-CP for new AM station to be operated on 1320 kc, power of 250 w un.

AM-1320 kc
Walters, O. A., Westby, R. I.-CP for new AM station to be operated on 1320 kc power of 250 w wun.

AM-1460 kc
WJAM Lewistown, Tenn.-Involuntary assignment of license to Ida Murray and Martha Murray, Executives of the station, J. Murray, deceased.

AM-1930 kc
KFWB Corpus Christi, Tex.-Assign- 
ment of CP to Baylor U.

Reestablishment of Control

WGYN New York, N. Y.-Reinstitu- tion of control from Muskat Corp. to Charles E. Merrill and Radio Sales Corp. (33 1/3 shares capital stock, 31 shares transferred equally to Charles E. Merrill and Radio Sales Corp.). two remaining stockholders each own 50% of stock.

Modification of CP

KUSC Los Angeles, Calif.-Mod. CP, as mod. which authorized a new non-commercial FM station for extension of completion date.

AM-1600 kc
WIXQ area of New York, N. Y.- 
License to create a new experimental television relay station.

Remote Pickup

WJJD, Inc., Area of Chicago, III.-
CP for new remote pickup station to be operated on 31.2, 23.2, 27.02, 38.2 kc.

Soon—5,000 watts night-time too, for full coverage in Eastern KANSAS!
To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000

You need

WIS

HUNTINGTON, W. VA.

5000 DAY 1000 NIGHT

930 KC

ABC PROGRAMS

represented by BRANHAM

Broadcasting • Telecasting

FCC Box Score

FCC BOX SCORE of actions as shown on the following:
Standard stations: 1,314 licensed, 518 construction permits, 690 applications pending (of which 593 are in hearing); FM—52 licensed, 848 conditional grants, 624 CPs (part of CPs come from conditional grants, others from hearing proceedings), 164 applications pending (84 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); noncommercial educational FM—six licensed, 33 CPs, 11 applications pending.

me, power of 25 w, emission A1 hours of operation in accordance with Sec. 4.403.

Remote Pickup

KAXJ Houston, Tex.—CP which authorized CP of a new remote pickup broadcast station, to request change in frequency from 1350 to 1358 kHz, 25 w, 25 hours.

APPLICATIONS RETURNED

Tribune Publishing Company, Fratt, Kan.—CP for new FM station (Clarkville) to be operated on frequency to be assigned by FFC and BFP of 80.5 MHz returned July 28, 1947, application incomplete.

TENDERED FOR FILING

J. James Gane, Kimball, Ark.—CP for new AM station to be operated on 1230 kc, power of 250 w unii.

Transfer of Control

WIS Indianaples, Ind.—Consent to transfer of control of AM station WISH and CP for FM station to Universal Broadcast, Inc. Co.

Assignment of License

Buffalo Broadcasting Corp., WKBW Buffalo, N. Y.—Consent to assignment of license to Bost, Broadcasting Foundation Inc.

The Pixleys, Columbus, Ohio—Consent to assignment of license and CP of standard station WCQL and CP of WCQL-FM to The Pixleys.

Battson and Cole Join ABC's Engineering Dept.

JOHN H. BATTSON, former transmitter development engineer for Federal Telephone & Radio Co., New York, and Charles D. Cole, former project engineer for the Langenvic, Co., New York, have joined the ABC General Engineering Dept. Mr. Battson has been appointed assistant to John G. Preston, ABC's chief allocations engineer, and Mr. Cole becomes staff engineer in the network's facilities section.

At one time Mr. Battson was a research engineer for the EKCO Radio Co. of London, and from 1937 to 1939 was a supervisor of radio equipment production for the British Air Ministry. After the war he served with the RAF, Mr. Battson came to the United States as a research engineer for the Midland Broadcast Co., Kansas City, Mo.

Prior to his association with Langenvic, Mr. Cole was project engineer successively for Radio Engineering Laboratories, Fair Lawn, N. J., and Independent Broadcast Co., Kansas City, N. Y., the Horni-Signal Co., New York, and Lear Inc.

UNITED NATIONS WEEK

NBC, AUNN and NEA Jointly

To Sponsor Observance

NBC, the American Assn. for the UN and the National Education Assn., sponsors of United Nations Week, Sept. 14-20, have announced the scheduling that week folk dance festivals, talks and concerts are scheduled to take place in the lower plaza at Rockefeller Center, New York. In Tarrytown, N. Y., designed as a model community by the AUNN for observing the week, other special events will be held daily.

Throughout the U. S., governors and mayors have proclaimed United Nations Week to mark the opening of the UN General Assembly formally at Flushing Meadows, L. I., on Sept. 16.

The AUNN will invite UN officials to appear at mid-day programs in Rockefeller Plaza from 12:15-12:45 p.m. during United Nations Week. Band concerts are also scheduled for this period; folk dances in the upper plaza and concerts are planned from 6:15-6:45 p.m. and at 8:30 p.m., the UN folk dance festival will take place.

Sterling Fisher, NBC assistant public service counselor, is director of the UN Week project for NBC and Gilbert Chase is coordinating the Rockefeller Plaza portion of the events. Production details are being handled by James Harvey of the NBC Production Dept.

HEARINGS in Los Angeles of House of Representatives' labor sub-committee resumes Aug. 4 with Rep. Harry J. Reis (R-Pa.) presiding. Although specific witnesses have not been announced, radio figures are reported to be among those being subpoenaed.
Congressional Appropriation
For 'Voice' Pleases Benton

"HEARTENING" is the word to
describe the way Congress treated
the "Voice of America." Assistant
Secretary of State William Benton
told a news conference last Thurs-
day.

In a comparative analysis he
pointed out that radio broadcasting
drew $6,200,000 this year as com-
pared to $7,800,000 last year—a
percentage of success hardly ac-
cording to any other agency of the
government and to no other branch
of the State Dept.

Other functions of the former
Office of Information and Cultural
Affairs—the title has now been
changed to Office of Information
and Educational Exchange (OIE)—
had suffered heavily however. Data
were particularly severe in field
services, but Mr. Benton empha-
sized that a solid framework has
been left upon which it will be
easy to build.

'Amazed' at Results

He told broadcasting after his
news conference that the good for-
tune of the "Voice of America" was
all the more amazing because when
the 80th Congress convened it was
the most unpopular of all State
Dept. programs. At one time Rep.
John Taber (R-N. Y.), Chairman of
the House Appropriations Com-
mittee declared he would permit all
but the "Voice" to continue. The
most serious charges were leveled
against the "Voice" in radio broad-
casting: That it was subversive;
that disloyal persons were em-
ployed; that the programs were
sowing seeds of hate abroad instead
of peace; that it was mismanaged
at home.

A flood of editorial support from
all over the country followed. Sup-
port was given by private broad-
casters during an impressive meet-
ing in the State Dept. which re-
sulted in a public statement of sup-
port from the seven licensees
handling the "Voice" transmissions
and some of its programming.

The result of the publicity was
to stimulate a tremendous amount
of Congressional debate and study.
Although the House Appropriations
Committee originally recommended
complete abandonment of the OIC
it was restored by the Senate.
The House, bucking opposition
from Senate, maintained a good
part of the Senate's proposal.

Nevertheless, the cut in funds
has been significant to the point
where the "Voice" has been forced
to adopt a reorganization. The
reorganization has been planned for
eventual adoption in any event, but
it was speeded by Congressional
action.

Under the aegis of Kenneth Fry,
Chief of the International Broad-
casting Division, the new "Voice"
will be a lighter, more efficient
and almost certainly more effective
medium. It will now broadcast only
at night—considered the most val-
able time in any country. Some
languages have been eliminated,
notably Swedish and Danish, and
all English language programs to
Latin America.

Other Expansions

Other programs may be expanded
—a half-hour has already been
added to the Russian program and
plans are on file for the addition
of Arabic and Turkish as soon as
personnel can be found.

Mr. Fry, a veteran of the State
Dept. operation who received his
training from the networks, feels
that in the long run the Commercial
Economy axe will benefit the
"Voice of America." Without the
budget slash he fears the stream-
lining program could never have
been sold.

But the long fight for a perma-
nent and "respectable" "Voice of
America" is hardly started. The
Senate has on its calendar the
Mundt bill which would legitimize
the program on a permanent basis,
rather than a year to year affair
dependent upon our Congressional
whim. The Mundt bill has been
approved twice by two Congresses
but each time was lost in last-min-
ute business.

Mr. Benton also indicated that
he will take up the fight for an In-
ternational Broadcasting
Foundation—a quasi public corpora-
tion to be administered by a 15-man
board of directors. This kind of
organization, Mr. Benton feels
does could do a much better job of
International broadcasting, and
would give the responsibility for its
operation almost completely to private
enterprise.

U. S. Sentences Chandler
To Life Term for Treason

TREASON'S REWARD was hand-
ed to Douglas Chandler last week
in a Boston Federal Court. He was
sentenced to life imprisonment
and fined $10,000 for his subversive
wartime broadcasts over Radio Berlin.

