Edward Cassidy and his brother George farm 332 acres north of Berlin, Wisconsin, a farm that has been in the Cassidy family for four generations. Most of the land is in hay to feed their large dairy herd—producing about 45,000 pounds of milk a month. In addition to their farming, the Cassidy brothers have two refrigerator trucks, haul three loads of milk daily from neighboring farms.

Each family has its own house. Edward and his wife Adrienne have two youngsters, Leo, age 8, and Mary, age 10. The whole family have spent all their lives on farms—Edward has been working the home place for 26 years. When Mrs. Cassidy started teaching school in 1925, one of the things she missed most was the family radio, for her boarding home had none. Consequently, her only listening was the WLS National Barn Dance when she visited home on weekends.

The Cassidys are regular listeners to all WLS programs. They depend on us for markets and news; they never miss the National Barn Dance. They plant and harvest by WLS weather reports—last winter the men saved a day’s hard work shoveling, because they left their neighbors extra milk cans after hearing a WLS storm warning. Mrs. Cassidy tunes in Martha’s and Helen’s Feature Foods program every day, and Mary’s school listens regularly to WLS School Time. The family has saved every WLS Family Album since 1929. They’re all taped and mended now, almost worn out from hours spent looking through them.

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It is on the thousands of families like the Cassidys that WLS microphones have been focused for over 23 years. It is our intimate interest in their life, their work and their problems, the service and entertainments we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.
One contract after another for 17 years without a break — and still going!

Durkee-Mower, Inc., makers of Marshmallow Fluff, are charter members of the group who tried network broadcasting when networks were young and much smaller. This was in October, 1930.

It was true then as it is today, that selling is local. Durkee-Mower, Inc., realized that it takes a local station to do a good selling job in any market — and that it takes a large group of local stations to do a complete selling job in New England.

Marshmallow Fluff has been for many years the sales leader in its field. There is no doubt that this success is largely due to a sound advertising policy consistently followed throughout the years.

The Yankee Network has shared in this success story for 17 years because Yankee home-town stations, more than any other group, provide the complete coverage, with local impact, necessary for most effective selling in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

U. S. BREWERS' Foundation Inc., now headed by radio wise, able Frank Mason, former NBC vice president and ex-president of INS, will move in on anti-beer campaign of Rev. Sam Morris and other hard crusaders. WFAA, Dallas 50,000-watter, dropped beer advertising in 1945, and other stations refuse such business either because of company policy or anti-alcoholic advertising crusade of blue- nomers. Mason approach is that as long as beer is legal, it is advertiseable.

NAB TO GET advertiser-agency reaction to committee version of proposed Standards of Practice. Judge Miller and Harold Fair, NAB Program Dept. head, meet in New York Tues- day with officials of Assn. of National Advertisers and American Assn. of Advertising Agencies. With President Miller anxious to have full airing of code on convention floor, extensive revision may be found necessary. Good guess for date of final approval: Board meeting in early January.

BENTON & BOWLES, New York, reportedly seeking daytime serial for possible sponsor- ship by Procter & Gamble newest soap prod- uct, "Tide." Product currently using spot test campaigns but will likely go into daytime radio next fall.

OCT. 1 starting date for proposed FCC reor- ganization along divisional lines (BROADCAST- ing, July 21) evidently goes a-glimmering. International Telecommunications Conferences at Atlantic City will keep three commissioners preoccupied at least until last week in Sept- ember. Other commissioners want full free and open discussion, not being satisfied that four-man plan on three divisions is anywhere approaching optimum solution.

HEALTHY trend in radio advertising will be shown when NAB completes present study of station logs. Understood survey will revel two-thirds of all announcements come from local retail accounts, with one-fourth regional and national business and one-tenth sustaining. No significant difference shown in announce ment business of affiliate and nonaffiliat e stations.

FRANCE may change from state-controlled radio to private operation within year. Grow ing irritation apparent among French listen ers at poor quality of present French programs, patterned after BBC. French radio before war was well regarded, but refused cooperation on program interchange unless post-war system was state-owned.

ANY EAR inclined toward headquarters of trade associations can pick up whisperings of surprise in store for delegates at mid-September meetings of NAB and FMA. Former hints at possible debut of big Hollywood film, new television techniques, important forum on vital

U. S. ARMY and Air Force recruiting service beginning Sept. 27 through Nov. 8 will spon- sor football game of week on ABC, Saturday afternoons. Harry Wismer, ABC director of sports, will describe games. Agency is N. W. Ayer & Son, Philadelphia.

FRIDAY'S AFRA convention sessions in New York enlivened by brisk discussion of inter views on record shows. Interview format de fended by Rush Hughes, KXOK St. Louis rec ord m. c. and AFRA delegate. Action on Lea Bill postponed until Sunday at request of Henry Jaffe, AFRA attorney.

GARRY MOORE, formerly teamed with Jim mic Durante on Rexall Drug Co. show, named m.c. of Take It or Leave It, sponsored by Eversharp through Blow Co., Sundays, 10-10:30 p.m. on NBC, replacing Phil Baker effective Aug. 31.

NETWORKS SIGN CONTRACT WITH WRITERS GUILD

COPIES of contract between Radio Writers Guild and four major networks, dated Aug. 1 [BROADCASTING, Aug. 11] have been returned signed to RWG, Roy Langham, executive sec retary, announced Friday.

Negotiations on residual—and most impor tant—issues will be resumed Sept. 3, Mr. Langham disclosed. These include author's rights to original material, and minimum fees.

CBS GOLD MAGIC

FRANK E. MULLEN, NBC executive vice president, was weaving through Cape Cod traffic trying to catch the Nantucket ferry last week-end, his comely wife holding her hat. He was stopped by a traffic officer, who asked usual ques tion about going to a fire, while writing out a ticket. Mr. Mullen, fumbling in billfold for identification, handed over geld-edged pass. The law smiled and waved him on. Mrs. Mullen looked at the magic pass and gasped. It was admis sion card to CBS studios.

BUSINESS BRIEFLY


BUYS CLUB SEGMENT • Toni Co., St. Paul (home permanent) Sept. 1 begins 9-9:15 a.m. segment of Breakfast Club, Mon. through Fri., on full ABC network. 52 weeks. Agency, Foote, Cone & Belding, Chicago.


INSTITUTE TESTS • Industrial Training Institute, Chicago, currently testing five minute transcribed shows on select midwest and western stations with extensive national spot planned for fall. Before war sponsor used as high as 250 outlets. Agency, James R. Lunke & Assoc., Seattle.

P & G SINGER • Procter & Gamble Co., Cin cinnati, returns Jack Smith show to CBS Aug. 25 after summer hiatus, Mon. through Fri., 7:15-7:30 p.m. Agency, Dance-Fitzgerald-Sample, New York.

DISC JOCKEYS MEET

FIRST convention of National Assn of Disc Jockeys, held Friday in Chicago, resulted in election of Barry Gray, WOR New York, as national chairman. Other officers: Hugh Doug las, WCFL Chicago, vice-chairman; Bill Ley den, KMPC Los Angeles, secretary. Convention attended by 75 disc jockeys, who were guests of Universal International Pictures as promotion for forthcoming picture on disc jockeys. Group voted to establish state and local chapters and to hold national convention annually.

EXPANDS CAMPAIGN

INTERNATIONAL SHOW Co., St. Louis, (Conformal Show Co. Division) through Guil ford & Eddy, New York, in expanding radio, buys two women's participation shows on WGN Chicago and KDKA Pittsburgh. Spot an nouncements to be added in six markets.

BROADCASTING • Telescating
That grand and glorious day when Mid-America finds itself on the 8-Ten spot is just around the next corner. Everybody's talking about the KCMO teaser campaign of newspaper ads, motion pictures, outdoor posters and direct mail. Talking about—and looking forward to—the day when KCMO zooms up with

50,000 watts by day... 10,000 watts by night... at the 810 spot — right in the middle of the dial — for better, clearer listening!

KCMO
Kansas City, Missouri
Basic ABC for Mid-America

National Representative: John E. Pearson
A LEADING OMAHA DEPARTMENT STORE STARTS EIGHTH YEAR OVER KOIL

Specifically tailored programs directed at specific groups of buyers—this is the formula used for Thomas Kilpatrick & Company over KOIL. And these programs "bring results," says Miss Green, advertising manager.

Built around the daily noon news and the Sunday 6:00 P.M. news, a well-planned spot campaign featuring the right departments at the right time is directed toward regular and seasonal shoppers. A fifteen minute program of seasonal nature (at present, "Let's Take A Vacation") is spotted in KOIL's high-Hooped Saturday morning and uses live talent to capitalize on shopping moods of the day.

Tailor-Made Programs Bring Results!
And a quick check will convince you that in the Omaha and Council Bluffs area, it's KOIL, for audience-wise programming and promotion know-how. Add to this, KOIL's large and loyal audience, and you have a combination that brings you sales results everytime.

W. J. NEUMANN—STATION MANAGER
Charles T. Stuart—Pres. & Exec. Dir.

EXECUTIVE OFFICES—STUART BLDG.
Lincoln, Nebraska

TAKLE-MADE Programs Bring Results

BROADCASTING

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Editor and Publisher

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PROMOTION

WINFIELD H. LEVY, Manager
Betty Beckautin.

NEW YORK BUREAU
360 Park Ave., Zone 17, Plaza 8-8585

EDITORIAL: Edwin H. James, New York Editor: Florence Small, Irving Marder, Patricia Ryden, Helen Brain; Bruce Roberts, Senior Associate Editor. ADVERTISING: S. J. Paul, Advertising Director: Martin Davidson.

CHICAGO BUREAU
380 N. Michigan Ave., Zone 1 Central 4115
Fred W. Sample, Manager; John Osborn.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, Hlywood 8181

David Glazman, Manager; Ralph G. Teichman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. E.Lapis 9176
James Montagno, Manager.


SUBSCRIPTION PRICE: 75.00 PER YEAR. 25c PER COPY

BROADCASTING * Telecasting
It's kind of provoking to whistle at a cute pup and have the pooch just sit there and listen. True, he shows interest, but no action! And no doubt, if a listener survey were conducted on the spot, he'd be tabulated as "tuned in" to your whistle.

Some station audiences are like the pooch. But KSFO's audience is an action audience . . . double action. They listen and respond!

Take KSFO's Faye Stewart show for example: One offer of a recipe booklet and Faye's returns led all other stations whether measured by the cost-per-return or total number of requests.

Department stores, banks, clothiers, realtors and scores of others renew KSFO schedules time after time. The makers and sellers of candy, beverages, books, insurance, furs, cosmetics, soaps and food buy KSFO because our double action audience responds!

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.
We took an hour

"A classic story like 'Carmen'"
in "Studio One"...

We began* with material we could be sure of. A classic story like "Carmen." A new one like "To Mary With Love." A play like "Bill of Divorcement." In every case, dramatic material: tested, established, certain in quality.

We got for it a devoted attention to pace and punch; brilliant, fluent, radio production...certain in quality: Fletcher Markle, the producer; Agnes Moorehead, Everett Sloan, and dozens of other top performers, the actors.

And we took a full hour. Time to develop the full impact of the drama, the full measure of its action and people.

We called the program "Studio One"; a fresh concept of dramatic quality in radio...

...and captured the country!

"Studio One" doubled its audience in 60 days!

And did it, slotted against the top comedy program on the air, against the regular seasonal decline in "ratings."

Just as significant...here was something on which the New York Herald Tribune, PM and Billboard could all agree! They said here was great radio...as did everyone else! "...ambitious and intelligent drama." "Sloan's portrayal every bit as good as Barrymore's..." "Mighty bold...adult radio."

Adult and popular! 60 minutes of radio that holds a great audience enthralled. 60 minutes of focussed listener attention: a super hour for a sponsor who wants to go deep into the American mind; who wants to turn listeners into friends, and friends into customers...fast!

*Only three months ago

A CBS PACKAGED PROGRAM
Feature of the Week

KTYL's drive-in station

A UNIQUE audience of about 1,000 a week attend the programs of KTYL, Mesa, Ariz., viewing them from a parking lot through a large plate-glass window. KTYL is believed to be America's first drive-in radio station.

The parking lot accommodates 45 cars, and is often filled to capacity. Parkers can listen to the programs through a loudspeaker, thus they are enabled to see and hear live talent programs in the comfort of their own automobiles.

Sellers of Sales

“TELEVISION has already been developed to a point of technical practicality,” Herbert (Herb) Leder, director of television for Benton & Bowles, New York, has cautioned, “and any apathy on the part of the agencies in this new medium would be definitely unhealthy both for themselves and their sponsors. The networks have marched ahead vigorously and the agencies that adopt attitude of a dilettante will fall far behind,” Mr. Leder said.

Obviously, under Mr. Leder’s supervision, Benton & Bowles’ television department has not fallen “far behind” but is forging ahead with many a “first” to its credit.

Among those “firsts” attributed to Mr. Leder is the filming and recording of television commercials and programs for air check. Another is the innovation of telecasting animating jingles for General Food baseball broadcasts.
AVAILABLE NOW!

Announcements or quarter-hour sponsorship

THE TOMMY DORSEY SHOW

3:30 - 4:30 p.m.

Mondays thru Fridays

An exclusive Intermountain Network program in Utah, Idaho, Wyoming, Montana—The Tommy Dorsey show is a big-time disc jockey musical. It stars that Sentimental Gentleman, Tommy Dorsey, the greatest and most popular band leader in the country—plus the top stars of radio, stage and screen as his guests.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodell, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
As every time-buyer knows, 56.9% of the entire Iowa nighttime radio audience “listens most” to Station WHO, Des Moines.* Perhaps less well known is the fact that WHO’s Iowa Barn Dance Frolic, a big-time Saturday-night live-talent show, is rated by the entire Iowa audience as 29th among the 100 best-liked programs in the State*—just below “Take It or Leave It”—and has a Hooperating of 21.4 for Des Moines only.**

The Iowa Barn Dance Frolic is just one of the many extremely popular local programs which WHO offers, through F&P, to radio advertisers who see the value of spot radio.

National-spot is Bull’s-Eye Radio. It goes straight to the target you choose, without waste. Shall we tell you what’s available—now—on any or all the top-notch stations listed at the right?

New Census Stresses West Coast Gain
Bureau’s Figures Show 34% Rise in Pacific States
(Census figures on page 14)

OUTSTANDING FACT in the Census Bureau’s estimate of U. S. population as of July 1, 1946 is the great westward movement of civilian population between the last census (April 1, 1940) and the current census. The movement, according to the new figures released on Friday by J. C. Capt, director of the Census Bureau, brought about an estimated increase of 33.9% or about 3,281,000 in the Pacific states (California, Oregon, and Washington). Remainder of the U. S., meanwhile, increased about 3,712,000 or only 3% of the 1940 population.

Individually, California’s gain of about 2,485,000 was the largest of any state. Other large gains included Michigan with 797,000, Ohio with 594,000, Washington with 435,000, Texas with 419,000, Oregon with 361,000 and Florida with 356,000.

The change between 1940 and 1946 was relatively small in 27 states, differing only 5% or less from the last census. Five states had comparatively large losses topped by North Dakota with a loss of 16.5%. Summarizing the remaining 16 states and the District of Columbia, six increased between 5 and 10%, five added between 10 and 20%, and the last five, plus the District of Columbia, increased more than 20%.

Increase in Births
There were 9,160,000 more births than deaths during the six-year period, which would indicate an average increase of almost 1,500,000 per year. Despite this natural increase, however, 17 states lost civilian population, partly because some were still in the armed forces on July 1, 1946 or had died before that date, but mostly because of the large volume of interstate migration; 12 other states which showed an increase of civilian population from 1940 to 1946 had a net out-migration which wasn’t as great as their natural increase.

In these 29 states, there was an out-migration of more than 4,500,000, while in the remaining 19

Bristol-Myers Radio Success Story
See page 15

Cut of TV Channel One to Draw Fire
Proposal of FCC Would Reduce Television Availabilities
REALLOCATION of Television Channel 1, cutting the number of video channels from 13 to 12 (Broadcasting, May 26), was proposed by FCC last week.

The plan was considered sure to draw the fire of Television Broadcasters Assn. as well as independent video operators and manufacturers.

It was accompanied by a proposed revision of the Commission’s city-by-city channel allocation chart which would lop one channel off the availabilities in six cities, including Chicago. Allocations in 11 other areas would be affected by the changes.

The proposal is designed to eliminate the present plan of sharing television frequencies with other services, except on Channels 7 and 8. The Commission held that “there is no practicable sharing arrangement which will not cause serious interference to television reception.”

Disposition of Channel 1
Channel 1—44 to 50 mc—would be allocated to non-government fixed and mobile services instead of video. It would be used by police, fire, highway maintenance, special emergency, transit utility, forestry conservation, and similar radio services.

There is no station now on Channel 1 and only a single grant for that frequency is outstanding. That is held by Broadcasting Corp. of America (BRO), of Los Angeles, Calif., which would get No. 6 under the new plan.

The Commission specified that written opposition to the proposal would be accepted until Sept. 15 and that oral argument, if justified, would then be called. Observers felt there was no question that there might be opposition from television broadcasters, and probably also from representatives of the other services.

TBA's Contention
TBA had contended, for example, during the FCC-industry engineering conference on problems involved in sharing frequencies, that television should be given additional space, not less, and Allen B. Du Mont Labs specifically requested 10 new channels in the 108-174 mc area. Some of the mobile service users and manufacturers, on the other hand, contended that television must give up at least one channel if the interference problems in the 42-88 mc area were to be solved (Broadcasting, June 16).

FCC in announcing its proposal said that “possibilities of interference to television from such sources as harmonic radiations, television receiver response to stations on intermediate or image frequencies, and television receiver oscillator radiations are engineering equipment problems which the Commission expects can more properly be solved by equipment development rather than further revisions of frequency allocations.”

The Commission also specified that the 72-76 mc band “is to be limited to use by the 75-mc aeronautical marker beacons and to fixed circuits on an engineered basis with the view to avoiding adjacent channel interference to television broadcasting. Radio stations presently authorized in the 72-76 mc band will be permitted to continue for a five-year period.”

The proposed revision of channel allocations to various metropolitan districts involves changes for 17 communities, six of which would lose one channel each. Communities affected by the proposed changes are as follows (channel assignments are for metropolitan stations unless otherwise noted): Bridgeport, Conn.—Would have no channel, No. 1 (community) being eliminated.

Canton, Ohio—Would have No. 2 (metropolitan) instead of No. 1 (community).

Chesapeake, Va.—Would have Nos. 2, 4, 5, 7, 9 and 11 instead of Nos. 2, 4, 5, 7, 8 and 11.

Cleveland—Would have Nos. 2, 4, 5, 7, 9 and 11 instead of Nos. 2, 4, 5, 7, 8 and 11.

Dayton, Ohio—Would have Nos. 1, 2, 4, 5, 7, 9, 11 instead of Nos. 1, 2, 4, 5, 7, 11.

Fall River, Mass.—Would have No. 4 (community) instead of No. 1 (community).

Hazleton—Would have No. 6 (community) instead of No. 4 (metropolitan).

Manchester—Would have No. 10 (community) instead of No. 1 (community).

Racine-Kenosha—Would have No. 13 (metropolitan) instead of No. 1 (community).

Riverside, Calif.—Would have No. 6 (community) instead of No. 1 (community).

Sacramento—Would have Nos. 2, 3, 8 (Continued on page 88)
AFRA to Back AFL
In Taft Law Fight

Radio Artists’ Convention Hears
PEA, Join Move to Repeal

GEORGE N. DILLER, executive secretary of the American Federation of Radio Artists, indicated last week that the union’s 27,000 members will throw their full weight into the AFL’s fight against the Taft-Hartley Laws. He termed “...the most vicious antilabor bill ever conceived by any national legislative body in this country.”

Mr. Heller spoke Aug. 14 at the opening of AFRA’s tenth annual convention at the Hotel Astor, New York. He declared that in view of new labor legislation the union is obliged to become politically active “...whether we like it or not.” Mr. Heller continued “...and we may as well realize that if we do not want to be stripped of our rights as working people we will have to exert our utmost effort to preserve our union by working in close cooperation with the AFL in its fight to repeal the Taft-Hartley Law.”