The former Baltimore newsman
conducted a propaganda show un-
der the sobriquet of "Paul Re-
vere." His own defense was that
it was not an anti-American show
but Anti-Russian.

The prosecution recommended
the death sentence and character-
ized Mr. Chandler as a "black-
hearted traitor" who "gave his
heart and soul to Hitler and wanted
Germany to win the war."

CKEY Toronto, is completing installa-
tion of a 5-kw Canadian Marconi
transmitter, and new OB master con-
rol board. A fourth studio has been
completely equipped and new control
boards have been installed in two other
studios.

We carry the full line of
PRESTO EQUIPMENT:
• RECORDERS
• AMPLIFIERS
• TRANSCRIPTION TURNABLES
• RECORDING BLANKS

We broadcast the full line of
PRESTO

We carry the full line of
Shafto Declares BMB 15-Point Plan
Aids Growth of Broadcast Advertising

TREMENDOUS growth in the volume of broadcast advertising will be stimulated by adoption of the BMB 15-point plan for continuous operation, according to G. Richard Shafto, WIS Columbia, S. C., a member of the special committee that drew up the plan. Mr. Shafto is a member of the NAB Board of Directors representing medium stations.

The special committee was appointed by NAB President Justin Miller by direction of the NAB board at its May meeting.

Mr. Shafto said the continuing subscription plan [BROADCASTING, July 26] gives broadcasters an opportunity to give the advertiser data about the medium that will permit intelligent and economic use of radio time.

"The requirement leading to BMB's full achievement of its purpose is the practically complete participation by broadcast stations in BMB surveys," according to Mr. Shafto. He opposed the new Hooper proposal for county-county reports on the ground that "it merely asks the listener a different question," when reduced to fundamentals.

"The first BMB survey has placed the individual station audience figures a little too high on the graph paper," says Mr. Shafto. "We could turn off the part of the curve that runs from zero to 50%, and BMB would still fulfill its purpose by affording a relative evaluation of stations.

"By switching questions somewhat, Hooper proposes to transpose the curve of station audience percentages to the other half of the graph paper. Under Hooper's plan the best station might be rated 40-60-80% so that we could throw away the top part of the paper.

"Whether or not the relative standing of the station would remain the same.

"BMB is thoroughly capable of adopting questions which would result in more conservative evaluations of a station's audience. The important point is that whatever standard is adopted be a uniform one which has the full acceptance of the advertiser, the agency and the industry."

Mr. Shafto pointed out that participation in BMB in order to obtain full station participation if we are to achieve the tremendous advantage which a complete BMB area report can give radio.

At the time of the NAB board action, BMB had only 120 subscriptions for the 1946 study and spring district meetings had indicated the number of participating stations would fall far below participation in the 1946 survey.

Hooper's Project

Asked about the proposal which Mr. Shafto referred to as less desirable than the 15-point plan adopted by BMB, Mr. Hooper said Mr. Shafto was undoubtedly talking about some preliminary material sent by Mr. Hooper to a few broadcasters for their information. This material will form a small part of the costly study now in preparation to go out to BMB and to the entire broadcasting industry. Attached will be an offer which C. E. Hooper Inc. will make to BMB.

Mr. Hooper declined to state what this offer will be or go into any details about the plan he will propose, prior to its formal delivery to BMB's president, Hugh Felts. It is believed, however, that the new proposal will to some extent be based on that made by Mr. Hooper to the BMB Technical Committee two months ago [BROADCASTING, June 2]. At that time Mr. Hooper outlined a postcard survey procedure which he stated would achieve a higher degree of results than those produced by BMB's first nationwide audience survey in 1946 and which could be carried out at approximately half the cost of the 1946 survey. BMB could also make a nationwide survey in 1948 by adopting this procedure, Mr. Hooper said.

At that time this new survey technique had been tested only in the New York area and the BMB Technical Committee asked to be shown results of any other tests which Mr. Hooper might make of this method of station audience measurement. Further tests in markets more representative of the national average than New York have been made and it is anticipated the Hooper memorandum will include a full report on them.

Mr. Hooper expects to complete the memo in about two weeks. It is expected to include a proposal that BMB award to the Hooper firm the contract for much of the field work on its 1948 nationwide survey on the basis that this organization has the essential experience and technical skill needed to carry out this task most efficiently and economically. Mr. Hooper refused to comment on this, or any other angle of his forthcoming proposal, except to say that it will be important to BMB and to the entire broadcasting industry.

AFM

(Continued from page 18)

by subcommittee members to have been set aside to give Mr. Petrillo a chance "to put his house in order."

Out of the earlier conference had come what Mr. Kearns had called "a great friendship and a lasting one between Mr. Petrillo and the music educators and school administrators of this nation." The union head had accepted Mr. Kearns' invitation for a school music conference at the July 7-8 hearings before the House subcommittee.

On the basis of that meeting Mr. Kearns had announced that he would meet with Mr. Petrillo in Chicago to receive a report on AFM plans for FM and television. If any action on television was taken at the Thursday meeting in Chicago, or if the matter was even discussed by the network and AFM group, could not be learned after the session had adjourned.

Mr. Kearns said at the July 7-8 inquiry that his subcommittee would not bring networks and Mr. Petrillo together in an effort to avoid a threatened music strike early next year. He also had taken no interest in the AFM president's threat to cease all recording next Jan. 1 and perhaps set up an AFM recording industry.

Meanwhile Rep. Richard M. Nixon (R-Calif.) expressed doubt that AFM ever would reform under Mr. Petrillo's administration. Rep. Nixon made the statement as he prepared to leave for a Hollywood hearing which may show that AFM is interfering with the progress of television. He is a member of the House subcommittee.

Rep. Nixon said he thought Mr. Petrillo would "live by the letter of the law but that doesn't mean he won't try other means to continue pretty much the same progress he has been indulging in."

This differed from the viewpoint expressed earlier by Rep. Kearns.
NAB Convention
(Continued from page 20)

WHBQ helps raise bigger quail.

"Webster says: "Quail!" is a soap bark tree.

Whether your product be soap, soap flakes, shampoo or soap bark tree itself, you will find that WHBQ does a better job of sales per dollar spent? What station in kalam.

"... sums up program operations, and offers suggestions on basic sales appeal and measurement of results.

Graphic demonstration of progress in use of radio by retailers will be given. Theme will be "Cleveland—Five Years Later." In charge will be Eugene Carr, general manager of the Brush-Moore stations in Ohio. Mr. Carr was Sales Managers Executive Committee chairman in 1942 when the original retail project was conceived at the Cleveland convention.

Lack of Understanding

At that time Mr. Carr and Mr. Pellegrin, impressed by lack of understanding of radio by retailers, instigated the plan that developed into a concentrated industry-wide drive to bring radio and retailers into harmony. Cultivation of the drive was the Joske study in San Antonio.

Sales managers and program directors will merge their clinic sessions at lunch Monday, Harold Fair, NAB Director of Program Dept., and Mr. Pellegrin will lead discussion of common program and sales problems. Their goal is more effective co-operation between the departments, whose interests are interdependent.

Participating in the joint session will be Barbara Wells, director of women's programs, WOR New York, who is billed as the glamour element in an otherwise all-male cast. Program framers recognized that about 90% of all broadcasting is aimed at women.

The afternoon sales managers session is designated as a broadcast advertising clinic. In charge will be Odin Ramland, KDAL Duluth, chairman of the Sales Managers Executive Committee. Sub-committees will submit reports. Arthur Hull Hayes, WCBS New York, will report on industry presentation. Mr. Thomas will report on television. Louis Read, for some time sales manager of WWL New Orleans, will discuss agency recognition. Jack Kennedy, with the Chicago Sun-Telegraph, will sum up the session.

WHAM Rochester, will report on sales practices.

The sales practices will be broken down into groups. Mr. Kennedy will take up talent charge commissions and extra charges for station services. "The Sales Foundation of the American System of Broadcasting." The moderator has not yet been announced.

All station operations will be represented in panel participants, which include: Leonard Reinsch, Cox stations, as station president; Norman Boggs, WLW Minneapolis, sales manager; a program director yet to be named; Tom Connelly of BSI, sales promotion manager; Howard Frazier, of Frazier & Peter, as chief engineer. List of speakers for the afternoon session has not yet been completed.

A MUSICAL tribute to Gen. William Booth, founder of the Salvation Army, in the form of a 15-minute transcription, has been prepared for use by local stations on or about Aug. 30, 45th anniversary of Gen. Booth's death. Transcription is available to stations upon request through their local Salvation Army Corps officers.

NEW STUDIOS and offices of WJPG and WJPG-FM Green Bay Wis., are Focker's drawings as they will look when completed. Construction of studios will cost approximately $75,000, equipment $22,000, while the FM transmitter house and tower installation cost will be about $40,000. Equipment is RCA throughout. WJPG-FM is expected to take the air about Aug. 15, with its AM affiliate getting underway by late fall. Both the station, shown in the foreground, and its newspaper affiliate, the Green Bay Press Gazette, in the background, are owned by the Green Bay Newspaper Co.

WHAM Rochester, will report on sales practices.

The sales practices will be broken down into groups. Mr. Kennedy will take up talent charge commissions and extra charges for station services. J. Robert Gulick, WGAL Lancaster, Pa., will discuss combining products to earn discounts and brokerage of time. Craig Lawrence, WCOP Boston, will speak on general-retail rate structures and Mr. Kennedy will wind up this phase of the session with a talk on a survey of station sales administration.

The full convention session on broadcast advertising and sales practices will include a panel discussion titled "The Sales Foundation of the American System of Broadcasting." The moderator has not yet been announced.

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ABC CHANGING FORMAT OF JUVENILE PROGRAMS

COMPLETION of arrangements for precedent-setting change in programming (Broadcasting, July 14), involving two ABC serials, Jack Armstrong and Sky King, was announced July 30 by the network and respective sponsors, General Mills Inc. and Derby Foods. Under new format, dramatic juvenile programs will be aired on alternate days beginning Aug. 25 in the 6:30-6 p.m. (CDST) slot, with each serial presenting a complete episode in itself.

Changes will be introduced on a sustaining basis during the remainder of the summer hiatus until Sept. 29, with sponsors picking them up commercially at that time. Leadoff program Aug. 25 will be Sky King, with Jack Armstrong getting first crack commercially Sept. 29. In keeping with changes, ABC is moving Tennessee Jed (Ward Baking Co.) from 5:45 p.m. to 5 p.m. period, and Terry and the Pirates (Quaker Oats) from 5 p.m. (CDST) to 6:15 p.m. (CDST) on Aug. 25. Latter two shows resume sponsors as of Aug. 25 and Aug. 28 respectively.

Concurrent with announcement of program shifts, ABC also revealed that Terry and the Pirates will move to Chicago studios Aug. 12.

ROBERT O. LEWIS show which was heard on CBS Fri. 8:30-8:35 p.m., during the General Foods “Adventures of the Thin Man” summer hiatus is now heard on Sat. 8-8:30 p.m. Northern Californians are enthusiastic about KSF0’s planned music ... and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.
ATTACK against proposed American Authors' Authority was levied last Monday by Rep. James Domengeaux (D-La.), who termed the project a "nefarious program."
The AAA was conceived by novelist James Cain as an agency which would protect the rights of authors. Under the plan a writer would only license his works instead of selling the rights. The plan has been opposed by Hollywood and certain other groups which customarily buy artistic works.

Mr. Domengeaux's opposition took the form of a presentation to Congress of an analysis prepared by the American Writers Assn. It was quoted in full in the Congressional Record of July 29.

"The impudent totalitarian presumption of this scheme," said the analysis, "is incredible. No one in American labor has ever suggested that the AFL or the railroad brotherhoods should acquire legal title to the labor power of their members. No one has ever suggested that the U.S. Chamber of Commerce should demand legal title to the business firms of its members. But the AAA demands just that."

The analysis declared that the member writer of the proposed authority would be forced to consign his works without having any say as to their disposition. He would be, in effect, it was claimed, a vassal member of an all-powerful body having complete jurisdiction over his production. Furthermore, although he would have the right to withdraw his work at any time, the withdrawal privilege would be an empty one since he would be deprived of any other market.

The plan was likened to James Caesar Petrillo's AFM. It would rest, said the analysis, "on a total surrender by the writer of his properties in his works. The authority . . . would take legal ownership of both copyrighted and uncopyrighted works. It alone would close all financial deals, collect all funds, cut a slice from earnings and payoffs for its own uncontrolled use."

The author, it concluded, instead of being the free agent he is today, would be working for life under one legal roof, without appeal and without voice.

Charge Communists Back It

The analysis charged further that the AAA would also exercise political authority over its membership and that it was presently being sponsored by Communists "and their fellow travelers in the Screen Writers Guild."

"It is very much too bad," continued the analysis, "that many American writers remain ignorant of and indifferent to the political movements that are shaping the world we live in. This ignorance is the main stock in trade of the fanatical Communitis who do the work behind the Screen Writers Guild and the Hollywood center of pro-Soviet propaganda. They launched the AAA as part of a carefully worked-out campaign, which has been partly successful, to take over the direction of American thought."

IBEW Head Accused

LASHING C. P. Hughes, head of IBEW Hollywood Local 40, with charges of meddling in affairs of union's Hollywood radio technicians, Local 45, latter unit's executive board has complained to O. G. Harbark, regional chief of labor group. Specifically, Mr. Hughes is accused of instructing an engineer of KFMB Hollywood to handle a program which had previously been disapproved by Local 45.

Skelly Renews Two

SKELLY OIL CO., Kansas City, Mo., Sept. 8 renew for 52 weeks Alex Dreier commentary, Mon.-Fri., 8:15-11 a.m. (CDST) and This Farming Business, Sat., 8:15 a.m. (CDST) on 24-station Midwest network of NBC. Both programs, Chicago-originated, will move to 7 a.m. (CST) slots effective Sept. 29. Agency is Henri, Hurst and McDonald Inc., Chicago.
NATION's disc m.c.'s will discuss proposed formation of a national judicial body at first annual convention of the National Assn. of Disc Jockeys in Chicago's Hotel Sherman Aug. 15.

According to Hugh Douglas, Chicago radio personality appointed temporary chairman and spokes-
man by the convention committee, plans call for delegates to appoint mem-
bers to hear and, if possible, act upon problems of disc m.c.'s. Mr. Douglas said need for a central organization is accentuated, with networks devoting choice time to the field and "big names" moving in on the record-spinning business. Idea for new organization was

KO A GETS GE AWARD

2ND TIME IN 3 YEARS

GE AWARD for operating perfection went to KOA-NBC, Denver last week—the second time for which the coveted General Electric silver plaque has been won by the station.

Lloyd E. Yoder, general manager of KOA, accepted the award on behalf of NBC and KOA from W. B. Clayton, commercial vice president of GE, Dallas. Mr. Clayton de-
clared "you have a challenge and an opportunity today, unequaled in your history, to promote national well-being, to guide our course of action and to mold public opinion, and I know with your fine record of the past, you will not falter or fail to carry on in the future."

WMEX Rehearing Request

Denied by Commission

FCC said last Thursday that it had denied WMEX Boston's petition for re-hearing on the denial of its FM application, but left the way open for WMEX to apply for one of the two "reserved" channels which are now available in that area.

WMEX, one of eight rivals for seven channels in the original pro-
ceeding and the only one whose ap-
plication was denied [BROADCAST-
ING, June 30], had contended in its re-hearing plea that it should be al-
lowed to present further evidence to refute FCC's finding that the station lacks financial qualifications to build and operate its proposed FM affiliate.

Video Replacement

MUTUAL network program, Leave It to the Girls, is being considered for television, as the replacement for Author Meets the Critics when the video version of the latter program has run its course for Gen-
eral Foods Corp. on WNET New York. Food company is experimenting with various types of programs for its products in its video cam-
paign on NBC's key video station. Author Meets the Critics is placed by Benton & Bowles, New York.

TENTATIVE provisions of the new NAB code, as drafted July 22 by the Special Standards of Practice Committee [BROADCASTING, July 28], have been mailed to mem-
ers of the Program Executive Committee, full committee will

ASK FOR YOUR FREE BOOKLET

"Radio Architect" the people's book which explains radio science in simple terms. It is

TALKING BIRD

"THE TALKING BIRD"

7:45-8:00 a.m. Monday through Saturday

Write WGY or NBC Spot Sales for your participation

SCHENECTADY, N. Y.

TILLIE LOU

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paign on NBC's key video station. Author Meets the Critics is placed by Benton & Bowles, New York.
Innovation in NAB history was a two-day catechism for new directors elected at the winter-spring district meetings. Six newly-elected directors, who take office at the Atlantic City convention, were present and heard addressed by NAB top executives and department heads. All functions of the association were described in detail to acquaint the new directors with NAB operations.

New Equipment to Be Viewed
At New York FM Convention

New developments in FM techniques during the year, including transmitting and receiving equipment, will be put on display at the FM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Several new AM-FM table model receivers will be unveiled by manufacturers, according to Bill Bailey, FMA executive director.

FMA last week was mailing out registration forms. Fee prior to Aug. 16 will be $18, including lunch and the Friday night banquet. After Aug. 15 the fee will be $20.

Expressed interest of members and nonmembers to attend the convention indicates heavy attendance, Mr. Bailey said.

Agenda will be announced in early August. Among speakers will be M. F. Balcolm, Sylvania Electric Products, president of Radio Manufacturers Assn., and a prominent FCC representative. Mr. Balcolm will speak at the banquet. Justin Miller, NAB president, has been extended a special invitation to attend.

New officers to be elected include:

Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Frank A. Gunther, REL, secretary; Arthur Freed, Freed Radio Corp., treasurer. Executive officers are appointed by the board.