Mr. Heller traced the work of AFRA, in cooperation with officials of the AFL, the Radio Writers Guild and the Radio Directors Guild, in acquainting the American public by radio with labor’s side of the Taft-Hartley Bill before it became law. He said that almost $400,000 was spent for radio time on MBS and ABC in this desperate but vain effort. Cause Will Unite

The common cause of the entertainment unions in seeking repeal of the Taft-Hartley Law should hasten the unification of AFRA, the Actors Equity Assn. and the Screen Actors Guild into a single union, Mr. Heller predicted. He said this goal also would be brought about by AFRA’s increasing interest in the entertainment unions in television. The tentative video report of the wages and working conditions conference for the AAAA Television Committee was to have been submitted later in the AFRA convention, which continued through yesterday (Aug. 17). The latter committee was appointed by AFRA’s national board to settle jurisdictional issues involved in organizing video employees.

Mr. Heller traced the growth of AFRA, finding that its first convention in St. Louis in November 1938, when 25 delegates attended, to the present conference—first to be held in New York—with an attendance of 211 delegates from 29 states.

A treasurer’s report read by Ben Grauer showed AFRA’s gross income for the period ending April 30 was $327,077. Assets were listed at $195,575, 95% of which were in the form of unincorporated deposit, with the balance in the bank. The balance of $37,500 in the bank was $574,09, representing a surplus of $176,564.91.

Friday’s convention sessions were devoted to a report of the Phonograph Recording Committee, CUT PURCHASES A 45% INTEREST IN KQW

SALE of 45% minority interest in KQW San Francisco by the Brunton brothers and C. L. McCarthy to CBS for approximately $900,000 was consummated last week following word from the FCC implying that such a transaction would not be in conflict with its regulations (CLOSED CIRCUIT, Aug. 11).

Under the transaction, which specifically will preclude CBS participation in program direction of KQW, the Bruntons and Mr. McCarthy will continue to direct station operations.

As a sequel, CBS proposes to sell its 45% minority interest in WAPT Birmingham to the present majority stockholders, Ed Norton and Thad Hold, for approximately $80,000.

The contracts as to both transactions will be filed with the FCC but, since they would not entail a change of control, presumably will not require approval.

Ayers Joins T-H-S
J. S. “JIM” AYERS, previously on the sales staff of WQAC Augusta, Ga., has been named to head the Atlanta office of Taylor-Hovey-Snowden Radio Sales, effective Sept. 1. Prior to his association with A-H-S, Mr. Ayers was with the Atlanta office of Headley-Read and in the national advertising department of the Atlanta Journal.

T-H-S also announced last week the addition of two clients, WORD Spartanburg, S. C., and WVER Lexington, Ky.

Regional State Breakdown of New U. S. Census

(See story, page 13)

Red Cross Appeals Radio’s Drive Aid

O’Connor Cities Broadcasters’ Role in 1947 Campaign

BROADCASTERS played a major role in promoting the 1947 fund campaign of the American National Red Cross, Basil O’Connor, president, declared last week in a letter to NAB President Justin Miller. He added that their stations were conveyed to each of the 1,400 stations who aided local chapters.

In lauding the industry’s part, Mr. O’Connor described it as “constituting the greatest contribution which a free radio has made to our democratic way of life.” His letter follows:

Though our 1947 Fund Campaign officially ended last March 31, we are just now able to view the overall results of our combined effort, the revenue received from the public. As you probably know, the drive was a great success having been subscribed to the extent of more than 30%, placing total funds received through July 31, 1947, at $75,613,215.62 as compared with our original $60,000,000.00 goal.

Great credit is due the radio industry for the tremendous and enthusiastic support in carrying the story of Red Cross to the nation’s millions of listeners. For example, a survey just completed shows that two thirds of all radio messages allocated by the Advertising Council provided nearly one billion impressions during the March, April, and May national program carried Red Cross messages with 164 programs alone on the “Freedom Day” alone.

Beside this, 850 stations carried a special series of programs featuring Helen Hayes, Victor Hornby, and many local business and charitable organizations cooperated by broad-casting announcements, Hollywood six specials, and many local live shows.

One hundred and ninety-eight of our foreign language stations also told the Red Cross story in French, Spanish Italian, Polish and Yiddish.

“We are sincerely grateful to the NAB for its support and excellent co-operation which we have received and we wish to thank those in national radio organizations for their splendid help, and particularly those who expressed their gratitude to the national organization of all of the more than 1,400 individuals stations who helped so generously given to local Red Cross chapters. Each of them rendered a valuable service to humanity by advancing the work of the Red Cross at home and abroad.

“The many people making up our great American system of broadcasting will be proud of the record; we hope, and we look forward to the future with confidence that the great contribution which broadcasting has made to our democratic way of life.”

Western Lists Six

SIX stations will be represented by Western Radio Advertising Inc. in a joint promotion to be handled by general manager. Stations are KXQ, Sacramento, KXOB, Stockton KNYO Fresno, scheduled to be on air Sept. 15, KCKO Tulare, KVIN and KOFF Visalia, and KEXL and KEXM, Reno. Firm, which will operate offices in San Francisco and Los Angeles, plans to present station in key Western market [Broadcasting, July 29].
Bristol-Myers' program history has paralleled the growth of daytime radio—and many of the firm's programs are responsible for making radio "bigtime."

Since entering the field of radio advertising 22 years ago with the Ipana Troubadors, the company's faith—in radio has grown to the point where today's B-M air budget is $31/2 million. The same two men who ventured into the medium with the Troubadors, Executive Vice President Lee Bristol and Advertising Vice President Joe Allen, are still guiding the firm's course of advertising.

The Ipana Troubadors in its programming, merchandising tie-ins and sales response set the pace for many another network sponsor to follow. The program ran, scarcely without interruption for ten years, with the format and talent growing and changing, but with the basic idea of product personality personified by the Troubadors unchanged.

There was an addition of Shavers (1929), which was heard from time to time on NBC Red and Blue. For three years (1930-32) there was a half-time show for the feminine audience, The Looking Glass With Francesa Ingram, on Blue. "Hill Cook's One Man Show ran for summer three times weekly on Blue in 1933.

'The Smiles of' At the end of the Troubadors' run on NBC Red in 1934, Benton Bowles suggested to Lee Bristol and Joe Allen an idea for a program based on an "Hour of Smiles" o sell both Ipana and Sal Hepatica in the same show.

"And I think the man you want on it," said a B & B executive, "is Fred Allen." Allen had been featured since January of that year on Bristol-Myers' Sal Hepatica Review.

The sponsor bought the idea, and, on March 21, 1934, was started on NBC Red the program that still ranks among the classics in listener affection—Town Hall Tonight with Fred Allen, Portland Hoffa, the Mighty Allen Art Players, Peter Van Steeden's Orchestra and the Merry Macs.

Not only Fred Allen, but also "Ipana for the smile of beauty; Sal Hepatica for the smile of health," became part of the American scene. Wednesday 9-10 p.m. for six years was radio night for millions in the U.S. and Canada.

Name stars filled the spot in the Allen vacation periods—Abbott & Costello, Frank Crummit, Stoopnagle & Budd, Walter O'Keefe, Arlene Frances, Norman Prescott, Jim Harkins.

Meanwhile, Bristol-Myers ran a variety show, For Men Only (1939 to 1943) on NBC Red, with George Jessel, Peg La Centra and guests.

"Mr. D. A.'s Debuts Then in July 1940, appropriately on the eve of the Fourth, Bristol-Myers turned loose a firecracker that turned into a skyrocket still blazing across radio skywaves after seven years. On that date Mr. District Attorney made its debut on NBC.

The same producer, Edward Byrnon, has been with it from the start, writing, producing, directing the show that has stayed in the first 16 Hooper nighttime ratings almost since its inception. Jay Jostyn, Len Doyle, Vicki Vola and others are the stars of the show. Vitalis, Sal Hepatica and Benex are the products it sells—and sells and sells. The time is 9:30-10 p.m. Wednesday, unchanged since 1940.

On that same date another hit show was introduced, Abbott & Costello, in the NBC half-hour preceding Mr. D. A. This, too, regularly hit the top 15.

Time to Smile, with Eddie Cantor, Dinah Shore and others took its place among the parade of B-M hits on NBC the same year, 1940. The show ran for four years, with high ratings, and even higher sponsor returns for Ipana.

The Alan Young Show with the Canadian comedian, was the Cantor replacement in 1944, promoting Sal Hepatica and Vitalis. Replaced now with Break the Bank, the biggest money-paying show in radio, The Talent that Bristol-Myers has sponsored sounds like Who's Who of Radio. In this second of a series of two articles on the company's airwaves advertising history, the spotlight is on the outstanding programs that have kept the Bristol-Myers name before the public for over 22 years. The record also includes television and firm's use of radio in Latin America.

The Young show ran for three years and introduced the Canadian to U.S. audiences. Also included in the cast was one Kenny Delmar—later known as Senator Claghorn.

Summer Shows Successful summer replacements ("We aim at a 10 or 12 rating with these low-cost summer programs," explains Mr. Allen), include: What's My Name? (1939), Abbott & Costello (1940), Quicker Base ball (1941), Thoes We Love (1942), with Francis X. Bushman; A Date With Judy (1943); Noah Webster Says (1943); Nit Wit Court (1944). Other Bristol-Myers series are Parker Family (1943-44), Gracie Fields Show (1944-45), and Dinah Shore (1941-43).

It was on a Friday night in 1944 that a tickled-opening night audience first heard the Brooklyn-tinted "Duffy's. Archie da manager speakin. Duffy's Tavern was open for business. Archie and the elusive Duffy are still ringing up sales for the Tavern and for Ipana, Trushay and Minit Rub, now on Wednesday night, 9-9:30.

Bristol-Myers' television "investment" is one of which the company is duly proud. In June of last year, the first B-M telecast, a series of illustrated travel lectures by Mrs. Carveth Wells, went out over the NBC TV network. Televarieties was next on NBC video, replaced with Hi-Jinx featuring Jinx Falkenburg and Tex McCrary (Ipana and Minit-Rub).

In the fall of 1946 Party Line started on CBS television. When CBS began its policy of no studio TV programs, B-M switched Party Line (Vitalis and Ipana) to NBC. Vitalis Sports Almanac was also on CBS-TV in New York.

Tex and Jinx have a half-hour program, 8-8:30 p.m. Sunday, featuring the very popular entertainers (Mr. and Mrs.), showing home movies of well-known guests who have been with them on their week-day morning show.

Charades on TV Party Line follows at 8:30 as a glorified charades game in which the audience participates—and in this case, audience means every viewer. The entire audience has a chance to get into the act.

A visual question is shown, such as a dancer doing a routine, then the audience is asked to identify the dance or the music. Most of the performers are outstanding in their field, and personalities are highly played up. There is a $5 prize and a box of B-M products for correct answers.

Viewers register with the station if they want to be called on the phone for the answers in the charades guessing contest.

According to Warren Wade, NBC executive producer who has charge of the B-M television shows on the station end, "the largest response ever received for a single television program was received from one announcement on the Tex and Jinx television show preceding the first Party Line telecast on NBC.

"Over 750 postcards came in from television set owners who wanted to be called for the answers. It was a record."

Charmed are integrated into the program as much as possible, a Bristol-Myers tradition. "We prefer to dramatize them, to drift into the commercials," says Vice Presi-
Television Coverage of 1947 World Series Planned by MBS and Gillette

1947 WORLD SERIES is likely to be a New York-Brooklyn series and if that happens the chances are good that it will also be the first World Series to be covered from beginning to end by television. Chances are also good that the video coverage will include every video station within reach of New York by coaxial cable or radio relay, with Gillette Safety Razor Co. as sponsor.

Gillette, which for nearly a decade has sponsored the series broadcasts, and Mutual, which has carried them, have been given first chance at the video rights by baseball's high commissioner, Albert B. (Happy) Chandler. Speaking at a press dinner last week, Presidents Edgar Kobak of MBS and J. P. Spang Jr. of Gillette jointly announced that Gillette and Mutual would broadcast the series through 1951. Mr. Chandler said that their investment in the series broadcasts through the years entitled this sponsor and network to first consideration in television.

At the likelihood of a series has increased, that city's television broadcasters have avidly sought the privilege of taking the play-by-play sight-and-sound series report to the viewing public. Mutual, having no video outlets of its own at the moment, was inclined to select WABD, station that has telecast through the season the games of the New York Yankees, virtually certain winner of the American League pennant. WABD also has the virtue, to MBS, of not having a network satellite in any one of its own two video stations. But both Mutual and Gillette appreciated the argument that the first World Series should be available to the widest possible audience and that adding all possible television stations would increase the sponsor's radio-video bill only a small per cent.

Before the series can be televised, however, several points have to be settled. First, the Yankees and Dodgers (or Giants, who are seven games behind but still have a fighting chance to be National League leaders) must win their pennants to keep the series in one city. If St. Louis (3 ½ games behind) or Boston (7 ½ games behind) cops the pennant, the whole series could not be televised directly for any one audience, although both New York and St. Louis would handle their end locally all right.

Second, and if the Yanks and Brooks do win, Commissioner Chandler must rule on television. And before he does that he must consult with the club owners, some of whom have expressed a disliking for television on the ball parks for fear of its possible adverse effect on gate receipts. But the odds are that when early October rolls around the series will be played in New York, will be televised as well as broadcast, will be sponsored by Gillette.

Option on Thursday ABC Period for Illinois Firm ELGIN-AMERICAN CO., Elgin, Ill. (comacts, cigarette cases), has taken an option on the fall Thursdays 9:30-10 p.m. period on ABC, with a view to sponsoring a musical program. Contract negotiations, according to Marvin Mann, radio director of Weiss & Geller Inc., Chicago, were being held last week in New York, where program will originate.

Auditions featuring Buddy Clark, singer, and Ray Bloch and his orchestra have been concluded. Program would also include a female vocalist.

Advertiser also reportedly is interested in Leave It to the Girls, MBS sustainer, but it has taken no option on network time.

Joan Davis Co-op

RALPH HATCHER, of the CBS co-op sales division, said this week that the network is negotiating for the co-operative sponsorship of the Joan Davis Show "and other programs." Joan Davis Show was last heard in the fall on NBC.

14 More MBS Affiliates

Buy Fulton Lewis' Show FULTON LEWIS JR., MBS Washington commentator, has been sold 14 additional MBS stations, bringing his total to 288 MBS stations, it was announced last week by E. B. Hauser, director of co-ops for the network. Addition of the new markets, to submit a sponsorship of Mr. Lewis by 350 local advertisers.

Among stations included in the recent local sales were: PLAY House Network stations WJAY, WJMI, WSCR, WJTV, WILK, WJFR, WBRM, WJDR, WJNP, WJBC, WJSH, WJRS, WJGW, WJQL, WJRB, WJPI, WJBC, WJSH, WJRL, WJRS, WJGW, WJQL, WJRB, WJPI.

Borden Seeks New Show; Drops 'Arthur's Place' BORDEN CO., New York (dairy products) will make a complete new program. Contract negotiations, according to A. R. Jones, sales division, have been unhappily with both show and rating, and advised Kenyon & Eckhardt, New York agency servicing show, to submit another program, preferably musical. Arthur Moore, starring comic, was replaced a few weeks ago by Jack Kirkwood, and since then Mr. Moore has been concentrating on production.

Swift on NBC

SWIFT & Co., Chicago, has contracted to sponsor Meet the Meeks, new family comedy-drama, to be aired Saturdays, 10-10:30 a.m. (CST), over 161 NBC stations beginning Nov. 8, Chicago-originated, will be written and directed by John Weir and George W. A. Weir, with product "Allsweet" (oleomargarine). Additional series will give Swift & Co. full hour on Saturday. Contract is for 8 weeks.

Army Sponsors

U.S. ARMY Recruiting Service will sponsor ABC's broadcast of the football game between the Eastern College All-Stars and the New York Giants to be played at New York's Polo Grounds the evening of Sept. 3. Harry Wissner will do the play-by-play description for ABC, N. W. Ayer & Son Inc., New York, is the agency.
Balloon race

That picture was shot in the Place de Concord on April 21st. It was the first post-war revival of a favorite French sport.

As you probably know... the balloon that goes farthest before being forced down wins.

That winning requirement applies to a lot of things. Not the least of which, to us, is radio. Down here in Baltimore, there are as many stations as there are balloons in that picture—five! Look again! See?

And it is W-I-T-H, the successful independent, that goes furthest to win for you. It is W-I-T-H that delivers more listeners-per-dollar spent than any other station in town!

If you want to win in the air in Baltimore—W-I-T-H belongs on that buying list!

BROADCASTING • Telecasting

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Headley-Reed, National Representatives
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Changes in Sec. 326 Among Proposals To Be Offered

FREEDOM OF SPEECH will be stressed in NAB's suggested revision of the White Communications Bill (S-1333), it was learned last week.

NAB is preparing a complete new bill to be presented at the NAB Atlantic City Convention opening Sept. 16. Heart of the proposed bill is Section 326 which, according to a similar section in the present act—which lays down limitations on the FCC's authority over program content—would give the NAB version of Section 326 could best be called the "anti-Blue Book" section. It eliminates almost half of the wording of the present bill and much of the hearings conducted by the Senate Commerce Committee and co-author of the act under which broadcasters currently operate.

Hereewith is the text of the NAB proposed amendment, including the original version.

It was around this section that the bitterest debate took place during hearings this summer on the new White Bill. The NAB and witnesses for the industry in general took the position that radio is not unique in the communications field as far as it is concerned with freedom of speech. In this respect, argued NAB President Justin Miller, radio should be accorded the same privileges and protections guaranteed to newspapers and periodicals.

This stand was opposed by the Senate Committee almost to a man. Senator White warned broadcasters that he was in sharp disagreement with their position and that without revision the 1940 bill he might present for the next session would continue the existing provisions which currently treat radio as a means of communication separate from the press.

Viewpoint Opposed

Other Committee members went so far as to label the broadcasters' point of view as "silly." They said that since radio "obviously" must continue to be licensed by the government in the first place, it must be necessary to be protected by the government to operate in the "public interest, convenience and necessity."

The controversy threatened to create a split between the Senate and the House, where the broadcasters' viewpoint seemed assured of a more favorable reception. A powerful radio subcommittee of the House Interstate and Foreign Commerce Committee reportedly is planning to open its own hearings next session on a House bill—pro

sumably to be patterned after the NAB proposal.

The House Committee was formed during the last session with Rep. Evan Howell (R-III.) as chairman. However, there has been no acceptance to the Federal bench and is expected to be replaced by Rep. Leonard Hall (R-MN),

Before Mr. Howell received his appointment he gave notice that he recognized the controversy and would seek a bill which would be acceptable to broadcasters, the FCC and Congress [BROADCASTING, June 30]. Mr. Howell apparently took a more liberal view of the broadcasters' repeated assertion that radio was becoming more and more an "electronic printing press" which would develop along lines bringing it closer to the press in function. It was pointed out that the new bill would cease to be receiving their daily papers by facsimile.

News Identification

Another sore point with broadcasters, especially those in the news field, was provision in the original White Bill for identification of sources in news broadcasts. This is contrary to established news procedures and was vigorously protested during the hearings. Nevertheless it is certain that there will be no such provision in the House bill when it comes up next year.

There was still hope for change in the Blue Bill itself, however. Senator White declared at the opening of the hearings that he did not regard his first version as a finished product but rather as a "springboard" [BROADCASTING, May 26].

Blue-Booked' WTOL Granted Renewal

Station Was Originally Among Seven Cited

By RUFUS CRATER

FCC's Blue Book turned a shade paler last week.

The Commission granted WTOL Toledo's 33-month-old license renewal application, one of the seven original WTOL-BLUE Book identifying sources in news broadcasts.

The Toledo station was the fourth to get a regular renewal, out of the original seven. None has been denied. Two—KONO and KMAC San Antonio—have been heard and are awaiting decision. One—WBAL Baltimore—is awaiting hearing along with the rival application of Drew Pearson and Robert S. Allen, who are seeking WBAL's clear-channel facilities.

The opinion reviewing the WTOL case was adopted by only two Commissioners: Paul A. Walker and Rosel H. Hyde. Chairman Charles R. Denny and Comrs. E. K. Jett and E. M. Webber concurred in the result but took no stand on the opinion, apparently favoring a simple order granting renewal without issuing any opinion. Comr. Clifford J. Durkee, FCC's leading opponent of Blue Book principles, did not participate.