Board members elected at FMA's organization meeting last January will complete one-year terms. They are Wayne Coy, WINX-FM, Washington; Gordon Gray, WMIT Winston-Salem; Ira Hirschmann, New York; E. J. Hoel, WCFC Beckley, W. Va. The

WHO'S CRAZY?

DULUTH, MINN.—"Those guys at KDAL are crazy," says Otto Mattick. "They're too modest about what their power increase to 5,000 watts does for their coverage. Look at that favorable 610 frequency and do it yourself."

Otto is leaving town with the metabolar refractive plometers he invented to make a 3-state survey of KDAL's new signal. After clear issues of Broadcasting and several old due bills, Otto is now on his way.

What adventures will befell Otto? (See next week's installment and, meanwhile, contact Avery-Knodel, Inc. and find out why KDAL, Duluth, is a better buy than ever.)
Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to Box 883, BROADCASTING.

Help Wanted

Where are all the good radio men?" says Mr. Wayne Phelps, BROADCASTING. "Salesman, announcer and engineer-announcer wanted. Must have experience and warrant good salary we pay. New station needs top personnel. Reply Box 806, BROADCASTING.

Announcer, engineer commercial manager and program director for new station. Permanent, immediate employment to the qualified person. Tell all in first reply. Box 972, BROADCASTING.

Complete staff for new regional network affiliate in metropolitan mid-south community. All positions open including general manager, program director, chief engineer and announcers. Experience, continuity writer, salesmen. Excellent working conditions. No replies wanted from floaters or radio school graduates. Please reply noting expected remuneration. Experience and at least three recommendations which will be checked. Reply Box 5, BROADCASTING.

Announcer—Experienced announcer for Mutual affiliate in southeast. Good working conditions. Must have construction experience both studio and transmitter. Variety, versatility necessary so please send full resume. Two years commercial experience. List salary expected. Reply Box 4, BROADCASTING.

Chief engineer—Midwest ABC affiliate. Must have construction experience both studio and transmitter. Prefer with 100 kw. salary $750 to $800 per month. Write full experience, education and reference and include photo to Box 26, BROADCASTING.

Wanted—Program director. Send full information, references, education, and go out for interview. Box 57, BROADCASTING.

Commercial manager for upstate New York, thousand watt station. Must be progressive, hard-hitting and have salesmanship. Familiar with salesmanship, supervision of local sales force, sales and sales management. Sales experience and ability required. Reply to Box 87, BROADCASTING.

Attractive girl, 21-25, needed by southern station for application traffic and continuity, sales experience helpful. Send story and salary required to Box 97, BROADCASTING.

Engineer, O.F., experience, station construction. O.F. experience, time salesman. Reply Box 81, BROADCASTING.

WANTED—Announcer. One of southeast's leading stations has excellent opening for one of its announcers. Must be experienced and have desirable voice. Reply to Box 99, BROADCASTING.

Salesman. One of southeast's leading stations has excellent opening for one of its announcers. Must be experienced and have desirable voice. Reply to Box 99, BROADCASTING.

General manager wanted new regional network operation in midwest. Must have experience in operating a group of stations, good contacts, proven record of performance, and at least five recommendations that can be thoroughly checked. State expected salary and other conditions. Replies treated confidentially. Reply to Box 99, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Experience in network radio in southern coast. Reply to Box 120, BROADCASTING.

Wanted: Salesman for new regional station. City of 35,000 population. Ideal, working conditions. Box 101, BROADCASTING.

Salesman for major network station in New England. Must have contacts. Send history, photograph, and salary expected. Reply to Box 57, BROADCASTING.

Wanted: Salesman with several years' experience in midwest city of over 100,000. Box 115, BROADCASTING.

Announcer, engineers, program directors, instructors (with Indiana, RKK, Personnel Agency, Box 413, Philadelphia.

Announcer, thoroughly experienced, as disc jockey, newscaster, all types musical shows. No floaters, good future, $50 to start. Send detailed resume to P. D., WJMR, Jung Hotel, New Orleans.

New 250 watt station needs chief announcer and experienced auditions. Opening approximately September 1. Reply to Box 54, BROADCASTING.


Announcer—engr. engineer-environment for NBC affiliate. Martise $350.00 weekly. Call or write WCRS, Greenwood, Illinois.

Announcer—Experience for market and station in southeastern station. Reply to Box 120, BROADCASTING.

Wanted: Salesman for new regional station. City of 35,000 population. Ideal, working conditions. Box 101, BROADCASTING.

Radio Executive—Over twenty years experience network, agency, and station. Now in position in leading California. Have excellent contacts, married, under forty-five. Reply to Box 5B, BROADCASTING.

1st class phone, single, 22, wants position in small station. Experience Cook's Radio School. Nary experience. Reply to Bennett M. McKnight, West Mab, Miss.

Copywriter with air experience. Gol with extensive radio station and agency experience: commercial writing, children's shows, copy. Please tell qualifications and salary expected. Reply to Box 15, BROADCASTING.

Now in position in major radio station. Have excellent experience. Presently employed—top positions. Reply to Box 56, BROADCASTING.

Wanted: Copywriter. Experience in copywriting, general business. Excellent copy. Reply to Box 75, BROADCASTING.

Youthful, energetic, experienced, had position in network and national agency. Good voice, experience. Reply to Box 30, BROADCASTING.

Wanted: Program director with long, successful record wanted for proposed station. Reply to Box 57, BROADCASTING.

Wanted: Engineering, sales and programming position for one of Michigan's oldest crackers. Reply to Box 13, BROADCASTING.

One inch ads, $75. Rate $1.25 per word. Satisfactory copy and within time. Replies should be prepaid. Mail to Reader's Bureau, Box 89, COASTAL BROADCASTING.

Help Wanted (Cont'd)

Radio Executive—17 years experience with networks, agencies. Now in position in New York. Have extensive background in radio and desire to work with an appropriate association with radio station. Reply to Box 96, BROADCASTING.

Situations Wanted

Radio Executive—Over twenty years experience network, agency, and station. Top position in major station. Have excellent contacts, married, under forty-five. Replies should be prepaid. Mail to Reader's Bureau, Box 89, COASTAL BROADCASTING.

Situations Wanted

Radio Executive—17 years experience with networks, agencies. Now in position in New York. Have extensive background in radio and desire to work with an appropriate association with radio station. Reply to Box 96, BROADCASTING.

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GRANTS for four new AM outlet sites and power increases for three existing stations were approved by the FCC in final decisions announced last Thursday.

The Commission proposed to dole out the application of WIKY by itself and in cooperation with others to approve the proposed power increase for a new station. The station, which now receives no nighttime service and one only-sixth of which has daytime service.

In the KOVO-KROW 960-kc case, FCC previously issued a decision proposing to grant the KOVO application and deny the KROW's without prejudice to the filing of a new application which would create no interference problems.

Ownership of the new-station grantee companies:

Independent Broadcasting Co., Des Moines, concluded that Mr. John R. Taft, former owner of the station, was an option to buy approximately $1,500,000 of stock interest in Independent Broadcasting System.

Mr. Boer has set up a less than thirty days to the Labor Department for the approval of his application.

Forrest Joins WOA

ARTHUR L. FORREST, former member of the NBC advertising and promotion department, has been appointed sales promotion manager of WOA, NBC affiliate in San Antonio, Tex. Mr. Forrest has been coordinating promotion for NBC-owned-and-operated stations and for the network's western division for the past two years and during the war was manager of NBC public service promotion. Before joining NBC he was promotion manager of WBT Charlotte.

Tell your story to TOP MANAGEMENT where it really counts

2

To the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of Marketing.

Men like this

SALES MANAGEMENT

You can reach thousands of these key men in:

New York * Chicago * Santa Barbara

Page 80 * August 4, 1947

WGBK Application

WGBK Detroit, acquired by Fort Industry Co. in June. [BROADCASTING, June 23], applied to FCC last week to move from 1490 to 1500 kc and to increase its power from 250 w to 10 kw, directionalized full time. The application is contingent on the new WABJ Adrian, Mich., changing from 1500 to 1490 kc.

AFRA Caucus

AFRA-LOS ANGELES is to hold a caucus Aug. 6 to determine its stand on resolutions to be introduced by national convention delegates in New York, Aug. 14 to 17.

A SMART STATION PROMOTION

. . . Give your public a real television preview. . . . Millions have yet to see a television picture. . . . Hire Television Associates' "Jeej" TV Unit—complete with picture, sound, camera, extented technical staff. . . . You be the showman—your talent—your production. . . . Tie in local advertisers to carry the nut. . . . Ideal for department stores, conventions, fairs. . . . Wherever there are people this will pack them in. . . . Costs range from $500 for one day . . . A few dates still open for August and September. . . . Wire for reservations.

Telephone Associates, Inc.