The decision, reached at the July 28 Commission meeting at Atlantic City where Messrs. Denny, Jett and Webster are attending the International Telecommunications Conference, was announced last Wednesday. Though there is no official word as to whether any of the previously mentioned seven will be granted renewal, the opinion states that the Commission would have been unable to make any program changes which had been made or promised.

Text of Decision

On the record we conclude that the basic reasons for the program situation that existed at WTOL were, first, failure of the owners of the licensees to participate in or closely supervise the day-to-day operations of the station; second, employment of a general manager who was charged by definition with the duty of supervision to the managing director as representative of the broadcast stations, the FCC's attention being given to the effect of commercial program or announcement changes on the over-all structure of the station; third, no person connected with the programming of the station who will be compensated on an incentive pay basis.

It was pointed out that WTOL had revised its departmental organization, eliminating incentive pay for the manager and separating program from sales functions, and that in March 1946—the month of the Blue Book—new program policies were adopted. The average amount of commercial time dropped from 80.70% for the period from May to December 1945 to 68.78% for the period from May to December 1946, the Commission noted.

WTOL is controlled (70%) by President Frazier Reams, Toledo attorney, with Morton Neipp, Thomas L. Brotherton and Glenn H. Reams owning 10% each. FCC pointed out that for several years the general manager, Arch Shawd, was employed on a contract entitling him to 1% of the first $6,000 gross sales each month and 10% of the excess. The station's

(Continued on page 92)
A recent single issue of the St. Louis Post-Dispatch carried 17,494 lines—all eight full pages—of paid advertising from manufacturers, distributors, department stores and other retail outlets selling television receivers. The spark which ignited the fuse for this concerted promotion effort was the dedication of KSD-TV's new 20,000-watt transmitter and 546-foot antenna-tower.

Never before in St. Louis' history has a new industry been accorded such extensive support and recognition by any group of advertisers at one time, in one medium.

Here indeed is PROOF POSITIVE . . .

1. That St. Louis is definitely an ESTABLISHED television market.

2. That St. Louis retail advertisers are fully aware of television's effect on their CASH REGISTERS.

3. That television receiver manufacturers recognize the IMPORTANCE of the St. Louis market.

4. That KSD-TV has done an impressive job of television PROGRAMMING and PROMOTION during its first six months on the air.

5. That KSD-TV is ready to work with advertisers in ALL FIELDS who recognize the advantages of getting in on the ground floor of what is destined to be one of the world's greatest media for selling merchandise and services.

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, product-loyalty and high purchasing power make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offers an outstanding opportunity for advertisers to start using television effectively RIGHT NOW. For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.
Lea Slated for NAB Meeting Agenda

Labor Legislator Joins Atlantic City List Of Speakers

By J. FRANK BEATTY

REP. CLARENCE F. LEA (D-Calif.), who winds up a 32-year Congressional career when the 86th Congress ends next year, will join an all-star speaking cast on the opening day of general sessions (Tuesday) at the NAB Convention in Atlantic City Sept. 16-18.

The noted legislator, whose ca-

career is topped by the Lea Act which he piloted through Congress last year, will take part in a convention that will break all NAB records for attendance. The appearance will give the industry a chance to show appreciation of Rep. Lea's many contributions to his legislative achievements.

High spot of the Wednesday luncheon meeting will be an address by FCC Chairman Charles R. Denny [CLOSED CIRCUIT, Aug. 4]. Mr. Denny's appearance was a leading feature at the 1946 convention in Chicago, where he pronounced his famous "Blue Book won't be bleached" doctrine.

Others thus far scheduled to talk on Tuesday, the opening day of national sessions are: President Jus-


tin Miller, who will deliver his key-

note speech, and Emilio Azcarraga, owner of KEX and XEQ Mexico City and head of the Mexican delegation at the Atlantic City tele-

communications conference. A re-

presentative of the Canadian Assn. of Broadcasters has been tenta-

tively slated for the opening day, which will wind up with the an-

nual banquet.

When NAB closed the books on advance of $27.50 registrations last Friday over 1,100 had taken ad-

vantage of the special rate. This

BRENN IS NAMED HEAD IOWA TALL CORN NET

EDWARD BRENN, of Fort Dodge, Iowa, has been named new president of the Iowa Tall Corn network at Des Moines, Aug. 9, at Arnold's Park, Iowa. Mr. Bren is

head of the Northwest Broadcast-

ing Co., which owns and operates KVFD Fort Dodge.

The previous president and their network duties were: Morgan Sex-

ton, KROS, Clinton, station rela-

tions; Ben Sanders, of KICD Spencer, programs; Ken Gordon, KIVY Des Moines, program director; George Volger, of KWPC Musca-

tine, secretary-treasurer, and George Webber, Des Moines, sales manager.

The Iowa Tall Corn network is made up of 16 Iowa stations.
Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

Cleveland listeners have made their move.

The recent Cleveland Press Radio Poll gives WJW more firsts in listening popularity than any other Cleveland station.

Now ... for increased sales and greater profits ... it's your move!

WJW delivers more daytime listeners per dollar than any other Cleveland station.
Block Time Sales Incidents Evoke a Warning From FCC

BROADCASTERS were warned by FCC last week not to enter into advertising contracts—or any others—which would limit their authority over the operation of their stations.

The Commission cited a 1940 decision to emphasize that they, and no one else, are responsible “for all program service and may not delegate [their] ultimate responsibility for such to others.”

The warning was hinged on reported recurrences of an old FCC anathema: “block time” sales. The Commission said it had received reports that “several” stations had sold time directly to advertising agencies without regard to participating sponsors, arranged the programs, selected the talent and in some cases used their own studios for the broadcasts.

FCC asserted that “in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station.”

Commission spokesmen said there were “about three” known cases of “block time” sales recently, mostly among new licensees or permittees, but that in each this the contracts had been terminated before they came to Commission attention. Ironically, according to FCC officials, the first complaint came from one of the advertising agencies involved, after its contract had been cancelled voluntarily by the station.

The Commission noted that under the Communications Act FCC must give written approval before the rights and responsibilities of a broadcast license may be transferred. It warned that “arrangements” which it considers questionable “will therefore be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee’s responsibilities.”

Text of FCC’s warning:

The Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency; the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station.

Upon investigation, it appeared that none of the above-mentioned contracts has been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission’s consent theretofore.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 319(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or “of the frequencies authorized to be used by the licensee, and the rights therein granted,” or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of its station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another.

Thus, in Bellingham Broadcasting Company, 9 FCC, 159 (May 16, 1945), it was pointed out that “as the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate its ultimate responsibility for such to others.” In numerous subsequent cases, the Commission has emphasized this principle.

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee’s responsibilities.

SCALING the heights of one of the 250-ft. Sky-Line towers of WKOW Madison, Wisc., are Nelson Ross, station manager, and Mrs. Dorotha Knauf, dancing school instructor, who ascended the tower as a gag. She was nominated Miss Roadside Superintendent of 1947 when WKOW sent local businessmen membership cards in a Roadside Superintendents Club, inviting them to watch the towers being built. When towers were completed recently she insisted on taking a bird’s eye inspection tour. WKOW has a grant for 10 kw on 1070 kc.
The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many drove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000 — with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins — to lend encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of other unfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.
VEHEMENT denial that television was reducing gate receipts at major fights came last week from the Twentieth Century Sporting Club which books fights in New York’s Madison Square Garden, heart of the U. S. boxing industry. The denial was prompted by published reports that Twentieth Century’s acting manager, Sol Strauss, was trying to cancel the club’s video contract with NBC at the insistence of the Boxing Managers Guild of New York. The managers were said to be convinced that free television showings of important bouts at hundreds of bars and taverns in New York were a major factor in the shrinkage of recent Garden fight audiences.

A spokesman for Mr. Strauss declared there was no evidence that video was making inroads on fight attendance, and that in fact the opposite might be true. He said that Twentieth Century officials attributed dwindling gate receipts to a seasonal recession in fight attendance. Up to last week the Club’s receipts at the Garden actually were ahead of last summer’s, he disclosed, despite the fact that many more television sets are in use in the New York area this year than last.

The Twentieth Century spokesman said the attitude of the average fight fan toward video was that television was fine but that it couldn’t quite replace the real thing — watching the fight itself. Those who ordinarily attended fights were still attending, he declared, along with many others who acquired their first taste for the squared circle through television.

An official of NBC Television said the network “has not been approached” by Twentieth Century about release of its video contract, and as for signing a new agreement after May, 1948, it was “still too early” to talk about that.

OUTSTANDING achievement in field of advertising brought awards for members of Los Angeles Junior Men’s and Women’s Advertising Clubs. On behalf of ABC and KGO San Francisco Norman Oatby (1), assistant to network’s Western Division vice president, is presenting award to Margie Crawford, West-Marquis, Los Angeles, and Ray Cormier, Allied Adv. Agencies, Los Angeles. Award was made as result of effective traffic safety campaign conducted by the two clubs.

WRXW, New FM Outlet, Takes Air at Louisville

LAUNCHING of its new FM station, WRXW, has been announced by WAVE, Louisville NBC outlet. Operating on 95.1 mc with radiated power of 15 kw, station was scheduled to take the air Aug. 16.

Interim operation hours are 3-10 a. m. and daily, and the programming includes original shows, sports and 60 to 90-minute blocks of classical music.

WRXW’s present schedule includes 23 hours of classical music a week, programmed by station’s musical director, Miss Esther Mets, who was associated with the U. of Louisville music department before joining WRXW.

WHOW, 1-kw Daytimer, Takes Air at Clinton, Ill.

WHOW, new daytime regional in Clinton, Ill., commenced broadcasting Aug. 2 with 1 kw on 1520 kc. H. E. Rhea, formerly sales manager for RCA television broadcast equipment, is manager of WHOW. Other staff members include Fred Harrison, formerly with WJBC Bloomington, Ill., program director; Harold Trummel, formerly with WIND Chicago and WSOY Decatur, chief engineer, and Verne Boylson, formerly with WMMJ Peoria, sales manager.

WHOW is owned by the Cornbelt Broadcasting Co. and represented nationally by Donald Cooke Inc.

Believe It or Not...

Bob Ripley’s reputation has won for Believe It Or Not a place in the literary Hall of Fame—Barter’s Familiar Quotations. His cartoons appear in more than 300 newspapers. He has sold 1,500,000 books and made 40 movie shorts. This is the man you hire for a pitance—when you hook into the Bob Ripley Show—Monday through Friday 1:45-2:00 pm, EDT.

And in addition to the above, sponsors of “Believe It or Not” get frequent extra dividends—a four-color spread in the American Weekly (circulation over 9,000,000) in June, and a two-column picture story in Look (circulation over 2,500,000) in July, were a couple of recent ones.

Advertisers will recognize a valuable opportunity here almost as incredible as any Ripley fact: this program—network produced, mass circulation published, audience appreciated—is available for local sponsorship at local rates.

Believe It or Not...

—is an NBC Co-operative Program

America’s No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America
Collins FM assures you of CONTINUED low cost operation

FEWER COMPONENTS ... Collins FM transmitters are designed for the greatest possible economy consistent with high performance and reliability. Each stage performs its function completely and efficiently; thus the equipment requirements a minimum of components. That's why there are only 26 tubes in the three kilowatt 733A, and only 10 tube types. Excluding power supply circuits, 9 of the 16 tubes used are of the receiving type. All tubes are operated well within their power ratings. The transmitting frequency is controlled directly by a quartz crystal, and no conversion or reference mechanisms are necessary.

HIGHER QUALITY ... The superior quality apparent in the 733A contributes to its impressive, substantial appearance. Conservatively operated heavy duty components—the principal fact in safety factor—insure continuous operation. Quiet forced-air cooling removes heat from the cabinets. Sealed metal case capacitors, chokes, and transformers, together with rugged switches, sturdy relays and other circuit components, provide added reliability.

CONTINUED ECONOMY ... In the 733A you get continued economy—through exact engineering a low initial cost—through efficient performance and dependability free from expensive "dead air," a profit-making low cost operation. See the Collins FM transmitters at your earliest opportunity. Let us send you an illustrated bulletin describing the 733A. We can supply your entire station requirements.

FOR THE BEST IN FM, IT'S ...
Speaker of the House . . .

When Claude Mahoney speaks, Members of the House—and household—listen. For as a capital newsman, Mahoney is different. With a cracker-barrel voice that's easy to listen to and hard to forget, Mahoney speaks with equal insight on national news or Maryland fried chicken...and his unadorned ardor draws chuckles from top-hatted statesmen and thousands of men in the street.

Self-defined as “an ordinary guy with ordinary tastes,” Mahoney’s singular delivery has built for him a capital franchise among the 262,690 radio families who listen regularly to WTOP (50-100% BMB Daytime Audience). They hear him first from 7:00 to 7:10 a.m., Monday thru Saturday when he reports the news for an army of early risers in Washington’s billion-dollar* market. Then between 7:40-7:45 a.m., Mahoney meanders “Once Over Lightly” through items of interest and

*Retail Sales,
Sales Management Est. (1946)
WTOP'S CLAUDE MAHONEY

spins a yarn about his recent adventures. WTOP's "speaker of the house" commands attention once more from 9:10 to 9:15, Monday thru Friday, when he follows Arthur Godfrey and helps deliver the highest-rated quarter-hour of news in Washington between 9:00 a.m. and 6:00 p.m. (5.0 December-April 1947 Hooperating, with a 33% share of audience).

Claude Mahoney calls himself "an ordinary guy with ordinary tastes." But his unique way of covering the news gets him an extra-ordinary following. And can do the same for you. If you want to talk sales to an extra-ordinary audience in Washington call us or Radio Sales. WTOP's Claude Mahoney—or another popular WTOPPerformer—will do a capital job for you.

WTOP Columbia Owned
Washington's only 50,000 watt station

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS.
NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA
KVER Albuquerque, N. M.
On Air As MBS Affiliate

WHEN KVER, new Mutual affiliate in Albuquerque, N. M., took the air Aug. 2, it was welcomed not only by city’s civic leaders and officials, but also by a group of radio, press and business representatives who flew down from Denver to participate in the dedication program, Saldate to Albuquerque. Included in the group were Clarence Moore, KOA; Sheldon Peterson, KLZ; Mark Cran dall, KFEI, and Betty Ann Langan, KMYR.

KVER, 250-w full-time outlet on 1490 kc, is owned by the Intermountain Broadcasting Co., which also operates KSVP Artesia, N. M., and has a CP for Kyle Alamogordo, N. M. Known as the “Great West Net,” the group is headed by S. V. Patrick, Albuquerque construction contractor, as president, and James C. Cole as general manager.

Bremer Plans Facsimile Broadcast Service in Fall

BREMER Broadcasting Corp., Newark, N. J., plans to begin facsimile broadcasting this fall, according to an announcement last week by President Irving R. Ros enhaus. The corporation is the owner-operator of WAAT and FM station WAAW and has a television station under construction.

Orders have been placed with Radio Inventions Inc. for facsimile transmitting-recording equipment. Equipment on order includes several demonstration recorders which will be put on display in prominent spots throughout the area.

Dial Elsewhere

WFIZ Allentown, new FM outlet, advises its listeners to tune in WJZ New York or WFIL Philadelphia Sunday evening while it puts on a musical program. The AM outlets carry The Greatest Story Ever Told. WFIZZ says, “WFIZZ regrets that it is unable to carry this program for you on FM...since we sincerely believe (it) is the finest broadcast on the radio today.”

WFIL-TV Plans Regular Program Schedule Soon

ANNOUNCEMENT of the inauguration of regular program service on WFIL-TV, Philadelphia Inquirer video outlet, will come shortly, according to Kenneth W. Stowman, director of the station.

WFIL-TV began transmitting a test pattern on Channel 6 intermittently on Aug. 6, and five days later its pattern on the air daily 8-9 p.m. and at intermittent times during the day. The pattern carries the station’s call letters in the center with lines radiating to the margins. A drawing of the Inquirer tower makes up the background.

Launching of the test pattern transmissions marked completion of the WFIL-TV transmitter installation in the record time of 62 days, according to Mr. Stowman. Transmitter is on 18th floor of Philadelphia’s Widener Bldg., and the three-bay super-turnstile antenna is on a tower atop the building.

OFFICIALS who negotiated purchase got together to look over program schedules as W. P. Fuller & Co., San Francisco paint manufacturers, began sponsorship a fortnight ago of six weekly five-minute newscasts on CBS Pacific Coast Network for 52 weeks. L. to r: L. H. Markwood, advertising manager, W. P. Fuller & Co.; Hugh Thomas, account executive, McCann-Erickson, San Francisco office; Burton Granicher, Pacific Coast radio director, McCann-Erickson, and Wayne Steffner, CBS Pacific Coast sales manager.

HERE’S ONE REASON WHY

WDBJ’s primary and secondary coverage areas encompass 59,740 farms, with average income over $1,800 in 1945. Many WDBJ programs, including a noon time instructional feature from one of the South’s leading agricultural colleges — VPI — are regularly broadcast for farm families.

WDBJ reaches the diversified market of Roanoke and most of Southwest Virginia where farming, railroading, mining, and other businesses provide steady year round sales. WDBJ’s program service appeals directly to all segments of the population—an important reason why most of the 125,000 radio homes in our coverage area are most often tuned to WDBJ. Ask Free & Peters!
What Do People Listen To in St. Johnsbury, Vt.?

The steady drip of maple sap in springtime.
The comfortable clink of coins when maple syrup goes on sale.
The ever-popular programs of WBZ, all year 'round.

World capital of the maple syrup industry, St. Johnsbury is 180 miles NNW from Boston. Does this location put St. Johnsbury in the hinterland, radio-wise? No! WBZ's strong signal brings St. Johnsbury and hundreds of other New England communities "down to the coast" in radio fare.

Busy New England supplies the world with more tons of finished goods than ever before, yet depends on outside sources for 75% of its day-to-day necessities. Smart advertisers find it a sweet market, easily reached through one great medium, WBZ. Ask NBC Spot Sales for availabilities and costs.

WBZ
WBZA: SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KEX - KYW - WBZ - WBZA
National Representatives, NBC Spot Sales - Except for KEX,
For KEX, Free & Peters
The revolutionary new 10-KW

Sold!
...Over 100 of these transmitters to FM broadcasters
FM transmitter —
that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

**Reason No. 1... It Uses Smaller, Less-Expensive Tubes.**
Because Grounded-Grid circuits are used throughout... in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power — and smaller, less-expensive tubes can be used in it.

**Reason No. 2... It Uses Fewer Tubes.**
Because "Direct-FM" circuits are used in the exciter... and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

**Reason No. 3... It Takes Less Power.**
Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, the power consumption of the BTF-10B is only 22.5 kilowatts.

**Reason No. 4... It Requires Fewer Spares.**
Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total number of tube types required is only 14. This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims
NAB BOARD TO DISCUSS CHARGES AGAINST BMI
PERRY ALEXANDER, chairman of the BMI Small Publishers Committee, last week made public the reply of President Justin Miller of the NAB to Mr. Alexander's letter alleging abuses and discrimination within BMI [BROADCASTING, Aug. 11].

The text of Mr. Miller's reply:
"This will acknowledge receipt of your letter of Aug. 4, 1947. Needless to say, I am very much distressed by its contents. I have asked Mr. Haverlin to give me a full report on the matter and have placed it upon the agenda for the next meeting of the board of directors of the National Assn. of Broadcasters. Obviously, this is not a matter which can be allowed to go without full investigation."

Mr. Alexander also made public his reply to Mr. Miller, in which he reiterated his earlier charges against BMI.

(center), president of the Richmond chapter, Air Reserve Assn., received both of the medals.

Weathers Guild Is to Inaugurate Annual Awards for Various Phases of Radio

ANNUAL AWARDS for excellence in radio production, acting and showmanship will be inaugurated by the Radio Writers Guild at a ball in New York's Waldorf-Astoria Hotel late in February, the RWG announced last week.

They will be known as "Golden Mike Awards," according to Howard Teichmann, chairman of the RWG's Ball and Awards Committee. Miniature, gold-plated replicas of a microphone will go to the best shows in such categories as comedy, variety, documentary and children's programs. Actors, directors and sound-effect men will also be honored.

According to Mr. Teichmann, nominations for the RWG awards will be made by representatives of the networks, advertising agencies and radio guilds. In addition to the classifications named, they will be asked to indicate their choices for best master of ceremonies, male singer, female singer, commentator, actor, actress, supporting actor and actress, comedian and comedienne, conductor-composer, producer-director and engineer.

Nominations also are to be made for "the individual who has made the greatest contribution to radio during 1947," the "best new idea in radio during the year," and the "best sponsor" and "best agency."

These nominations will be reviewed by a board of representatives of the radio industry, and finally voted on by members of the RWG in a registered mail ballot. Mr. Teichmann's co-chairmen on the Golden Mike Committee are Kenneth Webb, of BBDO, first president of the RWG and now a member of its council, and Max Wylie, author of "Radio Writing." The RWG Ball and Awards Committee includes, in addition, Phil Higley, Lillian Schoen, James Hart, Welbourn Kelley, Margot Gayle and Michael Davidson.

Movies Ease Ban

MINOR players, at discretion of studios concerned, are no longer forbidden to participate in disc m.c. programs as result of decision growing out of Assn. of Motion Picture Producers' radio subcommittee meeting recently. Stars are still forbidden to participate in disc programs, or to appear at no cost on programs of all kinds. Transcribed interviews are still out for star or feature players.

ALL FOR DEAUNNA

Movie Firm Promotes Her Film

With Offer to Disc M.C.'s

AS AN EXPLOITATION stunt for Deanna Durbin's forthcoming film, "Something in the Wind," in which Miss Durbin plays a disc m.c., Universal-International Pictures, Hollywood, underwrote the expenses of a number of record spinners attending convention of recently formed National Assn. of Disc Jockeys in Chicago on Aug. 15. [BROADCASTING, Aug. 4].

Among Hollywood disc m.c.'s invited were Bill Leyden, KMPC; Martin Block, KFWB; Al Jarvis, KLAC; and Peter Potter, KFWB-KMPC.

Hugh Douglas, chairman of disc jockey association and staff man of WCFL Chicago, stated that about 200 performers were expected to attend conclave. U-I planned to have Miss Durbin greet delegates via telephone from Hollywood as opener of convention.

Veterans of Foreign Wars presented WPAS Westchester, N. Y., with a commemoration for public service and efforts in behalf of veterans of both world wars.

Virginiars Feted

PRESENTATION of first World War II Victory and American Defense Medals to be issued in Virginia was broadcast over WMBG and WCOD (FM) Richmond Aug. 1. First Lt. Allan J. Phaup (r), WMBG program manager, was a recipient of the Victory Medal. He is congratulated by Lt. Col. Herbert E. Johnson, commanding officer of 61st Army Air Base Unit at Byrd Airport. Capt. Fred O'Connor...
THE average minute of news program on WGN has 142,500 radio homes listening... the number of homes delivered per dollar on WGN news broadcasts is one of Chicago’s best radio buys!

A Clear Channel Station...
Serving the Middle West

MBS
NAB, RMA Launch Set Sale Campaign

Miller and Balcom Complete Promotion Arrangements

JOINT promotion drive designed to stimulate sale of radio sets was formally opened last week by NAB and Radio Manufacturers Assn. The campaign consists of two phases—joint observance of National Radio Week Oct. 26-Nov. 1 and cooperation in the RMA year-round Radio-in-Every-Room campaign.

In an exchange of letters Justin Miller, NAB president, and Max F. Balcom, RMA president, completed arrangements for the joint undertaking. Already groups representing the two organizations have developed extensive plans for the set promotion and Radio Week aspects of the drive.

Judge Miller wrote Mr. Balcom that the campaign—A Radio in Every Room, a Radio for Every Purpose—"means more listening hours by more individuals to our program offerings and, of course, these are goals toward which the members of our industry constantly strive.

Willard Assigned

"Evidence of my very real interest in the campaign is the fact that I have especially assigned Jess Willard, executive vice president of the NAB, to coordinate and supervise our part of the job and, working with them, members of our staff are actively promoting a greater participation by our membership than ever before in the history of the event."

Mr. Balcom pointed out that the set drive will benefit broadcasters as well as radio manufacturers. "The campaign stresses the need for more radios so that every member of the family may enjoy more fully the wide variety of programs presented by the broadcasters," he said. "We believe that if we can think in terms of selling radios as a medium of entertainment and enlightenment for all members of the family, we will not only further our own objectives, but increase the service rendered by radio broadcasters."

FM Outlet in Sioux City Will Be Launched Today

KSCJ-FM, new outlet of the Perkins Bros. Co. in Sioux City, Iowa, was scheduled to go on the air today (Aug. 18) with its regular broadcast schedule. Operating on 94.9 mc (channel 229), the station will be on the air a minimum of six hours daily at the outset and will broadcast with a radiated power of 4.4 kw, covering a 45-mile radius day and night.

Eventually, with the final installation, KSCJ-FM will have a radiated power of 290 kw, covering a radius of over 100 miles, and antenna height will be 515 ft. above average terrain, station management states.

LATEST FROM WEAW

FM Station Sends Its Friends Informal Newsletters

A COMPREHENSIVE service to "those who are interested in WEAW" is offered by the Evans- ton-Chicago FM station in the form of a newsletter giving latest news. and announcements, station news and programming.

Leading off Aug. 1 issue is an item highly recommending the Pilot Radio Co. FM "Pilotuner." Letter explains that they are units which transform AM radios into FM sets.

Also included in the WEAW newsletter is a list of eight new sponsors, a report on the station's current publicity, the appointment of William G. Rambeau Co. as station representative, and new program notes, along with the weekly program schedule. Attached is a "Pilotuner" ad, tied in with WEAW promotion, pointing out the station's recommendation of the unit.

Radio Retailers Offered Promotion Film by RMA

NEW SOUND slide film showing radio retailers how to conduct the Radio-in-Every-Room campaign of the Radio Manufacturers Assn. is now available for local showing, the RMA announced last week. The film, a 35 mm kodachrome titled Let's Get Personal explains that 99% of American homes now have at least one radio set and that increased future sales depend on selling radios of their own to individual family members. Ideas are given for window and interior displays and for special promotions throughout the year.

Print and record combinations of the film cost $15 and can be obtained through the Fred Eldean Organization, 670 Fifth Ave., New York City. Film and pressing may also be borrowed for a limited time from the same source.

BIG HIT of the Minneapolis Aquatennial celebration was KSTP television. The telemobile unit here telecasts street scenes to two luncheons, one for Minnesota mayors, the other for their wives. Luncheons were simultaneous, but were brought together through the KSTP television cameras. Minneapolis Mayor Robert H. Humphrey said he achieved a lifelong ambition of "being two places at once" when he addressed both luncheons simultaneously via television. KSTP used its new Image Orthicon cameras.
more power
FOR YOU!

FROM
WGAR
THE FRIENDLY STATION...CLEVELAND

NOW 50,000 WATTS

WGAR'S NEW 50 KW TRANSMITTER PLANT

EDWARD PETRY AND COMPANY...NATIONAL REPRESENTATIVES
nation's richest Missus...

On the Pacific Coast the Missus holds the purse strings to the biggest pocketbook in the nation.* And Columbia Pacific's Ed East knows how to open it. Ed East is a ladies' man without equal. During the past twelve months 300,000 women packed Earl Carroll's theatre-restaurant to watch him emcee Meet the Missus and to participate in the merry mixture of quips and prizes. And this month, 40,000 more housewives will interrupt their family shopping to stand in the block-long lines that lead to Meet The Missus.** Many more thousands will take time out from their household chores to listen in at home.

Meet The Missus is just as popular with sponsors. Over 82% of the advertisers who bought one or more quarter-hour segments have renewed their contracts. Here's eloquent testimony that The Missus can move merchandise on the Pacific Coast.

If you want to meet — and sell — the Missus with the most spending money, just give us, or Radio Sales, a call. We'll make a date to have Ed East introduce you and your product.

* According to Sales Management's "Survey Of Buying Power," May, 1947, Pacific Coast per capita effective buying income is greater than any geographical group in the nation. An important 27.2% above the national average.

** Based on doubly-checked ticket counts.

COLUMBIA PACIFIC NETWORK

Represented by Radio Sales, the SPOT Broadcasting Division of CBS; New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco
WJPG-FM Opening Gets Coverage in Local Press
OPENING of WJPG-FM Green Bay, Wis., on Aug. 13 received much attention in the Aug. 8 issue of the Green Bay Press-Gazette. The newspaper, which owns the FM station and WJPG, its AM affiliate due to begin in the fall, described the opening of the station and the service it would offer to the area in a front-page story. In addition, a full page in the back section was devoted to pictures of the staff and information about each member, plus a summary of program offerings.

Advertisers, too, joined in the campaign with approximately 14 pages of space featuring the WJPG-FM opening. Station is currently broadcasting from a small studio at 423 Cherry St., but new studios are under construction nearby [Broadcasting, Aug. 4].

POLL ON COMEDIANS PLANNED
Catholic Colleges' Student Group to Survey
Acceptance of Radio's Funny Men

FORMATION of Radio Acceptance Poll, designed to survey more than 50,000 college students this fall on the "acceptability" of leading radio comedians, has been announced by the Press Commission of the National Federation of Catholic College Students. Poll was organized for the 180 member colleges of the NFCCS by the Rev. Joseph F. Scheurer, head of the commission and a faculty member of St. Joseph's of Indiana. State universities and colleges of all religious denominations were urged in a resolution adopted by NFCCS to join in the poll.

Tabulation headquarters will be at St. Joseph's of Indiana, and the Press Commission will make weekly reports on the acceptability of programs of leading comedians on the four major networks. The networks, along with NAB, have been invited to suggest name of a radio representative on advisory board.

James W. Lynch Jr., chairman of the NFCCS student steering committee, stated that purpose of the poll is to give credit to wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste.

Programs and personalities to be judged will fall into one of five classifications: (1) Highly acceptable, (2) acceptable, (3) barely acceptable, (4) unacceptable, and (5) objectionable.

NBC RENEWS CONTRACT WITH SCHWERIN CORP.
RENEWAL of NBC's contract with the Schwerin Research Corp., which has been qualitatively testing NBC programs and commercial spots, was announced last week. The new contract is effective to Dec. 31, 1948 and it embraces a clause permitting the research organization to accept other clients in the radio field, including other networks.

At a press conference, Horace Schwerin, president of the research corporation, said that his study of NBC in the past year had turned up several important findings.

(1) There is a strong relationship between liking and listening. Research has shown, Mr. Schwerin said, that people who like programs best when tested by ratings also listen to them when the shows are on the air. Although this seemed "pathetically elementary," he said, it had never before been proven by research.

(2) Pre-testing of shows before they are put on the air, said Mr. Schwerin, had resulted in "setting shows off to a strong start," Application of his system of measuring audience response to a program in its pre-broadcast stages made it possible to reduce the margin of chance inherent in putting a show on the air, without testing, and awaiting public reaction.

(3) He said that his research could effect talent savings and by examining audience reaction to a given performer in various situations could indicate which sort of role he fit best and in what kind of program he was most effective.

He also said that his testing of audience reaction to commercials had disclosed that commercials which were well-liked were longest remembered, while those which listeners were indifferent were not remembered, and those which were so disliked that they approached the level of intrusions were remembered almost as long as those which were very well liked.

WCTW, New Castle, Ind. FM Outlet Gets Underway

WCTW, new FM station at New Castle, Ind., began operations Aug. 4 on 103.1 mc (channel 276) with a power of 340 w. Licensed to the New Castle Courier-Times, the station is broadcasting daily from 3 to 9 p.m. with plans to expand later. Studios are located in the Colonial Bldg. All programs until Sept. 1 will be sustained, after which commercial contracts will become effective.

Ed Ogborne, of the Courier-Times staff, is station manager. Other staff members include Bill Turner, program director; Ralph Atkinson, chief engineer; Dorothy Weddell, programs and traffic; Stanley Beek and James Cunningham, announcers and Edwin Craig, engineer-operator.

Engineering work for WCTW was handled by Jansky & Bailey, Washington firm, and Martin Risser Williams, engineering consultant.

Smoking hot proof that... North Carolina Is The South's No. 1 State And WPTF Is North Carolina's No. 1 Salesman!

Tobacco auction markets are now opening their 1947 selling season in North Carolina. That means millions and millions of plus dollars are now going into Tar Heel pockets. Up your WPTF schedules now to tie-in with this lush selling season.

With Men Who Know Tobacco Farmers Best, It's WPTF 2 to 1!

*78 counties with 50-100% BMB penetration

WPTF 680 KC 50,000 WATTS
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Nation's Leading Tobacco States

<table>
<thead>
<tr>
<th>State</th>
<th>Tobacco</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>547,838</td>
<td>83,679</td>
</tr>
<tr>
<td>Kentucky</td>
<td>188,581</td>
<td>63,000</td>
</tr>
<tr>
<td>South Carolina</td>
<td>75,533</td>
<td>60,249</td>
</tr>
<tr>
<td>Virginia</td>
<td>23,065</td>
<td>61,533</td>
</tr>
<tr>
<td>Maryland</td>
<td>15,739</td>
<td>63,000</td>
</tr>
</tbody>
</table>

*Maryland's total is for 1945 crop year

BROADCASTING • Telecasting

Page 38 • August 18, 1947
**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 31,637,458 tons, considerably greater than the previous high of 26,174,710 tons handled in 1939.

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.
NAB Contract Forms Provide 30 Seconds

EDITOR, BROADCASTING:

With reference to your editorial, "Tailor's Time," in your August 4 issue, I think your readers would be glad to know that in the standard contract form, negotiated by the NAB and the AAAA, specific provision is made for deducting thirty seconds from any program for station-break purposes.

The language of the "Standard Conditions" printed in the contract is as follows (paragraph 7):

"The agency agrees that the station may deduct from any period of five minutes or longer, not more than thirty seconds for station-break purposes."

In the contract form used for business placed direct by advertisers, the language is identical except for the substitution of the word "advertiser" instead of "agency."

Thus, this standard contract form, which has been officially approved by the AAAA and the NAB, and is in wide-spread use throughout the country, gives added proof of your statement that it has always been an established industry practice, and well understood by agencies and advertisers, that a "quarter-hour program" actually means a program of about fourteen minutes thirty seconds.


* * *

Bedford Says Ignore "The Hucksters"

EDITOR, BROADCASTING:

I wouldn't take issue with Morgan Sexton of KROS ("Open Mike," Aug. 4) for publicizing The Hucksters to take the sting out of its presentation. Special conditions in Clinton, Iowa, might indicate that as a wise policy.

In general though I think it ought to receive the same treatment as crank letters which file in the waste-basket. Ignore it, and deny it the prominence of our attention.

If M. G. M. and Clark Gable are on the radio industry's "unfair" list, fair enough; let's not b'lieve their bookings and box-office if we can avoid it.

Along the same line, has anyone noticed the Saturday Evening Post's numerous thinly veiled dirty cracks at the broadcasting business?

B. H. Bedford, Owner, CHVC Niagara Falls, Ont.
TESTED BY THE Vox Pop OF THE Box Top

We know how responsive our audience is because when a call is made for action of any kind, we get it — whether it be for charity donors or box tops.

And we know why —

For twenty-one years, WSM has proven its integrity to one critical audience.

So we can offer WSM as the solo medium — the only single medium that can deliver this market of five million radio listeners.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
THE VERY BEST IN BROADCASTING
SERVICE IS BALTIMORE'S RIGHT!

In January of this year we published "A Preview of WBAL's Plans for 1947."

Part of that program is now complete. WBAL's new home at 2610 North Charles Street will go into full operation on Monday, September 1.

WBAL is proud and grateful for the new home we occupy. We are grateful to the people of the Baltimore area who have been generous in their acceptance and support of our past operation. That support has made this new home possible.

Our new home is designed to match the importance of this great and growing market. Baltimore is now America's 6th city and has been, for more than 25 years, the fastest growing big city in the east.

Our new home, with its "new world of tomorrow" features, is designed for the new era in broadcasting. No radio station in America has finer facilities.

These new facilities enable us to make every local program bigger and better. With the NBC program schedule stronger than ever, we are broadcasting the greatest enlightening and entertaining programs in our history.

Television demonstrations are a part of our studio tours. We are rushing construction of our Television Station, and hope to be on the air in a few months.

WBAL — 50,000 WATTS — NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
ATTENTION: NAB MEMBERS
You are cordially invited to visit WBAL before or after the NAB Convention at Atlantic City.

of Tomorrow Studios

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Radio Services Outlined
In New ‘Primer’ of FCC
A 25-PAGE SUMMARY of the various radio services, designed to answer basic questions for the public, has been prepared by the FCC Office of Information under the title, “Radio—A Public Primer.”

Bringing up to date an earlier “Primer” issued about 1939, it discusses in non-technical language such topics as the development of radio, radio regulation, allocations, the principles of radio; AM, FM, television and facsimile; the uses of radio in other services; radio operators; call letters, and methods of “policing the ether” for illegal operations.

The “Primer” will be printed later by Government Printing Office for public sale. Officials said it is not possible to comply with requests for copies from FCC itself.

COASTING into local fame with a highly successful “Coaster Derby,” WGAT Utica is pretty proud of the results, especially since the station has been on the air only six months.

A few weeks ago WGAT Owner J. Eric Williams, station manager and publicity man got together with the merchants of Colum- 
bia Street, Utica (main business district) and got their help in putting the plan for a locally sponsored “Coaster Derby.”

Publicity was started with 50-word announcements 10-15 times per day telling boys and girls how they could participate. Then the station sold a Monday-Friday program 8:15-9:15 p.m., mentioning a list of 14 sponsors for the Derby.

There were eventually 29 sponsors, each of which was charged $45 per participation. Although the greater part of the program promoted the Derby, each store was allowed selling copy also.

The Cornelia Street (just off Columbia) course was decorated with a banner and flags for distance of 1,000 feet. Several of the participants were interviewed on the air. Then July 24 the race was run, in five heats, the winner of each heat representing in the finals and the entire race was broadcast over WGAT.

Mr. Williams and Announcer Roland Fowler handled the description, with the show lasting about 40 minutes. Four of the Columbia Street merchants were chosen as judges, and gave out the prizes, in costume, catcher and fielder’s mitts, tennis racket and about ten prizes in all.

Approximately 10,000 witnessed the event, and the only publicity used was radio.

KASH to Start Sept. 1
As Eugene, Ore., Outlet
KASH, 1-kw fulltime outlet at Eugene, Ore., will go on the air Sept. 1, E. L. Kincaid, president of the licensee, Radio Airways Inc., and general manager of the station, announces. KASH will operate on 1600 kc, and will use AP news service and Standard and Thesaurus libraries.

New studios and transmitter have been constructed on the Willamette River bank north of Eugene.

Staff members, in addition to General Manager Kincaid, are: Bruce Nidever, production and program director, formerly with KORE Eugene; Lionel S. Lennox, commercial manager; William Rieley, chief engineer, formerly with KUGN Eugene; Clare Mattingly, news editor; Laura Nidever, women’s advertising, also formerly with KORE.

Notables Help to Launch
KTOP in Kansas Capital
AMONG notables who welcomed KTOP Topeka, Kan., to the air on its dedication program last month were Kansas Governor Frank Carlson and two of the state’s former chief executives, Alf M. Land-
non, 1936 presidential nominee, and Harry Woodring, former Secretary of War.

Operating on 1490 kc with 250 w, KTOP is affiliated with MBS and owned by T. Hall Collinson and Norville G. Wingate, both World War II veterans. Mr. Col- linson, former manager of Stauffer Publications radio division, is station manager. Mr. Wingate, previously sales manager for Hink- son-Crawford Adv. Agency, is commercial manager.

Other staff members include Wendell Elliott, national advertis- ing salesman; Walter, sports director; John W. McGee, news editor; Chet Wallack, chief engi- neer; Maxine Burke, program di-
rector, and Alice Finney, con-
tinuity director.

WCSI-FM on 93.7 mc
WCSI-FM, new Columbus, Ind., outlet, is on channel 229 (93.7 mc) instead of channel 237 (95.3 mc), as stated in the Aug. 11 issue of Broadcasting.
34,000 ways to say "amazing"

How Race for New Developments in the Petroleum Industry Works Wonders for Mr. & Mrs. America

When more than 34,000 individual companies and 1,250,000 people are engaged in a highly competitive business such as "oil," dreams turn into realities.