Chicago: 190 N. State St. Andover 3294

New York: 527 Lexington Ave. Wickersham 2-4000

BROADCASTING * Telecasting
THAT “networks will be the life blood of television” due to high production costs and lack of major talent and production centers was the contention of Norvin Kersta, manager of the NBC Television Dept. in New York, who spoke at the N B C - Northwestern U. Summer Radio In- institute July 28.

Mr. Kersta said “the whole world is a stage for the television camera. Television satisfies a human desire that has never been satisfied before—that of being present at great events when they occur.” He expressed his belief that “the sense of the unknown, spontaneity, and immediacy is the most potent factor in television programming.”

Commenting further on network television, Mr. Kersta reported that NBC hopes to extend the present New York-Sanctuary-Washington television network within a few months. He added that he foresaw a Chicago-New York video tieup (coaxial cable) by 1948.

Radio Institute closed Aug. 1 when its annual banquet held in the Merchants and Manufacturers Club in Chicago, James H. McBurney, dean of Northwestern’s school of speech, presided and was principal speaker. Four top graduates of institute were given two full and two half scholarships, awarded annually by NBC. In addition, certifi- cates were presented to 154 students who had completed successfully the six-week course in advanced radio training.

FCC TO HEAR NBC-KFI VIDEO DISPUTE AUG. 25

DISPUTE between NBC and its Los Angeles affiliate, KFI, over their respective television channel assignments was set down by FCC last week for oral argument Aug. 25. Both KFI and NBC want Channel No. 4, which FCC assigned to the network while assigning No. 9 to KFI.

A KFI appeal to the Circuit Court of Appeals for the District of Columbia would be withdrawn, without prejudice to the station’s right to appeal again, under an agreement reached last week by KFI and the Commission, but the Court has not yet acted upon this move to dismiss.

The appeal was filed by KFI’s filing opposition to its assignment with FCC in January, which the Commission dismissed in June. The Aug. 25 argument will concern KFI’s petition for the reconsideration of the channel assignments and NBC’s reply contending that the Commission has no right to grant KFI’s request.

RCA Income

RCA’s gross income in the first half of 1947 amounted to $1,394,333,872, compared with $1,011,301,085 for the same period in 1946, according to a statement last week by Brig. Gen. David Sarnoff, president and chairman of the corporation’s board. Net income, after all charges and taxes, was $8,825,912 for the first six months of 1947, compared with $5,686,299 in the six-months 1946 period. After payment of preferred dividends net earnings applicable to the common stock for the first six months of 1947 was $3,216,927 compared with 29.5 cents a share in the first half of 1946.

Tell your story to TOP MANAGEMENT where it really counts

3 . . . to the sales-minded President, the Vice Presi- dent in Charge of Sales, the General Sales Manager . . . to the Top Management of Marketing.

Men like this S A L E S M A N A G E M E N T

You can reach thousands of these top men in

Baseball’s Appeal Checked by Hooper

ENORMOUS listener-appeal of baseball broadcasts was reported last week by C. E. Hooper Inc., New York, in comparing ratings for independent stations with those of the FCC in interview periods of July 4 and July 18.

The report states that on July 18, 10:10-10:30 p.m., night baseball was broadcast in 17 of the Hooper 36 checking cities and typically this was over independent stations. In these 17 cities, representing 56 percent of the Hooper stations, the share of-audience to the stations transmitting baseball was 46.8, sets-in-use 27.1, rating 12.4. In the other 19 cities where baseball was not broadcast during that time period the share-of-audience to all independent stations was 11.9, sets-in-use 23.5, rating 2.7.

On July 4, 10:10-10:30 p.m., night baseball was broadcast in three Hooper checking cities, all other games being scheduled during the afternoon of the July 4 holiday.

In the same 17 cities where sets-in-use for baseball was 41.8 on July 18, on July 4 the share-of-audience to the same group of stations was 20.8, sets-in-use 14.0, rating 2.9. In the other 19 cities not broadcasting baseball, the share-of-audience to all independent stations was 13.5, sets-in-use 15.6, rating 2.1.

Rouse Resigns

ARTHUR B. ROUSE Jr. has announced his resignation as director of station relations of the John H. Perry Radio Stations (WJHP-WJHP-FM Jacksonville, Fla., WCOA-WCOA-FM Pensacola, WDLP Panama City, WTMQ Ocala). Mr. Rouse had been in charge of coordinating the Perry AM and FM stations.

You DON'T WRITE to People You Don't Like!

2 1 9 3 * LETTERS in One Month from friends of WEDO!

Serving the GREATER PITTSBURGH MARKET

810 on the dial

* See our National Reps or write for a notarized break down by cities and states.
U. S. Proposal on Reallocation Voted

Overall Re-Engineering Of Spectrum First Is Approved

A PROPOSAL of the United States delegation to the International Radio Conference now in session at Atlantic City that a new international frequency list be prepared on a thorough re-engineering of the spectrum between 10 kc and 30 mc has been adopted by the committee in an appropriate form for such a list.

Adoption of this procedure, by a vote of 41 to 14, came after extended debate by both a subcommittee and the full committee, in which the U. S. plan was opposed by nations favoring a proposal of Bielorussia that an interim list be prepared by fitting displaced stations into correct bands and re-engineering as necessary to provide as satisfactory a solution as possible, with work on a completely engineered plan to be deferred until after the issuance of the interim list.

U. S. Proposal

A U. S. proposal points out that "until frequency assignments for all services can be completely engineered, it will not be certain that effective use can be made of the frequency spectrum or that the frequency assignments of any service can be met without experiencing harmful interference," so that it is necessary for an appropriate group to continue to prepare such a list after the close of the Atlantic City Radio Conference. Therefore, the proposal states:

A special International Frequency List Commission shall be established by the Atlantic City Radio Conference. The Commission shall have as its objective the formulation of an engineering plan which will improve the utilization of the radio spectrum by providing for the continued operation of all existing services in every country, while eliminating the harmful interference which has resulted in the past from the activation of radio operations without an integrated world-wide plan.

"In addition to assuring to all countries the continued operation of existing services without harmful interference, the Commission shall endeavor, in formulating such a plan, to make adequate provision for the further development of new radio services and the expansion of existing services, so that all countries may improve and increase their services to the fullest extent practicable. The Commission shall treat communications services which were interrupted by the war and which have not yet been restored on the same basis as existing services, and, in addition, shall give special consideration to the needs of countries when natural developments have been impeded."

The Commission is to convene at a place to be set by the Atlantic City conference not later than Jan. 15, 1949, and to begin by determining an engineering framework based on the new bandwidth and tolerance tables adopted by the conference. Timetable calls for the engineering framework to be completed by March 1, 1949, and the full international frequency list to be finished by Nov. 1, 1948.

Effective Sept. 1, 1949

The list is to conform to the allocation tables adopted in the Atlantic City and to the engineering principles cited above, so as to provide for all requirements while avoiding harmful interference. When the list is completed and not later than Jan. 1, 1949, the Bureau of the International Telecommunications Union is to furnish copies of the list to all ITU members, with a special conference to consider the list, to be held on March 1, 1949. New list is to become effective Sept. 1, 1949, with all frequency changes necessary to implement the new list to be made by the countries concerned with the deadline time.

Following the vote by which the U. S. resolution was approved, the delegate of USSR advised the conference that in view of the opposing votes from 14 countries, the decision could not be accepted by Russia. This view was supported by the delegate of Bielorussia. Chairman of the committee said that the U. S. proposal would be discussed in detail at the next meeting of the committee and asked each delegate to submit recommended amendments to the outlined procedure at that time.

When a United States delegate found himself in disagreement with the proposal, he said, "This resolution proposed by the U. S. has become the majority ruling. The technical definitions group defined harmful interference as "any radiation or any induction which endangers the functioning of a radionavigation service or of a safety service or obstructs or repeatedly interrupts apparatus operating in accordance with these regulations.""

Finding himself outvoted on his objection to including "induction" in the definition, the U. S. delegate pointed out that this will require great changes in household apparatus, the screening of spark plugs in automobiles, etc., to prevent induction interference. He pledged the U. S. to "make every possible effort to modify existing national laws into conformity with the rules in the belief that the nations which are proposing and supporting this definition will be obliged to act in such a manner that they will then be consequently prepared to make these large and expensive modifications in induction apparatus." To be determined whether the committee work of the International Radio Conference can be substantially completed by Aug. 15, so that the High Frequency Broadcasting Conference now convene on that date, Conference Chairman Charles R. Denny called a joint meeting of the heads of delegations to the ITU and the International Telecommunications Conference plenipotentiary conference for 8:30 p.m., Aug. 1.

Radio Conference Group Races to Meet Deadline

DELEGATES at the International Radio Conference scheduled 66 committee meetings for last week, in addition to many delegation and extra-schedule meetings, in an attempt to meet the original deadline of Aug. 15 for a new world-wide international radio regulations. The conference began May 16 in Atlantic City.

The International Telecommunications Conference (plenipotentiary conference) and second of the Atlantic City conferences, which began July 2, had 20 meetings scheduled for this week. Third series of meetings, the High Frequency Broadcasting Conference, is expected to open Aug. 15, and to remain in session until about Sept. 15 when the series of international communications conferences will come to a close.