Travel at speeds near that of sound? The newest jet planes streak at more than 600 miles an hour... thanks to super-fuels developed by competing oil refineries in cooperation with aviation engineers.

Man-made weather? Artificial fog contrived from petroleum promises to save millions of dollars annually by preventing the freezing of crops.

Suits that shed water? Oil that stays fluid and stable far below freezing? A way to weed 20 acres of cotton in 1 day? Actualities... because of advancements in the highly competitive petroleum industry. And the unending rivalry in research, in oil production, refining, transportation, and marketing promises more are on the way for tomorrow.

There's a Plus For You in Petroleum's Progress

Lights burn 24 hours a day in the 400 oil refineries. Competition in this branch of the industry has resulted in such notable developments as the superior fuels that make possible the high compression engine which gives modern cars more power, better performance, smoother operation.

Contrast the 19th century horse and wagon transportation of oil with methods employed today by 650 transportation companies using pipeline, tanker, truck, rail or barge. And competition in the field where some 20,000 distributors vie with rivals has created modern marketing methods, too. Today, streamlined tank trucks feed oil directly into the home storage tank in carefully metered quantities.

Constant research has made petroleum a treasure chest from which are obtained well over a 1000 needed substances. The search for new ways to make oil more useful... for new methods of maintaining high standards and adequate supplies... goes on unendingly, from the scientist in the laboratory to the technicians in the field who check and prove the practical application of over 1000 different oil products.

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to your listeners.

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.
Saumenig Is WIS Managing Director
Furr Will Manage WIST (FM) In Surety Shift

Mr. Furr
Mr. Saumenig

APPOINTMENT of J. Dudley Saumenig as managing director of WIS Columbia, S. C., and Ray Albert Furr as managing director of WIST (FM) Charlotte, N. C., was announced last week by G. Richard Shafto, manager of the Surety radio interests.

Mr. Saumenig's radio experience dates back to 1927 when he was named manager of WSUN St. Petersburg, Fla. He joined WIS in 1932 and shortly afterward was named manager of the Surely-controlled WNOX Knoxville, Tenn. He remained there until 1937 when the company sold the station, and he was then appointed to manage WCSS Charleston, S. C., also owned by Surety at that time. When WCSC was sold in 1938 he returned to WIS as sales manager and remained in that capacity until his current promotion.

Furr received his B.A. from Missouri U., his M.A. at George Peabody College and passed his qualifying examinations for a Ph.D. from New York U. His first radio experience came at Winthrop College, Rock Hill, S. C. where he was in charge of journalism and public relations for seven years and supervised school programs over WBT Charlotte. In 1943 he was named program director of WIS and served in that capacity until his current appointment, which takes effect Sept. 1. WIST is now under construction.

Concurrently, Mr. Shafto announced the promotion of Frank Harden, current sports director of WIS, to program director replacing Mr. Furr, and the addition of C. Wallace Martin to the WIS sales staff on Sept. 1.

Mr. Harden is a graduate of the University of Chicago and served as sports director of WBBG Greensboro, N. C. until the war. After four years in the Navy, he was discharged in 1945 and became program director of WGTW Wilson, N. C. In March 1946 he joined

Tenth Year On the Air With "Mutual"

One significant day in 1937, ten years ago this fall, Fulton Lewis, jr. took his nose for news out of WOL's Washington transmitter and extended his field of operations to Mutual, U. S. A. Since that time he has dug out a lot of news beats—and adhered faithfully to reporting the news as he sees it.

His policy pays off in devoted listeners. The proof? He's currently sponsored on 262 stations!

If you need a program with a loyal following, get in touch with us immediately. Maybe F. L. jr. is available in your community.

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Mr. Saumenig
Mr. Furr

Fulton Lewis, jr.
YOU MAY PADDLE
A MILE IN EIGHT MINUTES*—

BUT...
YOU CAN'T GLIDE INTO
WESTERN MICHIGAN
WITHOUT WKZO-WJEF

No matter how hard you pull and sweat and strive—no matter how much you wish to do a good radio job in Grand Rapids, Kalamazoo and Western Michigan, from the “outside”—well, it just can't be done. Not that the mere distance is too great, but simply because Western Michigan has a “fading” condition which thwarts even the largest outside stations. . . .

Western Michigan, however, has two great CBS stations — WKZO at Kalamazoo and WJEF at Grand Rapids — which can give you TOP coverage (morning, afternoon or night) in this big and important area. A glance at the latest Hooper Report will convince you that these two stations offer you the greatest possibilities available. Write for a copy now, or ask Avery-Knodel, Inc.

* Ernest Riedel of the Pendleton Canoe Club paddled a canoe one mile in 7:55.2, in 1938.
Dear Time Buyer:

You are making plans for the coming fall and winter. Please remember last fall and winter WCKY was the Number Two station in the Cincinnati market (8AM-8 PM C E Hooper Fall-Winter Ratings Oct. ’46-Feb. ’47) and the Hooper monthly index study this summer confirms WCKY will again give you this coming fall and winter far greater share than its regional or local competitors. For example, here is the July 1947 Hooper Index Report (and I do not need to remind you that baseball is over after September).

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
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<td>Weekday Morning</td>
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<td>8:00 AM-12:00 Noon</td>
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<td>24.0</td>
<td>12.5</td>
<td>17.3</td>
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<tr>
<td>12:00 Noon-6:00 PM</td>
<td>19.3</td>
<td>19.2</td>
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<td>14.1</td>
<td>32.2</td>
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<td>Evening</td>
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<td>6:00 PM-10:30 PM</td>
<td>22.8</td>
<td>16.9</td>
<td>(28.4 x)</td>
<td>17.5</td>
<td>25.6</td>
<td>11.2</td>
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<td>12:00 Noon-6:00 PM</td>
<td>27.0</td>
<td>8.0</td>
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<td>9.6</td>
<td>14.8</td>
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<td>Saturday Daytime</td>
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<td>8:00 AM-6:00 PM</td>
<td>14.2</td>
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<td>(35.3 x)</td>
<td>12.8</td>
<td>21.3</td>
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<tr>
<td>Total Rated Time Periods</td>
<td>19.5</td>
<td>18.5</td>
<td>27.7</td>
<td>15.4</td>
<td>26.7</td>
<td>11.4</td>
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</table>

(Note—(x) includes baseball)

Let Mac give you the full story.

Sincerely,

L. B. Wilson

PS—WCKY gives you 50,000 watt coverage at no extra cost.

Mail received in July 1947 exceeds 90,000 letters.

INVEST YOUR AD DOLLAR WCKY'S-LY
WCKY announces the opening of a New York office at 480 Lexington Avenue, Suite 925. Ralph E. McKinnie, formerly with the Paul H. Raymer Company, Bell & Howell, and the Pure Oil Company, will be in charge as National Sales Manager for WCKY. Miss Kathryn T. Callahan, formerly office manager and Assistant to Mr. Humphrey, of the H. B. Humphrey Company, will be Assistant to Mr. McKinnie.

Mr. McKinnie served in the U. S. Navy for five years and was a lieutenant commander in charge of the USS Portunis, a patrol boat "mother ship."

Miss Callahan has had a career of radio time buying and spot campaign schedules for network programs.

Phone—Plaza 9-8153
TWX —NY 1-153

Facilities for Chicago office will be announced shortly.

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Niggardly Pay

THREE MEMBERS of the FCC, this journal reported last week, may resign before their terms expire—probably by the end of the year. They are Chairman Charles R. Denny and Commissioners E. K. Jett and Clifford J. Durr.

We do not propose to delve into partisan or policy factors which may motivate the individual thinking of these officials.

In at least two of these cases—Denny and Jett—the impelling influence is economics. It probably also plays a part in the thinking of the left-wing Commissioner Durr.

FCC members draw a paltry $10,000 per year, gross. That stipend was fixed for commissioners when the original Federal Radio Commission was created 20 years ago. That was the salary stipulated when the present Commission was created in 1934. There is no provision for the commissioners' pay in the pending White Bill (S-1338).

The FCC pay scale is outdated. Other Government employees below the Commission level were given healthy pay increases during the war—increases consistent with the prevailing cost of living.

The FCC's general counsel and chief accountant, for instance, draw the same salaries as the Commissioners because of the well-deserved temporary increases. Assistant chiefs draw almost as much.

Congress took good care of itself under a reorganization act two years ago by increasing the scale from $10,000 to $15,000, plus $2,500 in expenses, tax-free. Many of our legislators also find it expedient to place members of their families on their own office pay-rolls—nepotism, that's called.

It isn't hard to understand, therefore, why certain members of the FCC feel they cannot afford to remain in Federal service. The truth is they cannot adequately provide for their families if dependent upon their salaries. Older men wonder about ultimate retirement, unless they are civil service.

President Truman has deposed the difficulty in attracting good men to Federal service. Such a call is a high honor but a thankless one for the man who hasn't been able to save enough to pay the deficits that inevitably accrue for young men with family responsibilities and who must also keep up with the official Joneses.

One of the first acts of the new session of Congress in January should be to raise the salaries of Commissioners at least to $15,000 and perhaps to $20,000. That obviously would result in fewer resignations of good Federal officials, and would attract a larger number of better men who now shun Federal office because they can't afford it.

Scarce Stuff

LAST WEEK there emanated from the New York headquarters of the pugilistic industry the report that telecasting of fights from Madison Square Garden would be discontinued because of dwindling attendance attributed to stay-at-homes and tavern viewing.

The report was promptly disclaimed. But it nevertheless indicates the kind of phony thinking going on about the effect of televising sports, but which can't mean the prize fight, baseball, motion picture or the legitimate theatre. It is a throw-back to the early days of play-by-play baseball broadcasting, and even of news broadcasting.

In the case of baseball, attendances each year break the preceding year's records. Play-by-play broadcasting long since has permeated the Three-Eye League and the Class D circuits. Broadcasting of news has whetted the public's appetite to the point where newspaper circulations are at all-time highs, and the only limitation against further increases is the scarcity of newspaper.

There doesn't appear to be any imminent danger of the sporting events people going off the deep end on television. Officials of the Twenty-first Century Sporting Club, which runs the Garden, attest that, if anything, television has helped gate receipts. With more and more video receivers in use in hundreds of thousands, and with the legitimate fight, professional prize fights will become fans. They will pay to see occasional fights. The promoters will prosper.

It hasn't happened to professional baseball, football and other events through play-by-play aural broadcasting.

Abolition of Blue

NAB's first study of its member stations' sustaining program to this point is a commendable service. The results should go far toward removing the stigma of commercialism which FCC's Blue Book, conceived in bureaucratic sin and dedicated to the proposition that a few cases are typical of the whole, has attempted to cast over all radio.

NAB's findings do not jibe with FCC's. Paradoxically, NAB's show less average sustaining time than the industry-wide figures which were reported, however obscurely, in the Blue Book. Where the Blue Book in a secluded and unpublicized section showed 46.1% of radio time sustaining, NAB reports 34%. This is not a sinister development but serves to emphasize the high statistical standards of NAB's project.

The Blue Book admitted that its statistics were based on those methods of reporting. Actually FCC did not admit the point, but proclaimed it, because its figures reflected rather than substantiated the Blue Book theme. NAB's survey, on the other hand, follows a careful scientific formula.

The result of NAB's survey clearly points up the weakness of two main Blue Book contentions: (1) that larger stations carry fewer sponsors than small stations, and (2) that fewer stations carry during the once evening hours than at other times. The cardinal weakness, of course, is in FCC's assumption of the right to intrude in such matters.

That FCC itself might be moving toward a more proper respect for the prescribed limits of its authority was indicated last week, when another of the so-called "Blue Book cases" dropped into limbo. The Commission handed down a decision which, though redundant with Blue Book implications, nevertheless granted renewal to WTOL Toledo and thus kept unbroken the line of Clear Channel.

In any event, the NAB survey comes as a refreshing answer to the line of reasoning which holds that 80% commercial is the limit beyond which stations must not go. It is to be a continuing theme. And we shall not be surprised if it reveals a gradual increase in the percentage of sustaining time. This will be a natural result as more stations go on the air, all hungry for new talent and meeting increasingly stiff competition. That is the way it should be accomplished, if at all—not by the threat of retribution by an agency plainly forbidden to meddle in such affairs. And if by compulsion, not by legislation—remember, NAB can offset the false notions implanted by the Blue Book in the public mind, then it will itself have presented a public service program of the first magnitude.

Our Respects To—

ADRIAN JAMES FLANTER

BUYING time for a time company is Adrian Flanter's chief occupation. When you hear your local announcer say, "It is now 3 p.m., Benrus Watch time," chances are it was Mr. Flanter, as Benrus Watch Co. advertising director, who placed the spot.

Throughout his youth the slogan, "It Pays to Advertise" haunted him. In fact it intrigued him so much that while in college he transferred from dentistry to an advertising major. He was graduated from New York U. in 1932.

He started his business career in sales promotion for Hahn Department Stores, New York. After six months there he wrote a letter to the president of Ward Baking Co. regarding their new and novel radio program, which greatly interested the young Mr. Flanter.

Impressed with Mr. Flanter's analysis of the program, the bakery company president referred him to Kastor Advertising Agency, handling account.

Kastor hired him immediately.

After a year with the agency, he moved to World Broadcasting System, as sales promotion manager, controlling World Library Service, then being introduced to radio stations.

Mr. Flanter did such a good job that Associated Music Publishers sought his services. Also retaining him at the same time as promotion counsel was WOV New York. His job was to build up national advertisers' acceptance of the station's "Italo-American Way."

Another successful promotion job followed when Muzak decided to go to New York after many years of experimentation in Cleveland. The company turned to Adrian Flanter to organize its sales promotion campaign. By this time Mr. Flanter was among the top names in the advertising-promotion field.

So when he joined Benrus as advertising director in April 1945, he was well equipped for the position.

The large-scale nationwide advertising that Benrus does, particularly in spot radio, offers excellent opportunity for Mr. Flanter's talent and experience. Considered by stations and representatives as one of the smartest time-buyers in the business, Mr. Flanter's pet trick is to get the representative at his office and together with him call the station on the phone and put through the deal. He probably holds some sort of record for buying radio on the telephone.
Yes, three new antennae, twice as tall as the old ones they replace! That's KVOO's most recent contribution to the advancement of better radio reception in the "Magic Circle!"* But what doesn't show in the picture is the fact that KVOO towers many times twice as tall in the minds of "Magic Circle" radio listeners as does any other station!

Established in 1925, KVOO has long been the favorite, the dependable source of finest programs, of latest, most accurate news to hundreds of thousands of faithful listeners in this great area. A genuinely friendly "home-folks" attitude has built and will continue to build even greater and more loyal listenership for the Voice of Oklahoma in the years ahead.

So today, as always, only the best in equipment, programming, and the most conscientious personal attention to our broadcast responsibilities are good enough for KVOO listeners!

Outstanding today . . . even more outstanding tomorrow!

*"Magic Circle," the name given a midwestern area by Roger Babson as having greatest future development possibilities.
Louis N. Persio
LOUIS N. PERSIO, 39, chief engineer of WRAK Williamsport, Pa., died suddenly at his home Aug. 8. Mr. Persio started working as a WRAK engineer 17 years ago when the station first began operations. In 1934, he was appointed chief engineer and held that position until his death. He was a member of the International Radio Engineers and president of its Williamsport chapter. Survivors include his mother, a sister, and a sister-in-law, all of Erie, Pa.

Joseph Vessey
JOSEPH VESSEY, 69, secretary of Kenyon & Eckhardt, New York, died on Aug. 11 at his home, 14 Stanford Place, Montclair, N. J. He had suffered a cerebral hemorrhage on July 16. Mr. Vessey joined Kenyon & Eckhardt in 1929 and prior to that was associated with the firm's parent company, R. D. Lilibridge Inc. Surviving are his wife, Agnes Joyce Vessey, and a daughter, Mrs. L. E. Spanger.

New NAB Station Aid
FORMULA for successful development of broadcast stations as community entities is offered by the NAB Small Market Stations Division. Titled "The Broadcaster's Community Challenge," the booklet was written by Robert T. Mason, WMAR Marion, Ohio, member of the NAB Small Market Stations Executive Committee. Mr. Mason has been a leading advocate of enterprising community service by stations.

5000 REWARD!
DULUTH, MINN.—Have you seen this man? He is Otto Mattick, who left Duluth recently to find why KDAL's new power increase to 5000 watts gives it such terrific coverage.

Otto may be recognized by the reciprocating single-arm he uses to measure after trunks. Anyone seeing him is urged to contact KDAL as Otto will be a long way from home and is undoubtedly lost trying to reach the extent of KDAL's new 5000 watt signal.

If you can't find Otto, claim your 5000 reward by contacting Avery-Knoedel. Learn why KDAL is a better buy than ever!

Respects
(Continued from page 50)
Though he was formerly very active in athletics, he now holds himself to his hobbies, aviation and gin rummies. Constantly using planes in business and pleasure travel, his friends say he would rather fly than eat. As for gin rummies, he insists he is good at it, while those who play with him insist equally vehemently he just inherited the luck of the gods. At any rate he cleans up consistently. He lives at Rockville Centre, Long Island. The family consists of Blanche, his wife, Gail Lynne, 4, and Neil Fawcett, 2.

1-kw Daytimer Launched
At Michigan City, Ind.
MICHIGAN CITY, Ind., had its first station as WIMS began daytime operation Aug. 8 with 1 kw on 1420 kc. Equipment is Raytheon throughout, with a 200-ft. Wincharger antenna.

Licensee of WIMS is Northern Indiana Broadcasters Inc., headed by President O. E. Richardson. S. R. Herkner is secretary and manager, Bill Blank is treasurer and Al Hais, who until recently headed Homer Griffith Co.'s Chicago office, is sales director.

Commercial
HAROLD GAISFORD, salesman at 115 North champagne, Calif., has been appointed sales manager. ROBERT BRECKNER, assistant director of CBS Hollywood, has been named to post of network sales service representative under FRANK OKARAS, department head. He replaces the late MURPHY FLYNN, who has shifted to Radio Sales representative for network in Hollywood. Mr. Breckner joined network in January 1946 after more than three years of Navy intelligence service. After six months in transcription department, he joined production department as an assistant director. He is the son of the late GARY BRECKNER, Hollywood announcer-m.c.

ALLEN EMBURY, AAF veteran with seven years of radio and advertising experience, has been named sales manager of WOSH Oshkosh, Wis.

LARRY KRASNER, Pacific Coast manager of K wouldn't, Calif., and his appointment to post of network sales representative was announced. It has been moved to larger quarters in San Francisco, at 601 Market St.

KOPF, new 250-w Grange Valley, Calif., station on 1400 kc, has appointed TRISH MOORE & ASSOC., Hollywood, as national sales representative.

BILL LAMBERG, formerly with the CBS Los Angeles radio sales office, has been named assistant sales manager of WBBM Chicago.

AVERY-KNOEDEL Inc. has been appointed sales representative for WIBA Madison, Wis.

CLARE BAKER, traffic manager and executive secretary of KOFJ Hollywood, has resigned for government service, with SUE WOODS, of N. W. Ayer & Son Hollywood radio department, taking over her former assignments.

HENRY FLYNN, CBS Hollywood Radio Sales representative, arrives in New York Aug. 25 for network conferences and will proceed to Richmond, Washington and Chicago before returning to the West Coast in late September.

ADVERTISING FEDERATION OF AMERICA has elected WRUP Gainesville, Fla. and WEXL Royal Oak, Mich., to membership in federation.

CHRISTINA ERDMAN, traffic manager of WJHP Detroit, has been awarded a citation for meritorious service for her volume of business and outstanding achievement within the 5th Army area in behalf of the U. S. Army Recruiting Service.

BYRON NELSON, ABC radio account executive, is the father of a boy.

JOE GINNEY, former traffic manager of KLIX Twin Falls, Idaho, has been transferred to sales staff but will continue as record m.c. on his afternoon show, "Joe's Clicks Club."

WILLIAM H. LEITZ, former Counter Intelligence Corp. radio writer, has been named radio producer for State Dept. in the Pacific and European Theatre of war, has joined sales staff of WFLN Hemet, L. I., N. Y.

JOHN H. BENDY, member of traffic department of WGN Chicago, is the father of a girl, Diane.

DAN Denny, NBC radio recording sales representative in St. Louis, has transferred to Chicago to fill vacancy created by transfer of SCOTT KECK to New York office.