Westinghouse Video Sets To Be Marketed This Year

WESTINGHOUSE RADIO Corp. announced at a distributors' meeting in New York last week that its first television set—a table model priced at about $400—will be placed on sale before the end of this year.

The announcement was made by Edgar G. Hermann, Westinghouse Home Radio sales manager, who also supervised the showing of 12 new Westinghouse radio models "priced to meet the buyers' market." A national radio and magazine advertising program will be launched to herald the new sets, appearing during the fall season, Westinghouse officials said.

FOR SALE

5,000 WATT
CBS NEW ENGLAND RADIO STATION
Must Be Sold
Sacrifice Price $185,000
Physical Value Approximately $110,000
Grosses $185,000
First Come, First Served
Box 121, BROADCASTING

Page 82 • August 4, 1947

Broadcasting • Telecasting
Philadelphia Bars Using TV Must Pay Fee, Court Rules

TELEVISION in Pennsylvania taprooms was dealt a serious blow last week by a court decision holding that drinking establishments having video sets must obtain an amusement permit. Such permits, issued by the Liquor Control Board, will cost liquor licensees $120 annually, while the cost to beer par- lors will be $60.

In effect the decision, handed down by Presiding Judge William M. Hargest, of the Dauphin County Court, classified television as a motion picture. It upheld a ruling by the State Liquor Control Board that taprooms having video receivers must get a license.

The Liquor Board had advised all retail licensees in the Philadelphia area March 1 that the use of television sets was unlawful without an amusement permit. It was about that time that taprooms began making video installations in large numbers.

Several tavern owners in Philadelphia, backed by the Philadelphia Liquor Dealers Assn., immediately went into the Dauphin County Court with a bill in equity and sought to restrain the Liquor Board from enforcing its regulations and collecting the permit fees.

They argued that the word "television" does not appear in the act, which provides that drinking establishments that have dancing, floor shows, or theatrical or motion picture entertainment must obtain amusement permits. They declared that television, unlike a motion picture, which can be run and re-run, flickers away and is gone forever.

Judge Hargest's decision dismissing the bill in equity noted that not only did the word "television" not appear in the statute but that there has never been a judicial definition of the term. "This is a case of first impression and its decision is not without difficulty," he said.

He concluded that moving picture shows and television "both are devices for the accomplishment of the same end" — visual entertainment of patrons. He said the law is interested in "what the observers see, rather than how the thing seen is produced."

"The statute is progressive," he ruled, "and the words 'moving picture exhibitions' used in it aptly describe a television exhibition."

The Liquor Control Board, Judge Hargest said, has authority to adopt and issue any regulation controlling the operation of television devices consistent with the provisions of the liquor laws, and he added that the Board's March ruling "is a valid exercise of police power."

He indicated that licensees could be given relief only through an amendment to the law by the General Assembly.

"Inquirer" Attacks Ruling

The decision was immediately attacked editorially. The Philadelphia Inquirer, owner of WFIL and WFIG-TV, said:

"Many will be inclined to disagree with that interpretation. Taprooms and restaurants have had radio sets for years, for the convenience and diversion of their patrons, and have not had to pay for an amusement fee."

"If the latest ruling is not carried to the higher courts and there overturned, the unfortunate situation should be corrected by the next session of the Legislature."

There was some indication that an appeal would be made to the State's highest court. Jack Crane, president of the Liquor Dealers Assn., announced Thursday that his group is taking the first step to seek a reversal of Judge Hargest's ruling.

Mr. Crane said exceptions to ruling will be filed within the stipulated ten days. The ruling was handed down last Monday.

At a meeting of the association Thursday, Mr. Crane told tavern proprietors not to apply for permits until the court has disposed of the exceptions.

2 McGillvra Executives, Le Baron, Kelly, Resign

JAMES W. Le BARON, vice president and sales manager of Joseph Herahey McGillvra, New York, and Jack Kelly, account executive at the station representative firm, have resigned.

Prior to his association with McGillvra, where he served for seven years, Mr. Le Baron was with MacFadden Publications, New York. Mr. Kelly, before joining McGillvra, owned the New England Advertising Agency, Bridgeport, Conn.

MOVING right with WQAR Cleveland's new 50-kw signal into station's expanded coverage area in northeastern Ohio is WQAR's ambassador of good will, Wayne Mack, shown landing at Canton, Ohio. He is being greeted by Gay L. Goodin, president, Canton Chamber of Commerce, and a few minutes later he began wire recording a half-hour WQAR Salute to Canton for broadcast on Aug. 10. Canton program is second in a series introducing WQAR to new cities in coverage area. Salute to Allience was presented July 27.

Fulton Lewis, jr.

NOT AVAILABLE on 262 stations!

In our zeal to make Fulton Lewis, jr. available to the greatest numbers, we've previously publicized on these pages various "availabilities." But don't get the mistaken idea that Brother Lewis is nothing but available!

On 262 stations from coast to coast he is currently sponsored by a group of sponsors as satisfied as sponsors allow themselves to get.

But the Mutual net contains more than 262 stations ... so, if you need a program with a loyal following, wire, phone, or write us immediately for information. Maybe F. L., jr. is available to your bailiwick.

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
Booraem Is in New MBS Program Post
To Be Responsible for Over-all Production Quality

Mr. BOORAEM

HENDRIK BOORAEM, former manager of West Coast operations of Hutchins Advertising Co., last week was named to the newly-created post of national program manager of MBS, effective early in September.

Mutual announced that Mr. Booraem's connection with the network will allow Walter Ludrie, MBS executive producer, more time for new program development, particularly on the West Coast. Reporting directly to Phillips Carlin, Mutual vice president in charge of programs, Mr. Booraem will be responsible for the over-all production quality of MBS shows.

During the war, Mr. Booraem was a Navy lieutenant and second in command of Armed Forces Radio Service in Europe. Before serving in the Navy he was a program supervisor of programs at the Young & Rubicam West Coast office and prior to that was with Arthur Kudnor where he directed the True Story program.

During his eight years with Y & R, Mr. Booraem directed such programs as Hobby Lobby, March of Time, We the People, Burns and Allen show and the Eddie Cantor show.

Sponsor Lewis Show
BURLINGTON BREWERY CO., Burlington, Wis. (Van Merritt beer) will sponsor the Ted Lewis program, transcribed, produced and packaged by Chartoe-Colman, Chicago, effective Sept. 28, in eight major city markets—New York, Chicago, Los Angeles, San Francisco, Boston, Cleveland, Pittsburgh and Philadelphia. The advertiser, whose product is a premium price beer and who has distribution in those eight markets, bought the program for 13 weeks through Goodkind, Joyce & Morgan, Chicago advertising agency.

NATIONAL NETWORK HOOPERS
EVENING JULY 15-21, 1947

<table>
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<tr>
<th>No. of Stations</th>
<th>Program</th>
<th>Sponsor</th>
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<td>2. Talk It Or Leave It</td>
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<td>3. Mr. District Attorney</td>
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<td>4. Over the Bank</td>
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<td>Bristol-Myers Co.</td>
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<td>6. American Album of Familiar Music</td>
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<td>Sterling Drug</td>
<td>Druggist-Fitzgerald-Sample</td>
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<td>7. Dr. 1-1-0</td>
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<td>9. Three Views of the News</td>
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<td>Andrew Jergens Co.</td>
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<td>12. Manhattan Merry-Go</td>
<td>141</td>
<td>Sterling Drug</td>
<td>Druggist-Fitzgerald-Sample</td>
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<td>Round</td>
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<td>The Blaw Co.</td>
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* Program called Jerger's Summer Edition in 1946
* Includes one and second broadcasts. CH—Computed Hooprating

Blue Scoreboard
NOT in this week's FCC decisions is the July 26 decision that Broadcasting's softball team earned over the Commission's nine to the tune of 23 to 11. Victory marks the second straight time the magazine team has downed the government toppers (en banc) in Washington Radio League play, therefore removing any possibility of a dissent.

Nets Meet Radio Guild
To Form New Wage Code

OFFICIALS of the Radio Writers Guild met in New York with representatives of the four major networks last week to formulate union shop regulations for staff writers and free-lancers.

It was understood that agreement was reached on three major points involving script writers; one-tenth of the network's personnel concerned, or one man in each shop, to be exempted from RWG membership; freelance writers to be permitted to sell not more than four scripts before joining the guild, i.e., they must become RWG members on selling their fifth script; a licensing arrangement for all scripts whereby the writer will retain a financial interest and will profit from each rebroadcast or adaptation of his original script.

APM Local 47, Los Angeles, has ruled against employment of regularly employed radio and movie musicians in occasional jobs. Vote of membership was cast at union meeting July 26.

Announced rate increases and it was understood that MBS had decided, "at least for the present," to drop the Hooper service because of this.