BRUCE BRYANT, former salesman of KTUC Tucson, has joined local and spot sales departments of WBBM Chicago and ABC Central Division, as salesman.

WALTER TOLLESON Jr., assistant sales manager of NBC Western division, was honored during the International Lions Club convention in San Francisco by a delegation from Tollson, Ariz. City was named after Mr. Tolleson's father who was one of its founders.

BRUCE MILLER, former sales manager of Alliance Rubber Co., has been appointed market research director of WLTW Cincinnati.

CARL JEWETT, former commercial manager of WSN In Rockford, Ill., has joined Chicago office of J. P. McKinney & Sons, station representatives, as sales manager.

FRANK J. MILLER graduate of U. of Minnesota, and AL JENNINGER, formerly with WJHP Jacksonville, Fla., have joined sales staff of WBBM Chicago. FlA. HILLARD AVRUTIS, formerly with KTUC Tucson, Ariz., has joined WIBA as account executive.

KAREL PEARSON, assistant manager of NBC Hollywood traffic department, is the father of a boy born Aug. 5.
Some twenty years ago WCAO became one of the sixteen stations which formed the original CBS network.

Through all these years WCAO has performed a fuller service to its listeners through the broad sweep and tremendous scope of the outstanding programs of CBS. Because of its network affiliation “The Voice of Baltimore” has been able to bring its listeners programs of an educational and informative value, as well as a wealth of entertainment, that have helped to make it a more productive medium for its advertisers.

Today, looking forward to many more years of cordial relationship with CBS and anticipating the greater opportunities for supplying outstanding network programs of information, education and entertainment, WCAO says with a respect based on the years and with deep pride in its partnership—

“Hail, Columbia”
KAITIE KIRKBRIDGE, former freelance television producer, IRAN BERLOW, former radio and stage agent and director, and FREDRIC STANGE, actor, have joined Marlowe Television Assoc., New York.

STEPHEN J. DEITZ, formerly in designing and engineering of industrial electronic controls at Ripley Co., Torrington, Conn., has been named head of sales engineering for Industrial Control Div. of Langerin Mfg. Co., New York, manufacturers of broadcasting audio facilities and custom-designed sound installations. RALPH J. HUGER, former sales manager of Ripley Co., has joined Langerin as sales director of that division.

JOHN R. ALLEN, former director of radio and television for Marstall & Pratt, New York, has opened own office located at 16 58th St., New York, as television consultant specializing in production of visual commercials. Before his association with Marstall & Pratt, Mr. Allen was with NBC television department.

RAY W. RYAN has been appointed superintend-ent of sales and service for the South Wind "Sealed Heat" Div. of Stewart-Warner Corp. Mr. Ryan, who joined division in January, succeeds A. L. FOLLEY.

JOHN H. ZEIGLER, former sales promotion director of J. D. Weather Productions Inc., Beverly Hills, Calif., has joined John Sutherland Productions Inc., Los Angeles, as executive vice president of that organization.

MAURICE GURIN, who has been associate member of Leonard V. Finder & Assoc., New York public relations firm, has been appointed executive vice president of that organization.

MAURICE BASSECHES, formerly with American Jewish Committee, New York, and BERYL L. REUBENS, former assistant publicity director of Columbia Records, New York, have joined Finder & Assoc. as account executive and assistant account executive, respectively.

Gene Autry Radio Productions, Hollywood, under direction of LESLIE LUCAS, has cut an audition record of new live half-hour Western show, "State Fair Juniber," for sponsor consideration. Cast includes Hoofer Hot Shots, Curt Messey, Martha Mears and Frank Ward orchestra and male quartet. Audition was recorded at CBS Hollywood.

WESTINGHOUSE Electric Supply Co., Baltimore branch, last week held premier showing of new live of Westinghouse radio at Lord Baltimore Hotel for more than 300 dealers from Baltimore, Western Maryland, Virginia and West Virginia.

RCA Tube Dept., Harrison, N. J., has prepared a new sales aid folder, illustrating and describing complete line of promotional pieces and displays prepared for radio dealers and service men. Folder is available free from RCA distributors.

A. C. NEILSEN Co., Chicago, last week announced a new service, the "Nichols Variety Index." Manufacturers in drug and food stores in United Kingdom and Canada are among Nielsen clients. Index is designed to measure sale of classes and brands of drugs, toiletries and cosmetics.

JAMES STABLE has been appointed eastern regional executive secretary of Broadcast Writers Guild, Mr. Stable, an attorney of New York, replaces MICHAEL DAVIDSON, who becomes western regional executive secretary with headquarters in Hollywood.

WILLIAM FEINBERG, of General Artists Corp., New York, announced last week the appointment of R. ALLEN, as labor consultant in entertainment field. Before joining General Artists last year, Mr. Allen was secretary of Local 802, American Federation of Musicians.

BERNARD LUBER, formerly in charge of talent and casting departments of Republic Pictures, has been appointed vice president and general manager of placement Enterprises Inc., Beverly Hills, Calif., talent service.

U. S. Television Mfg. Corp., New York, has appointed Ross Assoc. Inc., Detroit, as Michigan factory representatives. HERBERT SCHILLER has been appointed U.S. sales representative for Brooklyn, N. Y.

AL WOOLEY, office manager of NBC Recording Division, Hollywood, has been appointed eastern regional executive secretary with headquarters in New York.

SID PASTNER and LOU COLLINS have formed Pastner Co., a new Philadelphia record firm. First records are currently being released by company.

JOHN CHRIST, producer of J. Walter Thompson Co., Hollywood, is the father of a boy.

KARL SCHULLINGER, manager of Pedlar & Ryan Inc. Hollywood office, is in New York for three weeks confer- ring with agency executives relative to Canby fail radio plans.

ALICE SMART, former casting director of "The Radio Farm" F.B.I., has joined Kenyon & Eckhardt's Ford Theatre in the same capacity.

EXCLUSIVE RADIO FEATURES Ltd., Toronto (transcriptions), has moved to new quarters in Fulport Bldg., 225 Mutual St., new home of CHUM Toronto. Telephone: Waverly 9419.

PHILIP R. JASEN, promotion-publicity director of WOR WOR Worcester, Mass., has been named as station's first director of sports broadcasts.

BOB MARTIN has joined news staff of WQAT Utica, N. Y., after receiving his A.B. degree at U. of Syracuse.

TOM FLYNN, of the news staff of KPO San Francisco, has been named assistant manager of the station and public service director.

SIMMONDS AND SIMMONDS Inc., Chicago agricultural advertising and publishing firm, has developed new service for local farm radio editors. Titled "The Radio Farm Editor's In- formation" is issued weekly to local subscribing stations on care and feeding of livestock and making of hay.

CLIFF DAVIS, hunting and fishing radio-program host for WOR-WBZA Boston-Springfield, cleared for three-week trip to fishing and hunting waters and fields of Mexico. He will transmit his programs afloat and they will be flown to Boston for delayed broadcast.

CHARLEY STOOKEY, farm editor of KXOK St. Louis, has been presented with an honorary membership in National Society of Auctioneers and named a "Colonel" in the organization.

IRA STEPHENSON, member of news, public service and public relations sections of KPO San Francisco, has resigned and will announce his engagement to BURT LEIPER, member of NBC New York news staff, during summer vacation of his son, the other of whom is a boy.

BILL GREYSON, newscaster of WOC Stockton, Iowa, and Margaret Stephens have announced their marriage.
WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

The Buffalo Evening News was quick to recognize the tremendous audience impact promised by television. Present plans call for full-scale television operation by the end of the year.

As with most of today's television stations, RCA will furnish all the equipment necessary to put WBEN-TV on the air. RCA's 5000-watt television transmitter, choice of most newspaper telecasters from coast to coast, will feed a Super Turnstile antenna . . . which will boost the radiated power to more than 14,000 watts.

A two-camera field pickup chain will provide on-the-scene telecasts of spot news and special events. Two RCA television-type film projectors and a film camera will permit convenient, versatile sound-film programming . . . simplify the insertion of station breaks, commercials, and special effects. New RCA image-orthicon studio cameras will be used to assure high-definition pictures of live studio programs without the need for elaborate lighting. RCA control, test, monitoring, and auxiliary equipment make up the balance of this station's order.

Television for the Buffalo Evening News (WBEN) will add another history making chapter to its enviable record of pioneering . . . a record that includes ultra-high-frequency broadcasting as early as 1932 . . . daily facsimile broadcasts in 1938.

What are your television plans? Everything needed to start a station is in quantity production at RCA. An indication of your requirements now will assure early delivery of equipment. Write Dept. 18-II-2.

BEN BEZOUFF, former assistant manager of WMTR, Denver, has established Ben Bezouff & Co., advertising and public relations counsel, in that city. Mr. Bezouff, who is a member of Colorado State Legislature, formerly was news director and announcer with KLS Denver, WXYK Oklahoma City, and stations in New York and Natchez, Miss. During war he served as OWI director for Rocky Mountain region and for a time a war correspondent in ETO.

JOSPEH W. MADDEN, secretary of National Broadcasting Service Inc., has left New York for a three-week trip to Puerto Rico to study the local advertising situation.

ROBERT F. HOLMAN, former director of research for H. W. Keaton & Sons, Chicago, has joined New York office of Dancer-Fitzgerald-Sample Inc., as coordinator of research and market analysis.

HAROLD GINGRICH, associated with W. E. Long Co., Chicago, since 1933, has been appointed radio director of the agency, replacing J. J. SPERRY, who resigned last month to go into business for himself [BROADCASTING, July 31].

H. K. L. Adv., new Los Angeles agency, has opened offices at 355 S. Broadway. Heading agency are JOEL HARVEY, former New York production manager; HARRY L. LECHTMAN, former national public relations director of Los Angeles Sanitarium; ROSE N. KNIGHT, former Belnick Studios; MOSER & COTINS Inc., Ucla, N. Y., has been elected to American Assn. of Adv. Agencies.


GORDON VANDERMARKER, who recently returned from California, has rejoined Benton & Bowles, New York, as assistant coordinator with the Procter & Gamble group.

HARRY PESIN, former director of creative services at Lester L. Wolf Inc., New York, has joined Rockmore Co., New York, as a copywriter.

SHIRLEY WELCH, formerly of J. Walter Thompson Co. International Dept., New York, left last week for six weeks trip to Mexico, Central and South America, to visit the agency's international clients.

TED SMITH, former Hollywood television director of J. Walter Thompson Co., following six months' vacation in Tahiti, has returned to South California to re-establish himself in video production.

GENE UMLAND, former advertising manager of Grants Bros., San Francisco (wholesale, retail jewelry), has opened own local advertising agency.


ARNOLD TUTELMAN, formerly of "Yank" has joined Julius J. Howen Co., New York, replacing MAURICE MANDEL as production manager. Mr. Mandel has resigned to accept teaching assistantship at Syracuse U.

DAVID GRANT has replaced BUD DEWRY as Raymond R. Morgan Co. Hollywood producer of MBS "Heart's Desire.

JOHN CONNER, formerly in advertising departments of Bank of America, and Shell Oil Co., San Francisco, has joined Young & Rubicam Inc., that city, as copywriter for "Dyn-o-mite." Mr. Conner has been named assistant production manager, with VERNON LEBRANDT becoming assistant to DON STERNLOFF, art director.

JAMES H. WRIGHT, who has been associated for past five years with Kastor, Parkell, O'Malley & Co., New York, and who has been active on Drey Shampoo account, has joined Harry B. Cohen Adv., New York, as executive in creative and merchandising departments. Mr. Wright's addition is part of expansion move at the agency.

MARION SIMPSON has joined Hollywood radio station KFRC as street team leader, Louis & Brody, replacing MARGUERITE ASH-WORTH, who resigned to become an airline stewardess.

WILLIAM H. LEWIS Jr., formerly with Kastor, Parkell, Cheshire & Clifford, and prior to that with Dancer-Fitzgerald-Sample Inc., has joined management group of Compton Adv., New York. He will work on the Procter & Gamble Cincinnati, Drexel account.

CHARLES ALSUP, former advertising manager of Packard-Bell Co., Los Angeles radio manufacturer, has joined Buchanan's Co., that city, as account executive.

RUTH JOHNSON, former timebuyer and production manager of Raymond R. Morgan Co., Hollywood, has joined Western Adv. Agency, Los Angeles, as timebuyer and assistant to MILTON CARLSON, vice president and radio director of agency. Hollywood, as account executive and producer.


CARL M. STANTON, supervisor of nighttime shows for Shows Productions Inc., subsidiary of Dancer-Fitzgerald-Sample, New York, is in Hollywood for three weeks for start of two weekly CBS "Jack Smith Show," resuming Aug. 25 and to originate from West Coast for five weeks.

ADEN PACKARD, co-owner of Packard & Packard Adv., Los Angeles, is in Long Beach (Calif.) Naval Hospital, recuperating from a major abdominal operation.

ROBERT V. BUSKIRK, recently discharged from Army, has joined production staff of Columbia Adv., Los Angeles.

MILTON CARLSON, radio director of Western Adv. Agency, Los Angeles, is the father of a boy born Aug. 6.

NEIL HARNICK, former sales promotion and editorial writer of Lockheed Aircraft Corp., Burbank, Calif., has joined Smith, Inc., Hollywood, as copywriter. BOB WILLIAMS, former CBS News production engineer, has joined agency as premium contact man on KFRC Los Angeles, Calif., program, "Ball the Chump."

RAY CORMIER, account executive of Allied Adv. Agency, Los Angeles, has been in Seattle for two weeks to handle promotion department work for firm there.

DOBBIN, HAROLD FLINT and MILDRED GREGERSON, have become account writers in Dancer-Fitzgerald-Sample's Los Angeles office.

JOHN W. WEBER, vice president in charge of radio for J. Walter Thompson Co., New York, is scheduled for conferences with Al Jolson on format and cart of new NBC "Kraft Music Hall" Oct. 2.

LEE MURRAY Adv., New York, formerly located at 12 East 40th St., has moved to larger quarters at 71 West 40th St., New York, N. Y.

GERALD LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, is in Hollywood conferring with agency executives relative to new business.
First, last and all the time, a successful radio station must remember its public. KGW has entrusted its important Public Relations assignment to Frank Coffin—a man who knows the ins and outs of radio station operation like you know the back of your hand. Salesman, announcer, manager of small-market stations, program director, chief announcer, director of special events—Frank has been through the broadcasting mill—and a good thing, too, because Frank's duties are as varied as broadcasting itself. What this all adds up to is that capable Frank Coffin is another one of the KGW people bending every effort to make your investment in KGW time pay big dividends. It pays to put KGW—the PLUS VALUE station—on your schedules.

Next Week—EVELYN SIBLEY LAMPMAN, Educational Director
WMAL, American U. Offer
Four-Year Radio Course

FOUR-YEAR course in radio and television, leading to a B.S. degree with a major in radio, has been created by American U., Washington, D.C., in cooperation with WMAL that city. The new schedule will become effective this fall. American U. and WMAL began the radio school last September [BROADCASTING, Aug. 19, 1946], but until this time had not offered a degree in this field.

All courses are taught by professional radio people under the direction of Gordon Hubbel, director of program operations for WMAL. New additions to the teaching staff include Hazel Marcel, director of community service and education, WTOP Washington; Maurice B. Mitchell, WTOP sales manager, and Erich Saxl, FCC. All other instructors are WMAL staff members.

T. L. KIDD, formerly with KTSN San Antonio, has joined KSFA-NBC- doches, Tex., as chief engineer.

WILLIAM P. GREther, broadcasting consultant formerly with Grether Radio Electronics Corp., Norfolk, Va., has opened offices in Raleigh, N. C., under firm name of William P. Grether Inc. Associated with Mr. Grether, president, are E. N. DeWitt, secretary-treasurer, and FRANCIS C. GREther, vice president. Firm is located at 5 E. Dave St., and will specialize in broadcast and communications engineering, installation, maintenance and field engineering. Telephone: 3-1921.

SHERMAN C. VOLKMANN, member of NBC Washington engineering department, is the father of a boy, Sherman Curtis Jr., born Aug. 6. Mrs. Hildreth is the former PRISCILLA HALL, of promotion department of WINX Washington.

DR. FRANK BACK, inventor of the Zeomyn lens, which permits video change of focus without changing lens or moving camera, inspects the lens after its experimental use on a WCBS-TV New York telecast.

RADIO RECEIVING set production in Canada in May totalled 61,996 units, as compared to 47,726 units in April, according to a return released by Dominion Bureau of Statistics, Ottawa. Total output for first five months of 1947 was 318,468 sets compared to 197,503 during the same period in 1946.

Ice Caps for Camera

TELEVISING for pioneer days played a return engagement at WBBR, Chicago video station, fortnight ago when main studio's six-station system picked Chicago's hottest day to break down. Performers grinned bravely at instruments and stopped brows when out of range. Less tolerant than humans, the orthicons balked. Engineer Jim Lechey quickly built caps of dry ice for the cameras and the show went on.

JOHN E. HILLIARD, chief engineer of Alen Laboratories, New York, is on tour of Alaska as consultant on motion picture theatre and military electronic problems.

JOHN STEVENS, chief engineer of KKHQN San Jose, Calif, recovered from injuries received in recent auto accident, has returned to station duties.

ALLEN B. Du MONT LABORATORIES has introduced instrument which company states "bridles the gap necessary to make your oscillograph a quantitative as well as qualitative measuring tool." The type 264-A voltage calibrator, priced at $650, is independent of line voltage variations and can be used with any make of oscillograph.

SOUND APPARATUS Co., New York, has announced a brochure prepared on a "Portable Reverberation Analyzer" as a new available. Literature contains detailed data on reverberation-time measurements made with firm's graph high speed level recorder Model PL, in combination with wipple tone oscillator Model WO. Brochure may be obtained from Sound Apparatus Co., 220 Broadway, New York 7, N. Y.

RECORD PLAYERS specifically designed for discound use have been developed by both Zenith Radio Corp. and RCA Victor. Zenith unit was designed for use as record demonstrator for record stores, but has now been made available to educational institutions after many requests. RCA table model Victrola has been developed to meet needs of classroom and offer console-instrument performance by means of 12" speaker and large amplifier. Deliveries to dealers of RCA unit are expected to begin soon.

Paul R. Randol, chief engineer of WBVA Springfield, Mass., has received 35-year service button from Westinghouse Radio Stations Inc.

BARRABAR VOLKMANN, engineering headquarters of Westinghouse Radio Stations Inc., and William J. Kappeler were married Aug. 2.

SURVEY conducted in the metropolitan area by Industrial Television, Inc., Metuchen, N. J., showed that TV receivers, first put on market four months ago, are now being viewed by 180,000 persons weekly.

When You Buy Time---Buy A Buying Audience!

WMAG WORCESTER 580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

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BROADCASTING • Telecasting
TWO POPULAR RECTIFIER TUBES

for broadcast, communications, and other work

... better built for more hours of topgrade performance!

RATINGS

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<th>Cathode voltage</th>
<th>GL-8008</th>
<th>GL-673</th>
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Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotrons the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed ... this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant ... these qualities stem from the modern structural design of the GL-8008 and GL-673—their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today!

Electronics Department, General Electric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS
...WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK...

**Network Accounts**

**New Business**

PROCTOR & GAMBLE Co., Cincinnati, Aug. 25 starts for 26 weeks "Mystery of the West" on 43 Los Angeles Pacific stations, plus KALL and KPEL, Mon. thru Fri., 8:15-9:30 p.m. (PST). Agency: Dancer-Fitgerald-Sample, New York.


SUNNYVALE PACKING Co., Sunnyvale, Calif. (California sunshine), Sept. 15 starts "The Adventures of Charlie Chan" on 15 Yankee Network stations, Mon. 8:30-9:00 p.m. Agency: Ruthrauff & Rynan, San Francisco.

**Renewal Accounts**


CANADIAN BREWERIES Ltd., Toronto (Sunnyvale & Co., Sept. 17 to June 8, 1948, "Radio Carabin" on 11 French network stations, Wed. 8:15-9:00 p.m. Agency: Spitzer & Mills Ltd., Toronto.

MOLSON'S BREWERY, Montreal (beer), Nov. 9 renews "Radio Convera Canadienne" on 12 French network programs, Mon. 9-9:45 p.m. Agency: Cockfield Brown & Co., Montreal.