NATS MEET RADIO GUILD
SUMMER SESSION 1946

Medford Case Said
Violation of Avco

GIBSON Broadcasting, whose application for FCC consent to the purchase of KMED Medford, Ore., was given a proposed denial, told FCC last week that the rival bidder under the Avco Rule, who won approval, was not legally qualified and that its purchase offer failed to meet the Avco Rule's requirements.

Mrs. W. J. Virgin, KMED owner, joined in the exceptions filed by Gibson, original applicant for acquisition of the station. They requested oral argument on the proposed decision, which was issued July 1 [Broadcasting, July 7]. They contended that Medford Radio would have been legally qualified to make the purchase under the FCC's interpretation of the Avco Rule and therefore was not in competition with it.

In its offer to meet the Gibson delivery to Mrs. Virgin of $20,900 worth of stock (33.4%), they contended, Medford actually was offering only 8.4% of its own stock. They argued that this would have a book value of only $5,255.

The exceptions were filed by Frank Roberson and Russell Rowell of the Washington law firm of Spearman & Roberson, Washington counsel for Mrs. Virgin and Gibson Broadcasting.

Gibson Broadcasting is principally owned by Luther E. Gibson (66.6%), owner of KHBU Watsonville, Calif. KMED is on 1440 kc and has a larger format with more records. The purchase price is $250,000 aside from the stock transfer.
WGAY Says Programs No FTC Affair

Answers WWDC Charge
On Broadcasting
Race Results

WHILE the Federal Trade Commission continued to ponder its course of action, WGAY Silver Spring, Md., last week contended that the FTC should refuse to issue the cease and desist order desired by WWDC Washington [BROADCASTING, June 23] because: (1) FTC has no jurisdiction over the subject matter; (2) the FCC is the sole and exclusive governmental agency for the overall review of program service; and (3) on their merits, the facts stated do not justify the issuance of a complaint.

WWDC complaint was directed against the carrying of horse race information by WGAY on the ground that such information is being used by the community's gambling element, and that further ground that this type of broadcast constitutes an unfair trade practice.

In a reply filed Monday with FTC, WGAY says it discussed its policy with the Montgomery County Chief of Police, the Silver Spring police, and the State's Attorney's office at Rockville, Md., prior to inaugurating the broadcasts and was advised that there would be no objections. In fact, says WGAY, Walter W. Dawson, the State's Attorney's office even added that "the folks in this area would like to have this information."

Still No Objection

On June 25, following the filing of WWDC's complaints, WGAY says it again contacted these same officials and were again advised that there was no objection. Therefore, says WGAY, it appears that the police have "(1) received no adverse comment or criticism; (2) do not sustain WWDC's charges that these programs are being used by the gambling element, and (3) not only have no objection to these shows but believe they are of interest to the residents."

As further proof of this last point, the statement cites the July 18 issue of the Maryland News which states that 56% of those polled in Montgomery County (where WGAY is located), favored the establishment of a race track which would permit pari mutuel betting.

The station says it has been advised that Maryland has as many race tracks as any other state in the U. S. and adds that Silver Spring residents place bets and frequent such nearby tracks as Laurel, Fimlico, Havre de Grace, Bowie and Marlboro. Thus, according to WGAY, broadcasting of these results is of interest to a substantial part of its listeners.

In response to the charge that race results are used by persons interested in the "numbers game," WGAY says it has no knowledge of this and contends that "the possibility that this information may be used for an illegal 'numbers game' should not determine the propriety of the broadcast."

'Numbers' Tie-in

The station says it conferred with Lieut. Blick of the Washington Police Dept. after filing of the WWDC complaint and was advised that "numbers games" in the past have utilized reports of stock exchange sales, Treasury Dept. figures, and have even determined winners by shaking dice or balls.

Thus, says the statement, it appears that the "numbers game" exists not because of race results, but independently, and the possibility that these results might be used should make their broadcasting no more illegal than airing of stock market quotations.

As proof of the popularity of race results, WGAY reminds the FTC that they are also aired by WOL, Washington and WEAM Arlington, Va., both serving the Washington area.

WWDC's accusation that the broadcast of race results constitutes an unfair trade practice also draws a denial in the WGAY statement. "It would appear from the application for complaint," says the statement, "that WWDC has scruples which prevent it from engaging in similar activities at this time. However, Petitioner is advised that prior to July 1946, WWDC broadcast horse race results in a manner similar to that now employed by WGAY, WOL and WEAM."

In WWDC's application for FM facilities, questions were raised regarding its "general program service and policies," and a proposed decision was announced denying WWDC an FM station. The station subsequently revised its program policies and received a grant [BROADCASTING, Aug. 15, 1946]. But according to WGAY, WWDC's policy changes "were not dictated by the FCC but were prompted by the action of WWDC. Any inference that horse racing results were abandoned because of an FCC decision," says WGAY, "is not in accordance with the facts."

Cites FCC

Attention of the FTC is called to the "public interest, convenience, and necessity" section of the Communications Act of 1934 by which the FCC determines whether a station's license shall be renewed. In line with this, the statement cites the FCC decision of June 24, 1947, involving application for FM facilities by WMEX Boston [BROADCASTING, June 30].

In this case, the programming of WMEX was considered in detail, particularly the sports broadcasts and horse racing programs. According to the statement, the Commission in its conclusions "based its decision solely on the ground that WMEX was not financially qualified to operate the proposed facilities."

Thus, contends the statement, "the Commission has not determined that the broadcasting of horse racing results violates the public interest, convenience and necessity" of the Communications Act. On the contrary, the inference can be drawn that the broadcasting of these results is not forbidden since in the WMEX case no reference was made to such programs in the conclusions."

Actually, the final FCC decision did not make reference to program policies, but the earlier proposed decision added that "a second and separate ground for our proposed denial...is the FCC's proposal for programming of this applicant."

'Sole Judge'

Also cited by WGAY is Section 326 of the 1944 Communications Act. By this, says the statement, "Congress intended that (1) the license of radio facilities should be the sole judge of which particular programs should be broadcast and (2) that it was not deemed advisable to confer upon a governmental agency the right of censorship."

Neither the Federal Trade Commission Act of 1914 nor any other basic act, contends WGAY, confers any greater power upon the FTC than has been given by Congress to the FCC.

The statement then warns the FTC against taking jurisdiction in the matter, contending that such action "would be a dangerous precedent since a logical extension of this philosophy would give the FTC the right to examine the content of every program produced over the air."

Tennis Match Telecasts
Sponsored By U. S. Rubber
U. S. RUBBER Co., Akron, O., on Aug. 9-10 will sponsor the telecasts of the semi-finals and finals of the Eastern Grass Court Tennis Championships direct from the Orange Lawn Tennis Club, South Orange, N. J., on WABD New York and WTTG Washington, DuMont video stations.

In televising these matches, U. S. Rubber said that a new type of Image Orthicon camera which produces greatly improved pictures and provides better photo coverage will be used for the first time. The new camera has four lenses mounted in a turret which enable the operator to switch instantaneously from over-all shots of quick close-ups without loss of picture sequence. U. S. Rubber agency is Campbell-Ewald, New York.

IT WAS GOOD NEWS for Washington television set owners when this group got together. Making final arrangements for sponsorship of all home football games of Georgetown U. and George Washington U. from Convention Stadium over WMAL and WMAL-TV (1 to r, seated): Joseph M. Zamoiski, sales manager of Columbia Wholesalers of Washington, sponsor, and Alvin Ehrlich, of Kel, Ehrlich & Merrick, Washington agency handling the account. Standing (1 to r), Sam Cook Digges, of WMAL sales staff; Kenneth Berkeley, WMAL, WMAL-TV general manager; Ben Baylor, WMAL sales manager.

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At Deadline...

REVERSALS BY FCC IN PROPOSED GRANTS

FCC REVERSED its proposed grants in two final decisions issued Friday in AM hearing cases.

WJPS Inc. received grant for 1330 kc with 5 kw day and 1 kw night at Evansville, Ind., in preference to Tri-State Broadcasting Corp., originally proposed grantee [BROADCASTING, April 7]. Fact that Frank E. McKinney, ABC Vice President Robert H. Hinckley and other Tri-State stockholders have interests in three other Indiana outlets was one reason for preference for WJPS. Another: Stockholder Hinckley's network position. WJPS owns by Robert S. Davis and J. Porter Smith, WGRG Louisville stockholders, and Jesse L. Kennard, oil producer. Chairman Denny and Comr. Jett voted for grant to Tri-State.

Radio Fort Wayne was granted 1450 kc with 250 w fulltime at Fort Wayne, Ind., and Commentator Arthur S. Feldman's Community Broadcasting Corp., which won proposed grant [BROADCASTING, May 5], was given denial along with legislator Homer Heaver, third applicant. Local ownership was major reason for preference of Radio Fort Wayne, owned equally by Merlin H. Smith, Charles A. Sprague, and Glenn R. Thayer. Station not to start until WGL Fort Wayne moves from 1450 to 1250 kc. Comrs. Durr and Hyde voted for grant to Community. Comr. Walker did not participate.