WHEN SWIFT & Co. completed negotiations to sponsor NBC's "Archie Andrews" program, previously carried on a sustaining basis, network, agency and sponsor executives were on hand. L. to r.: Vernon D. Beatty, advertising director, Swift & Co.; Anderson Hewitt, account executive, J. Walter Thompson Co. (Swift agency); Howard L. Martin, advertising manager of Franks Division of Swift; I. E. Shoverman, this month named vice president of NBC Central Division, and Paul McClure, sales manager of Central Division. Sponsorship started on Aug. 9.

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**Buy WAAT MORE AND MORE ADVERTISERS ARE...BECAUSE THEY KNOW THAT:**

**WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION...INCLUDING ALL 50,000 WATERS.**

- **First in AM**
- **First in Commercial FM**
- **Soon First in Television**

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**New Jersey's 1st Station**

**WAAT NEWARK-NEW JERSEY**
COMMUNITY project designed to provide Bethlehem, Pa., with a continuous program of worthy local enterprises has been launched by WGPA Bethlehem and the affiliated Globe-Times, according to Arthur McCracken, WGPA manager. The project will be incorporated as The Bethlehem Globe-Times-WGPA Charities.

First venture will be professional football game Sept. 10 between the Bethlehem Bulldogs and the Newark-Bloomfield Cardinals. Proceeds will be used toward a community World War II memorial.

Back of the entire project is the belief of the station and newspaper that with the rights and privileges of individual or corporate citizenship go important obligations and responsibilities.

The enterprise recently financed a bus trip to the Philadelphia Zoo for Bethlehem children. Community comment about the joint civic enterprise has been "most inspiring," according to Mr. McCracken.

RCA TV Caravan Scores Heavily in Lake Charles

WHEN the RCA Victor-Allied Stores Television Caravan visited Muller's Department Store, Lake Charles, La., A. S. Marx, managing director of the store, reported that "store traffic for all three days was reminiscent of the holiday season, resulting in substantial increases in sales over the trend to date."

The Caravan was in Lake Charles Aug. 7-9, and those days were proclaimed Television Days by Mayor T. C. Price. The three local radio stations, one daily newspaper and weekly papers in nearby small towns conducted campaigns to inform people of the event.

The Caravan reported that the audience was composed of many persons who had never seen television in any form. All wanted to know, "When will television come to Lake Charles to stay?" and "How much will a receiver cost?"

BBC Yearbook

BBC YEARBOOK for 1947 is being distributed by the BBC's New York office. The annual covers every aspect of the Corporation's work in its Home and Overseas Services and contains such articles as: "The Next Five Years in Broadcasting" by Sir William Haley, director-general of the BBC; "The British Radio Industry" by G. Darnley-Smith, Chairman, The Radio Industry Council; "The European Service" by Major-General Sir E. I. C. Jacob, Controller, European Services, BBC; "If I Were Head of the Third Programme" by Rose Macaulay; and "Script Writing" by Louis MacNeice.

CODE BEACON FOR RADIO TOWERS

A 300 MM code beacon designed and built by ANDREW for lighting radio towers as aviation hazards. Required by the CAA on radio towers of 150 feet or greater in height. Two 500-watt prefocus lamps provide an intense light which passes through red pyrex glass filters and is radiated in a circular, horizontal beam by cylindrical fresnel lenses. Metal parts are made of light-weight cast aluminum, with hardware of corrosion-resistant bronze.

OBSTRUCTION LIGHT. Type 661 is a 100-watt unit fitted with a red fresnel lens to concentrate the light in a nearly horizontal direction. Used in pairs at 1/4 and 1/2 levels on radio towers for aircraft warning.

BURNOUT INDICATORS. Highly damped meter with special watermeter scale indicates when code beacons or obstruction lights need re-lamping.

FLASHERS. Designed to flash 300 MM code beacons at rate of 40 cycles per minute, as prescribed by government regulations. Flashers have 25-amper contacts and condensers for radio interference elimination. Use K-10347 for one or two beacons; use K-10348 to maintain constant 2000-watt load with three beacons.

TIME SWITCHES. Switch tower lights on at sunset and off at sunrise. Special astronomical dial follows seasonal variations in sunset and sunrise time. Photo-electric models also available.

LAMPS. A complete stock of lamps for code beacons and obstruction lights is carried for the convenience of users. Available in a wide variety of filament voltages.
**ALPH S. SILVER JR.,** former continuity chief of WMAT Peterson, N. J., has been appointed program manager of WMID Atlantic City, N. J., replacing ED SWEET, resigned.

**MARGARET COX,** director of public service at WTAG Worcester, Mass., has been appointed as WTAG Radio Club advisor.

**SANFORD MARSHALL,** announcer at WMZM Marion, Ohio, has been appointed program director of that station.

**JUNE GIBSON,** formerly with WON Chicago, has rejoined that station to work in program department. She has been on West Coast for two years.

**LORRAINE GRIFFIN,** script supervisor in continuity department of NBC Central Division, and John Rose Jr., of Chicago, were married Aug. 9.

**JANE BLAYHE,** former student at NBC Northwestern U. Summer Radio Institute and writer of Institute’s prize-winning script this year, has joined continuity department of NBC Central Division. She replaced WILLIAM SWEENEY, who resigned to do freelance writing, acting and directing in the-atre companies in San Francisco.

**ROB EARTHMAN,** head of news department at KOMA Oklahoma City, has been named program director of that station succeeding ALLAN PAGE, resigned (see Management).

**LUCIEN DUMONT,** production manager of WBZ Pittsburgh, Mass., and PHIL L. CARRINO, formerly in continuity department of WOOF Boston, have announced their engagement.

**GORDON CRANE,** with OSS during war, has been serving as vacation staff announcer at WBSC.

**ISABEL HOYT,** formerly of McClanahan Inc., has joined KALI that city, as assistant to WILLIS ROBB, program manager.

**HARRY VON ZELL,** Hollywood announced, has been employed by Columbia Pictures to star in series of eight two-reelers to be produced during Aug. and Sept. (first in series “Radio Romance” now in production).

**HENRY MORGAN,** comedian, will start ABC “Henry Morgan Show” series from Hollywood, begins Sep. 24. This will enable him to combine radio with start of “So This Is New York!” for Screen Plays Inc. Whether program returns to New York after movie has been completed is not yet set.

**PATRICK MICHAEL CUNNING,** West Coast television producer, is the father of the Emmy.

**AL JARVIS,** disc m.c. of KLAC Hollywood, is the father of a boy born Aug. 2.

**CHARLES CALVERT,** production manager of WBZ Hollywood, has resigned with post remaining open temporarily while replacement is considered.

**HAROLD ISBELL,** freelancing in Chicago since 1925, has returned to Hollywood where he started in radio, and has been assigned m.c. of weekly “You’re Only Young Once” on CBS Pacific stations.

**RAY ERVINE,** former copywriter of CJCO Lethbridge, has joined CKVX Vancouver. She is succeeded at CJOC by LESLIE RICHARDS.

**DOUG FIELD,** formerly of NBC Hollywood, and announcer at stations in Arizona, Chicago, and Los Angeles, is now with KHON Honolulu, and the four-station Aloha Broadcasting System of Hawaiian Islands, as record m.c.

**TONY STEPHEN FANELLI,** former announcer at KEEL Lubbock, Tex., has joined KPFT Lamesa, Tex., as announcer-engineer.

**GEORGE BOWE,** production manager of WTCI Hartford, Conn., and MARY ELIZABETH WILSON, of WBFM’s technical staff, have announced their marriage.

**DENNY KELLEY** is replacing DAVE BROWN, script writer, at WLW Cincinnati, for one month while the latter is on vacation. Mr. Kelley is a former staff writer of WLW.

**JAN ELLIOT,** former chief engineer of KRJ Miles City, Mont., has joined KEXL Twin Falls, Idaho, as announcer-engineer and administrative assistant to General Manager HOWARD LUDLOW.

**EVANS BRUCE,** formerly with WWBB Seaside, Ala., and presently announcing staff of WOGA Utica, N. Y.

**HADEN HUSTLEDON,** formerly with WBEC Honolulu, and presently with WRVA Richmond, is joining the announcing staff of WRQV Roanoke, Va.

**VINCENT ESBO,** former chief announcer and director of sports of WSPM Portsmout, Va., has joined announcing staff of WHAC Glenville, Ill.

**MARY P. FOLEY,** former continuity director of WBXW Superior, Wis., has joined staff of WPLH Huntington, W. Va.

**LLOYD JAMES,** formerly with KRJ Miles City, Mont., and KCCD Spencer, Iowa, has been appointed program director of KLXX Twin Falls, Idaho.

**MONTE MAGIE,** veteran radio and stage entertainer, has joined EWRK Shreveport, La., to do a series of six 15-minute programs weekly.

**FRED J. RUNDE Jr.,** newscaster at WSNK Augusta, Ga., has been appointed program director. Mr. Runde succeeds SIEGEL FOREMAN, who has been appointed WTNT promotion director.

**JOHN R. ROBERTS,** program director of WAKS Fort Lauderdale, Fla., has been appointed regular moderator of “Philanthropic City Club” meeting heard Sun. 4-4:30 p.m. over WPFL Philadelphia.

**TERRY HATCH,** 18-year-old emcee on “Accent on Youth” program over WJR Detroit, Aug. 18 joins WJZ Baltimore, Royal Oak, Mich., as staff announcer.

**ARNOLD C. MURPHY,** formerly with WPPT Fort Lauderdale, Fla., has joined announcing staff of WINS Hollywood, Fla.

**FRANK CAMPBELL,** author, has joined KXIVM San Mateo, Calif., as writer-producer.

**DEREK ASKAM,** star of stage, screen and radio, has joined KMNO St. Paul, Minn., as writer-producer.

**LOU HARTMAN,** writer-producer of KMRF San Francisco, and BLANCHE GELDER has announced their marriage.

**MANNIE MANHEIM and CHARLIE HURACI,** two writers on NBC’s “Kraft Music Hall,” have been married.

**BEV DEAN,** staff writer-producer with WBBM Chicago, will conduct religious radio seminar for members of Conference on Music, Art and Religious Drama to be held at Greek Lake, Wis., Aug. 18 through Sept. 1.

**CLAYTON BRACE,** producer at KLZ Denver, and JEANNE HANEY, KLZ assis- tant bookkeeper, are to be married Sept. 10.
FOR A SHARPLY-FOCUSED PATTERN

Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
RESPONSE-RATED LOCAL PROGRAMS BUILT AROUND BASIC CBS ASSURE A CONSISTENT HIGHLY-RESPONSIVE AUDIENCE FOR YOUR SALES MESSAGE IN IOWA'S TOP MARKET

CHARLES W. KAUFMAN, assistant manager of research and development of General Foods Corp., New York, has been appointed director of research and development of the organization. Mr. Kaufman joined General Foods in 1929.

ARTHUR R. MERTENS, sales promotion manager of Household Products Div., S. C. Johnson & Son Inc., Racine, Wis., has been appointed sales manager of the division.

STANDARD OIL Co. (of Indiana), will sponsor exclusive broadcasts of U. of Colorado football games this fall over KOA Denver. Company previously announced it also will sponsor broadcasts of all football games of Universities of Iowa, Michigan, and Nebraska; away-from-home games of the U. of Minnesota, and all regular season games and any playoff or championship games of Chicago Bears of National Professional Football League.

CHARM-KURL HOME PERMANENT WAVE, 1 St. Paul, which recently appointed Harry B. Cohen, Adv. New York, to handle its advertising in the U. S. (BROADCASTING, Aug. 11), also appointed the agency to handle its Canadian advertising effective Aug. 10.

GENERAL FOODS Corp. New York, Aug. 21 starts "Leave It to the Giriwe" on WNBT New York, NBC video station, for six weeks, Thurs., 9:45-10:30 p.m., as part of company's experimental video series. New program, television adaptation of the MBS radio show, will advertise Pecilt. Show replaces "Author Meets the Critics," also adopted from network series, which has advertised Maxwell House Coffee on WNBT, Boston & Bowling Green, New York, is agency for both programs.

KREMEL HAIR SHAMPOO, New Haven, Conn., aside from sponsoring "Shamrock Holmes" on MBS is considering two additional programs, "Martin Block Show" and five-day-a-week commentary on network stations, which has advertised Maxwell House Coffee on WNBT, Boston & Bowling Green, New York, is agency for both programs.

PROCTER & GAMBLE Co., Cincinnati, has signed with WENZ & WENC, New York, to handle advertising campaign for "V-8."

Immediatly and in Canada effective Oct. 1, WAYS & WAY, Portland (STATE FRUIT COMMISSION, Seattle, with initial appropriation of $25,000, has appointed Pacific National Advt., that city, direct and place advertising. Radio will be used along with newspapers in Midwest, California and Northwest. Commission is organized recently under new grant of authority from Washington State Legislature.

CHICAGO WESTERN Corp.'s campaign for its new product, Pinnacle Brand Whole Chicken, is currently in full swing with approximately 22 live spot announcements per week being aired in 18 markets. Spots are on WIBA Madison, New England Network, WLS Chicago, KDKA Pittsburgh and WGY Schenectady. Individual contracts, for 13 weeks, are handled by Phil Gordon agency, Chicago.


THE BORDEN Co., New York, has appointed Young & Rubicam Inc., San Francisco, to handle advertising for newly organized Borden Cheese Division. Radio will be used along with other media in Western campaigns now being formulated.

WILLIS AIR SERVICE Inc., Teterboro, N. J., and its subsidiary, TETERBROOK SCHOOL OF AERONAUTICS, have appointed Raymond E. Nelson Inc., New York, to handle advertising. Firms will spot "WISER to Bedding," a weekly on WINS New York and "Auto News" five times weekly on WPAT Paterson, N. J.

MOLDED BRICK PRODUCTS Co., Los Angeles (custom & ready-built bar- bieres), has appointed Klein & Thomas, that city, to service account, with U. S. Armstrong.

RONALD K. DUKE Co., Los Angeles (nearly mfgr.), has appointed Archer, Son & Co., Hollywood, to handle national advertising. Spot radio will be used.

SIBMAN SHOE Co., Aurora, Ont. (sport shoes), has just initiated a transcription campaign on 8 Canadian stations. Agency: E. W. Reynolds Co., Toronto.

RADIO EQUIPMENT Co., Indiana distributor representing 440 Hooters retailers of Philco radios, has signed for 10 broadcast of top Midwestern football events on WIBC Indianapolis.

GOEBEL BREWING Co., Detroit and Muskegon, will sponsor for third consecutive season all home and away games broadcasts of Detroit Lions professional football team over WXYZ Detroit and Goebel Football Network of nine up-state Michigan stations.

NEW ENGLAND ORDER OF PROTECTION (fraternal insurance organization) has signed with Yankee Network for new series of testimonial participations in Tues. and Thurs. editions of 11:15-10 p.m. Yankee Network News Service programs. Contract is for 12 weeks.

KOSHER FOOD PRODUCTS Co., New York, has appointed Adel & Co., Toronto, S & W FINE FOODS Inc., San Francisco (canners), has appointed Poste, Co., Toronto, S & W Foods, Inc., Chicago, to handle advertising. Radio probably will be used.

LONDON LIFE INSURANCE Co., London Ont., has scheduled for six weeks intercollegiate football games on CHWO CRIB and CPHL, Sat. 3:45-5:30 p.m. Agency: McConnell Eastman & Co., London, Ont.


UNITED STATES BREWING Co., Chicago, has appointed R. A. Durstine Inc., Chicago, to handle advertising.

PROGRAMMING study folder has been distributed to advertising agencies in Canada and eastern United States by CHVC Niagara Falls, Ont. Study details various types of programs available on the station, from live talent to recorded programs, programming schedule into drama, variety, audience participation, record show, gardening, music, sport, women's, commentators, news and children's groups.

CHARLIE'S ANGELS, Los Angeles, has given national TV premiere to promotion campaign which has been running on four West Coast stations.

KILLED IN ATTACK. Caption for photo: "Eddie Chase and his MAKE BELIEVE BALLROOM"
When and where

Split-Second Action
speaks successful telecasts...

DU MONT Type 5098A
IMAGE ORTHICON PICKUP HEAD

Vital functions at very finger-tips...electronic viewfinder showing precisely what is being telecast...every component and circuit instantly accessible...yes indeed, the cameraman with the new Du Mont Image Orthicon Pickup Head is ready for anything and everything that comes along. And that means still better television programs.

Operated as part of the Du Mont Type TA-124-B Image Orthicon Chain, this latest television camera is truly ideal for reporting news, sports and other field operations. It is also suitable for small-scale studio operations because of its inherent sensitivity and flexibility.

Now in regular production, the Du Mont Image Orthicon Pickup Chain, equipped with this new Type 5098A Head or improved camera, is available for prompt delivery.

Call, 'phone or write for detailed information on Du Mont television equipment fitted to your plan—and budget.

© ALLEN B. DU MONT LABORATORIES, INC.
Promotion

L AUNCHING its first campaign of the fall season, WINK Fort Myers, Fla., Aug. 7 released 100 fancy bottle decanters off the coast of Ft. Myers Beach. In an effort to proclaim the bottles redeemable for "treasure" when returned to WINK, the "treasure bottles" were notes about WINK'S CBS "Give and Take." Show sponsored by Toni Co., on which a treasure hunt is being featured. It is estimated that several of the bottles have already been found along the Florida coast line.

Promotes Program Change
ANNOUNCEMENT of Sept. 3 shift of ABC "America's Town Meeting" program from Friday nights to Tuesday nights is being made in extensive promotion. Program Activities include plugs on Town Hall's weekly mailing of 4,000 program announcement cards, letter to sponsor, direct mail to 3,000 college and high school instructors, insert on cover of weekly Town Meeting Bulletin, stickers on outgoing mail and announcements to over 50,000 individuals on Town Hall's mailing lists. These activities supplement special exploitation kit produced for stations by ABC.

MBS Coverage Brochure
DISCUSSION of network coverage and meaning of MBS figures is presented in latest promotional brochure issued to the field. MBS Brochure is printed on dusty-rose background paper and cover features letter by Edgar Kobak, president of MBS, with summary of contents. Inside page discusses definition of term "listeningability" and how it applies to overseas listeners. Letter from Kobak to Niles Trammell, president of WNB, also is included on subject of interpretation of MBS figures. Insert page is devoted to finding MBS programs and their "listeningability" and reply card is included for more information on programs. Back cover of brochure is devoted to information on MBS Martin Block show.

Mass Parties
KYW and WFIL are holding large out-of-doors parties at Philadelphia amusement parks for their listeners. On Aug. 20 KYW expects a crowd to surpass last year's 30,000 attendance at Willow Grove Park. Local and national sponsors free contributed thousands of prizes and offers. Philadelphia Radio Service's Men's Misc. Magazines, is distributing tickets. WFIL outing was scheduled Aug. 21 at Woodside Park. Merchandise prizes were on schedule as were two-hour-long shows featuring some 50 WFIL entertainers.

Junior Edition
TITLED "For Youngsters Jr.," promotion card was mailed last week to the trade by WRIC, Cincinnati, to relate in concise the "newsworth-add-reading" activities of that CBS affiliate. Number one of a weekly series, card is a junior edition of "Key Notes," monthly WRIC publication distributed in that area.

Kansas City Market Data
MARKET DATA on Greater Kansas City area is presented in brightly colored brochure prepared by KCKN Kansas City. Headed "Where Buying Power Meets Selling Power," brochure includes data on population, buying income, retail sales and number of homes with radios, in area covered by KCKN. Coverage map for station, including both day and night areas, supplements information. Printed on bright yellow background with shading of green and black, cover shows drawing of Kansas City skyline with dollar-marks filling the air. Brochure concludes with statement that, "Thanks to KCKN's specific coverage, you may sell the strongest Kansas City's 800,000- 000 buying power without the rate penalty of out-state coverage."

FM Poster
USING distinct point of sale tie-in, WKN returns to mailers to every radio dealer and repair shop in Denver an attractive red and white silk-screened poster reading "Missing something? Enjoy FM Radio Reception Now. 6 hours daily--KELZ-FM--3 to 9 p.m.--321 m. channel 321--FM Radio. FREE DEMONSTRATION HERE!" Poster followed letter advising radio dealers and repair shops that KELZ-FM now occupied an interim commercial, and programs hour six days seven days daily.