AM RENEWALS ANNOUNCED

REGULAR license renewals for 23 AM stations and temporary extensions for 13 announced by FCC Friday. Commission disclosed that renewals for KBIO Burley, Idaho, and WGL Galesburg, Ill., being held up for study of information requested relating to Communications Act's prohibition against transfers without FCC approval.

Renewals, all to Aug. 1, 1960: WJGB WHN WBAP -FM WFTL WJW LLH KNAA WBGK KCOF KRCU KTMG WBDR WHAL WJZC KELO WMBC KEIN WIRA KMKL WWJ-WAUX.

Temporary extensions, all to Oct. 1 this year, with reasons assigned by FCC: KFI KLZ LAWL, pending receipt of information requested and further accounting study; KKN WGNH KGKL, pending study of applications filed in July; KRE, pending further engineering study; KBIO WOIL KTRC KFDW WELM, pending study or receipt of information requested; WCTT, pending receipt of renewal application.

PROPOSED UTAH STATIONS

PROPOSED GRANTS for two new Utah stations announced Friday by FCC. In one case Commission proposed (1) to authorize Lester R. Taylor, Provo businessman trading as Mid-Utah Broadcasting Co., to use 1450 kc with 250 w fulltime at Provo, and (2) to deny request of Dan B. Shields, trading as Utah Valley Broadcasting, for same facilities. In second case, FCC anticipated (1) grant to United Broadcasting Co., headed by Arch G. Webb, for Ogden operation on 1400 kc with 250 w fulltime, and (2) denial of Ogden Broadcasting's application for identical assignment. Comr. Durr did not participate in decisions.

SEVEN NEW AM STATIONS RECEIVE FCC AUTHORIZATION

GRANTS for seven new AM stations, including seventh outlet for Atlanta, announced by FCC Friday:

BROOKLYN BROADCASTING, Inc., Atlanta: 860 kc, 1 kw, day only. On condition that Alvin Robinson direct himself in unison with parent, WOR Atlanta or seven connection with Radio Atlanta.

Eagle Broadcasting, Inc., Opelousas, La.: 910 kc, 1 kw fulltime, DA night.

Martin Broadcasting, Inc., Harrison, Christian Church, Zionsville, Ind.: 920 kc, 5 kw, daytime, operating from 11 a.m. to 1 p.m. and 3-6 p.m. Sundays, starting with WATT Chicago. (WATT was granted license renewal and license modification to change hours from limited to Dallas sunset, to limited to Dallas sunset except hours used by new Zion operation.) Comr. Walker voted for hearing on associated applications.

Southwestern Broadcasting Co., North Little Rock, Ark.: 1550 kc, 1 kw, day only.

Nolan Hallowell & James E. McKeen doing business as Home Appliance Store, Susanville, Calif.: 1450 kc, 1 kw, night only.

Raymond L. Prescott Jr. & Henry L. Wilson doing business as KABS & KAKS, Galilea. Tenn.: 740 kc, 250 w, day only.

Columbia Broadcasting Co., Ephrata, Wash.: 730 kc, 250 w, day only.

5 NEW FM CONDITIONS AUTHORIZED BY FCC

CONDITIONAL GRANTS for five new FM stations and CP for noncommercial FM operation announced by FCC Friday. Iowa State College's Ames received noncommercial permit. Conditional grant was signed to KBOA Kennett, Mo., for Class A station (proposed assignment 92.1 mc), and for following Class B: WRHI Rock Hill, S. C. (in lieu of Class A previously granted); Meridian Broadcasting Co., Miamisburg, Ohio; Columbus Radio Co., York, Pa.; Earl C. Hankamer, Houston. FCC proposed assignment of 92.7 mc to Copley Press at Joliet, Ill., previous grantee. It granted WTIV (Ga.), Telegraph Publishing Co.'s request to vacate previously issued grant since Telegraph has acquired 16% in WXNW Macon, Class B permittee. Application of Suffolk Broadcasting Corp., Coram, N. Y., for Class B 

AM FACILITIES GRANTED

GRANTS for improved facilities for four existing AM stations announced by FCC Friday: WAGE Syracuse, for conditional grant to increase power to 660 kc from 5 kw day and 1 kw night to 6 kw fulltime, DA night; WMBD Peoria granted similar increase on 1470 kc; KGJF Los Angeles authorized to increase from 100 to 250 w on 1230 kc, using increased power only when KPPO Pasadena not operating; WBUW Eugene authorized to change from 1190 to 1450 kc and operate fulltime instead of day only (250 w).

AMERICAN TOBACCO TV

AMERICAN TOBACCO Co., New York making television debut this fall as sponsor of 10 telecasts of East Coast college football games on WNBV New York and seven midwestern games on WBKB Chicago. Also planning visual spot campaign, reputedly to go on every commercial video station in country. Agency is N. W. Ayer & Son. Still unsettled is prospect of selling in WNBW Washington for eastern games. Spot campaign placed by Foote, Cone & Belding, American's regular agency.

WORD SPARTANBURG UNDER NEW OPERATION

SPARTAN RADIOCASTING Co., headed by Walter J. Brown, president and general manager, Friday took over ownership and operation of WORD Spartanburg, S. C., following FCC approval last month [BROADCASTING, July 14]. Other stockholders are Spartanburg Herald-Journal and James F. Byrnes, former Secretary of State, Mr. Brown, Philip Bucheli, Herald-Journal publisher, and D. S. Burnside comprise Board of Directors. New station manager is J. W. Kirkpatrick, former assistant general manager of WSFA Spartanburg and more recently with WTN Augusta.

Purchase price was $55,000 plus $25,000 for FM equipment. J. M. Bryan, first vice president, Jefferson Standard Life Insurance Co., and former WORD owner with Smith Davis, was in Spartanburg to complete transaction.

DELEGATES TO HEAR FM

FM demonstration to be staged Wednesday night at telecommunications conference in Atlantic City for foreign delegates at request of U. S. delegation. In charge will be C. M. Jackson, of NAB, previously with Edwin H. Armstrong, FM inventor. Program from Alpine, N. J., to be fed to WBAB-FM Atlantic City and picked up at Ambassador Hotel, 8:30 p.m. Similar demonstration to be staged at NAB convention in September.

WORLD NETWORK SESSION

WORLD network radio proposals will be examined by committee of experts meeting soon in Paris. Lloyd Free, special assistant to director of Office of Information & Cultural Affairs to represent United States.

Closed Circuit

(Continued from page 4)

nomenclature for governmental operations continues. Commission cannot be divided into divisions but should be separated into sections.

NAB's Atlantic City Conventioners destined to get more than bargained for Convention week Sept. 15. International Telecommunications Conferences which began in mid-May were to be terminated by about Sept. 1. It's now practically certain some sessions will overlap NAB Convention week. Thus, in addition to expected 3,000 Dealers, there will be practically quorum of FCC, and some 800 of world's telecommunications experts representing 71 nations on hand.

WIDELY REPORTED but devoid of official confirmation are reports that: (1) George Bigger shortly will resign as general manager of WNBC, Indianapolis News-owned Mutual outlet; and (2) acceptance of post by Ken Church, general manager of WCKY Cincinnati.

SMITH DAVIS, head of Smith Davis Corp., newspaper and radio finance operation, will get Fortune biographical treatment in upcoming issue as David Harum of radio and newspaperdom, having swung more sales transactions than any other individual.

COMPRENDEUM of statements by leading industry elements at recent White Bill hearings now in works. Understood cost of publication will be shared by networks and NAB, with networks underwriting cost of publication and NAB handling distribution of document.

BROADCASTING • Telecasting
NOVELTY MUSIC...

The love of music in all its varieties is part of the great American heritage. Broadcasting, in meeting its obligations, has developed musical units of all types, including those specializing in the unusual. The KMBC Tune Chasers, masters of a distinctively styled type of novelty music, featuring a musical washboard, fulfill the inner cravings of those in the Heart of America who like their music bordering the unusual. Yes, KMBC constantly is alert to the development and presentation of artists like The Tune Chasers...artists who have performed with the Kansas City Philharmonic Orchestra...washboard and all.

—KMBC of KANSAS CITY
Free & Peters, Inc.
All signs point to

... Advertisers who know where they want to go in a sales way follow well-marked trails, are guided by trustworthy signs along the way.

Two such signs which advertisers observe in choosing stations for their radio advertising are "Programs" and "Audience."

The "Program" signpost points straight at WKY. In 30 counties adjacent to Oklahoma City in which Audience Surveys, Inc. conducted a diary study, WKY programs were rated top favorites by listeners 93.3% of the time. You would expect the "Audience" sign to be pointing toward WKY, too, with this kind of programming. It does. The average WKY program attracts 41.8% of all sets in use in those 30 counties, and that's a three-times greater share, on the average, than that of any other station heard in the area.

If you observe these trustworthy signs, and others, too, you'll arrive at WKY as your choice of stations to do your selling job most profitably in Oklahoma.