Tea Kettles
TO REMIND radio editors that "Arthur Godfrey's Talent Scouts," now being supported by Lipton Tea & Lipton Soups, agency, Young & Rubicam, New York, sent them a tea kettle with a large package of Lipton's tea bags.

New FM Features Bandleaders
HELPING to promote new FM outlet, WCRS-FM, Columbus, Ind. has made arrangements with Iriquois Gardens in Louisville, Ky., to send to station a name bandleader each week for interviews and stage appearances. Station in turn acknowledged that bandleaders are featured at Iriquois Gardens.

Promotion Personnel
JEAN BROWN, new to radio and recent graduate of Winthrop College, Rock Hill, S. C., has been appointed assistant promotion director of WNYC, N. Y. She will assist ALAN T. ZACHARY, public director of WNYC New York and Municipal Broadcasting System, New York, re- ceiving Mr. Trammell to joint Russell Bird- sell & Associates, New York, as an ac- count executive. Prior to his associa- tion with WNYC, Mr. Zachary was with Dixon Gayer Publicity organization and before serving in war, with the AAP, he was with New York Daily News.

ANDREW C. FULLER, member of script department of WTAG Worcester, Mass., has been appointed promotion director of WAGU in West Palm Beach, Florida. Mr. Fuller joined WAGU last year after discharge from Army.

JAMES P. LAPPIN Jr. has resigned as director of station relations of Key- stone Broadcasting System, New York. He will announce his future plans from the West Coast.

HENRI J. LESHER, general manager of French International Airlines in N. A., reports that Air France is now oc- cupying its building at 653 Fifth Ave., New York. The executive offices occupy it at this time. Other offices will move later.

It will soon be 630 in Savannah

SATISFACTION is the Key to Lingo Progress

"... I find your Radiator very efficient..."
Three-Day FM Symposium Will Be Held in October

THIRD FM SYMPOSIUM, a three-day training course in FM management and operating problems, will be conducted at Washington’s Hotel Statler Oct. 23-25 by Radio Consultants Inc.

This symposium, like those held in April and June, will cover in detail problems the new FM station operator is likely to encounter and will point the way to savings in construction and operating costs and to increases in revenue from effective promotion and sales methods, according to Leonard L. Asch, president of Radio Consultants, who is chairman of NAB’s FM Executive Committee and a director of FMA.

Courses will be taught by experienced FM station operators, supplemented by specialists in some of the subjects to be covered, Mr. Asch said. A limited number of registrations will be accepted for the symposium and should be made at the Radio Consultants offices, 1010 Vermont Ave., N. W., Washington, D. C.

Trinidad Commercial

THE TRINIDAD Broadcasting Co. Ltd. has recently been granted a commercial franchise and by September will begin regular commercial broadcasting. Known as Radio Trinidad, with studios located in Port-of-Spain, station will broadcast daily on standard and shortwave bands, according to its exclusive U. S. representative, Pan American Broadcasting Co., New York. William A. Maclurg, formerly of the BBC, has been appointed general manager of Radio Trinidad, replacing Frank Lamping, former acting general manager, who has gone to South Africa to take up new duties.

Radio Inspires

PROOF that radio can be inspiring as well as entertaining was evidenced on a recent ABC Welcome Travelers program when a blind man from Lexington, Ky., was selected to appear on the air. The interviewee, Frederick Ballinger, told in detail how he had overcome his fear of blindness and had become self-reliant. Inspired by his story, Mrs. Jannie Centers, of Chicago, who has a blind son and daughter, telephoned the network, asking that Mr. Ballinger come to her home to encourage her children. He readily agreed and his visit prompted Mrs. Centers to comment, “Thank God, I listened to that radio program.”
CONTEST titled "What's Your Mitty?" is the feature of a fifteen-minute program conducted by Bill Berns on WOW New York. Mr. Berns explains that a mitty is an ambition or daydream, as described in James Thurber's story "The Secret Life of Walter Mitty," which has been made into a new Dean Kaye movie. Youngsters are asked to write letters revealing their secret ambitions. Letters with most original ambition wins a chance to be Walter Mitty for a day when effort will be made to make the winner's day-dreams come true. Other prizes of Government Savings Bonds and 250 pairs of tickets to special showing of the Dean Kaye film also will be awarded. "Fifteen Minute" radio shows are aired on WOW Mon.-Fri. 4:45-5 p.m.

Interviews Competitors

BETTER in WNOK votes of competing stations in Durham, N. C., were featured in series of interviews recently completed over WDUK that city. Series was done in 15-minute shows titled "Meet the People in Radio," and Johnny Dean, of WDUK, handled the interviews. Questions ranged from experience in radio to family life, likes and dislikes and prize fluffs made while on the air. Series was originated and aired over WDUK but all Durham stations cooperated in allowing their personnel to participate. Interviews were allowed to plug their station and individual programs. Participating Durham stations were WDNK, WNKK and WJIT.

Program Exchange

THROUGH PROGRAM exchange arrangement, television staff of WOW Omaha presented a program titled "The Game of Chess" on KBB-TV St. Louis as the feature of a 15-minute dedication program Aug. 7 (BROADCASTING, Aug. 11). WOW has been conducting television experimental work and continued telecasting experimental work yet on the air. Later when WOW begins television operations, KBB-TV will send a program there to salute Omaha area stations, "The Game of Chess" was WOW's first attempt at serious drama. Chat included Ray Mark, WOW's chief newscaster; Richard and Cole, Omaha ad- vertising agency operator; Eddon Anspeck, inspector of radio to play.

CONVENTION ISSUE . . .

TIME IS SHORT

YOU'LL sell your sales story to every national and regional buyer of consequence in the September 15 Broadcasting Convention Issue.

Radio buyers who spend 87% of the national radio dollar selected this book's main feature—a comprehensive breakdown of national radio billings by product groups. There'll be articles by outstanding agency-advertiser executives, station listings and spot radio news.

Write, wire or phone today.

DEADLINE—SEPTEMBER 1

Morning Show for Children

CHILDREN of the Washington, D. C., area now have an early morning radio show devoted exclusively to juvenile recordings. Mike Runnucitt, morning announcer at WJZ, Washington, is devoting a half-hour (6:30-7 a.m.) each Saturday to recordings standard among younger station-DJs—such as Bugs Bumby, Daffy Duck and Porky Pig. Commentary between records is handled by Mr. Runnucitt and his nine-year-old son, Michael Jr.

CREX Bombing

HIGHLIGHT of new show in CREX Peterborough, Ont., is bombing from airplanes with cards having cash value upon presentation by the finder. Local aircraft operator is sponsor of the five-week broadcast. CREX is scheduled for Friday and Saturday mornings, beginning at 7 a.m. A contest is planned for Friday, 6 a.m.; the winner will receive a new bicycle. CREX is broadcast over 13 stations in southern Ontario.

Request in Rhyme

LISTENERS requesting records to be played on "Polka Time" program on WMMW Meriden, Conn., must make the request in rhyme for it to be recognized. Jim Dunham, m.c. of show, says the requests in rhyme, and when he can't read or interpret the rhymed request, he, or she, becomes m.c. of the Club and reads a button lettering this to the effect, "Polka Time" is hereby discontinued at 7:50-1 p.m. but station is planning to increase it to a half-hour.

Camp Shows

ACTIVITIES at camp are featured on "Let's Go To Camp Show" on WJFN Jamestown, N. Y. Broadcast via tape recorder, show presents song, television interviews and on-the-spot descriptions of camp activities. Aired Sat. at 10:15 a.m. the program is presented to a different public camp locale on Lake Chautauqua by New York "One World" Series

PROGRAMS

SERIES of programs titled "One World" were presented from 8 to 9 a.m. Sat. on WNYC New York. Run 1-1:30 p.m. Series will be produced by Jacques J. Perrand, Secretary of One World Award Committee, under the Commit- tee's auspices. Dramatizations of One World theme will be heard and each broadcast will be preceded by briefing remarks of prominent pioneers of the One World movement, Perrand will be assisted by Harry Sines, who will direct, and Pierre R. Perrand.

STATE FLOW Terrace Contest held near Waverly, Neb. was covered by KDKK Omaha, and station also par- ticipated in awards. Bill McDonald, KPAF's farm service director, handled the coverage and interviewed Lyle Winterburn, state champion who won with a score of 119 out of a possible 192 points. Mr. Lyle was presented a gold cup and bronze plaque by KPAF. He also received a $50 war bond. He is now qualified to enter National Flow Terrace Contest to be held later. Demonstrates Saf-D-Cend

ON-THE-AIR demonstration of special device called Saf-D-Cend, designed to allow persons in hotels to leave room in shortest possible time during a fire, was presented recently by WENA Charlestown, W. Va. Bob Provence, WENA's director of special events, and an official of the Saf-D-Cend Co. jumped from sixth floor of local hotel. With mike in hand, Mr. Provence described his sensations of hanging in the air, problems of pushing away plants attached to ceiling and relatively slow speed at which he and the company official hit the sidewalks.

Baby-Sitter as Prize

TO KEEP auto drivers safely conscious KVV Glendive, Calif, each day, Thursday, Wednesday and Saturday mornings present The Program on the Road" program. First family man or woman to respond with correct an- swer receives Announcer Dick White- nighl's services as baby sitter on Saturday night. Other prizes awarded winners are flowers for two, dinner and theater tickets for two, plus week's diaper and laundry service.

Yela Theatre of the Air

FORMED World War II at San Mateo, Calif., have organized Veterans of Foreign Wars of the United States and are presenting weekly programs on KVSM that will relate broadcast of the se- ries was presented Aug. 3. All partici- pants are veterans anxious to acquire techniques. Drama series will continue for 26 weeks. Studio shows and all prizes have been donated by KVSM, and Frank M. Campbell is producer-director.

Archery Tournament Aired

BROADCAST of a portion of the 6th Annual National Archery Assn. Tournament at U. of Massachusetts, Amherst, was presented early in month by WHYN Holyoke, Mass. This is believed to be the first broadcast of a national archery tournament. Station utilised 8-track magnetic tape recorder for the event and a WHYN announcer handled the comment and round-by-round de- scription. Broadcast was integrated into regular schedule of sports program on WHYN from 5:30-7 p.m.

News from NG Camp

WHEN NG camp in Scranton, Pa., left for summer training maneuvers at Eglin Air Force Base, WSCR Scranton made arrangements to send an announcer to the camp to bring the listeners at home direct news. Capt. Joseph Dolan, camp sales man- ager, was in charge of the arrangements at the camp and carried remote equipment with him to do the shows.

Discussion of UN

BRINGING the real situation "into Ohio's living rooms" is aim of new series which starts this week on WOCA Columbus, sponsored by radio commit- tee of the American Legion's Parent Council. UN programs, part of general series "Panel on Democracy" sponsored by that group, attempts to popularize complicated problems of world govern- ment for listeners. Series will ex- tend into October, dealing separately with world matters, political organiza- tions and interpretations of actual UN pro- ceedings. Series will be repeated 1 p.m. series is presented largely in dramatic form.

PUBLIC SERVICE series consisting of six-five-minute shows has been pro- duced and distributed to 390 sta- tions. Programs are designed to inform, enlighten, en- listed membership for Organised Naval Air Reserve Program, which was started 22 strategically located Naval Air Stations along both coasts and throughout interior of U. S. Programs highlight musical entertainment and institutional copy and were produced under War Propaganda Office's Fe- deral Radio Commission.
For true to life recording there has never been anything better than Presto Green Label Discs.

RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada
World's Largest Manufacturer of Instantaneous Sound Recording Equipment & Discs
Actions of the FCC

August 8 to August 14

CP-construction permit
a-directional antenna
ERP-effective radiated power
trans-synch, am., synchronous amplifier
ant.-antenna
cond.-condition(s)
D-day
X-night
mod-modification
trans.-transmitter
vis.-visual

August 8 Decisions ...

DOCKET CASE ACTIONS
(By the Commission)

AM-1490 kc
Community Service Bstg. Corp. and Amsterdam Bstrs., Inc., Amsterdam, N.Y.—Announced proposed decision looking toward grant of application of Community Service Bstg. Corp. for new station 1410 kc 250 w unl. cont. and to deny application of Amsterdam Bstrs., Inc. seeking same facilities (Comr. Durr not participating).

BY A BOARD
AM-1410 kc
Leavenworth Btgs. Co., Leavenworth, Kan.—Granted CP new station 1410 kc 500 w D subject to filing within 60 days of grant, of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

ACTIONS ON MOTIONS
(By Commissioner Hyde)


KOKY Oklahoma City—Granted leave to intervene in hearing on application of Rowdy Poles Bstgs. et al. for new station 1410 kc close to old station.

Steel City Btgs. Co., Gary, Ind.—Granted petition for leave to amend application to specify 1370 kc 1 kW instead of 1290 kc 250 w. Amendment accepted and application removed from hearing docket.

AM-1490 kc
Radio Calumet Inc., Gary, Ind.—Commission, on own motion, removed from hearing docket application of Northeast Radiio Inc., Lawrence, Mass.—Granted petition for leave to amend application to add supplemental engineering data for new station containing field measurements.

Eastern Okla. Btgs. Corp., Muskogee, Okla.—Denied petition requesting extension of time within which to file appearance in re application.

Greenville Btgs. Co., Greenville, Ala.—Denied petition requesting removal of application from docket and immediate grant thereof.

Pellegrin & Smiley, Detroit, Mich.—Granted petition for leave to amend application to specify 1460 kc 1 kw D instead of 1490 kc 500 w D. Amendment accepted and application removed from docket.

The Gate City Co., Keokuk, Iowa—Granted petition for leave to file amended application to specify 1580 kc 1 kw D instead of 1100 kc 250 w D. Amendment accepted and application removed from hearing docket.

United Bstg. Co., Cleveland—Granted petition to accept late its notice of intention to participate in oral argument in re-application for new FM station.

In re: City of Pittsburgh, Pa.—Denied petition for leave to amend application to specify 1540 kc 250 w unl. instead of 1490 kc 250 w D. Amendment accepted and application removed from hearing docket.

Amendment accepted and application removed from hearing docket.

KNSD San Diego, Calif.—Mod. CP, as after proposal to install new trans. and DA-N and change location, to change to trans. location.

KFSD San Diego, Calif.—Mod. CP, as after proposal to install new trans. and DA-N, increase power and move trans., for extension of completion date.

KUSB San Diego, Calif.—Mod. CP, as after proposal to install new trans. and DA-N, increase power and move trans., for extension of completion date.

AM-1270 kc
KOKO Tulsa, Okla.—CP accepted for filing from 1450 kc to 1270 kc. Increase 250 w to 1 kw. Install new trans. and DA-N and change location, to change trans. location.

AM-1450 kc
WILM Wilmington, Del.—Authority to determine opening of new station by direct measurement of ant. power.

AM-1390 kc
Springtime City Bstg. Co., Clearwater, Fla.—CP new standard station 920 kc 250 w D, AMENDED to change to 250 w 1 kHz.

Modification of CP
WHOQ Orlando, Fla.—Mod. CP, as after proposal to install new standard station, for extension of completion date.

AM-1050 kc
Sulphur Springs Bstg., Sulphur Springs, Fla.—CP new standard broad cast station to be operated on 1050 kc power of 250 w and D.

AM-1390 kc
DeKalb Radio Studios, DeKalb, Ill.—CP new standard station 1390 kc 250 w D, AMENDED to change from 250 to 500 w, changes in ant. type and trans., and change location.

Modification of CP
WASK Lafayette, Ind.—Mod. CP, as mod., which authorised installation of new vertical ant. and change location for extension of completion date.

(Continued on page 78)
FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER

WE RECEIVE IT (VERY GRATetriu1Y)

A BLONDE NOT A BLONDE

WE WASH IT (VERY TENDERLY)

A BRUNETTE NOT A BRUNETTE

WE SILVER IT (VERY BEAUTIFULLY)

THE TREASURER THE PRODIGAL

WE PUT IT IN THE BATH (VERY GENTLY)

A REDHEAD NOT A REDHEAD

WE PRODUCE A MASTER (VERY REVERENTLY)

ADORATION PLUS

AND NOW THE PRESSING (VERY FIRMLY)

WE TEST IT (VERY CAREFULLY)

THE MUSCLEMAN FOUR EARS

NOW WE SHIP IT (VERY PROUDLY)

THE BOSS

JOE

ALLIED RECORD MANUFACTURING CO. INC.

1041 NORTH LAS PALMAS AVE. • HOLLYWOOD 38

PROCESSED and PRESSED by ALLIED, the MUSIC of the composer cannot be squandered by POSTERITY!
IN Listeners... In Western New York they have the WHAM listening habit.

WHAM programs are tops in audience preference.

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

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of

WHAM
MARKET DATA

WHAM
ROCHESTER, N.Y.
50,000 Watts  Clear Channel
NBC Affiliate

George P. Hollingsbery Co.
"The Stromberg Carlson Station"

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

WHAM BUY A FARM?

KQV's morning audiences are slightly tertif. They bought a $13,500 farm and just about rang the phone off the desks of a real estate office, inquiring about other properties mentioned on KQV's Singing Stars, three mornings a week at 8:45. Another selling success story that proves KQV's new 5000W voice has a big and responsive audience to go with it.

WNN PITTSBURGH'S AGGRESSIVE
RADIO STATION

Augustine, Fla.-CP new FM station in 92 to 96 mc band of coverage 2358 sq. mi. Request of attorney 6-4-47

FCC Actions
Applications Cont.: (Continued from page 79)
AM- 1150 kc
South Central Kentucky Best Co. Inc., Campbellsville, Ky.-CP new standard station 1090 kc 1 kw D. AMENDED to change frequency from 1040 to 1150 kc.

AM- 1155 kc
Western Maryland Best Co., Huntington, Md.-CP new standard station 1450 kc 250 w unami. AMENDED to change name of applicant from Western Maryland Best Co. to Cavalier Best Co.

Modification of CP
WBIS Salisbury, Md.-Mod. CP as mod., which authorized transfer of frequency, increase power, change trans, and change location, for extension of completion date.

Modification of License
WESC Sylvania, Mass.-Mod. License to increase power from 100 to 250 w.

AM- 1170 kc
WJJK Detroit-CP change from 1490 to 1500 kc, increase 250 w to 1 kw, install new trans. and DA-DN, and change trans. location from Detroit to Brownstown Township, Mich. (Continuity upon WJJK filing application for change in frequency and grant of said application.

AM- 1175 kc
WMW Iron Mountain, Mich.-Authority to determine operating power by direct measurement of wpt. power.

AM- 1180 kc
Floral City Best Co., Monroe, Mich.-CP new standard station 1520 kc 250 w D. AMENDED to change frequency from 1520 to 1460 kc.

Modification of CP
WRRX Duluth, Minn.-CP which authorized transfer of frequency, increase power, change trans, and change location, for extension of completion date.

KOPR Butte, Mont.-Mod. CP, as mod., which authorized new standard station, for extension of commencement date.

Extension of SAA
WNYC New York-Extension of SAA to operate additional time between hours of 6 a.m. (EST) and 8 p.m. (EST). (Continuity upon WNYC filing application for said extension.

AM- 1195 kc
WCHC Rochester, N.Y.-CP new standard station 1590 kc 250 w D. AMENDED to change frequency from 1590 to 1570 kc, increase power from 250 w to 1 kw and change type trans.

Modification of License
WPMS Memphis, Tenn.-Mod. CP, as mod., which authorized increase frequency, increase power, install new trans. and DN, for extension of completion date.

AM- 1200 kc
Heller A. O. Houston, Tex.-CP new standard station 1200 kc 250 W D. Authorized increase frequency from 1200 to 1270 kc, power from 250 w to 1 kw, increase power, change trans.

Modification of CP
AM- 1205 kc
WIBY-CP new standard station 1200 kc 250 w D. AMENDED to change frequency from 1200 to 1120 kc, power from 250 w to 1 kw and change type trans.

Modification of License
KPTK Lamesa, Tex.-Mod. License to change station name from 12 to 10.

AM- 1210 kc
Herald Best Co., Cleveland, Ohio-CP new standard station 1200 kc 250 w D. AMENDED to change frequency from 1200 to 1460 kc.

Modification of CP
KCRS Midland, Tex.-Mod. CP, as mod., which authorized increase frequency, increase power, install new trans. and DA-ON, and change trans. location, for extension of completion date.

AM- 1220 kc
WIBC Indianapolis, Ind.-CP change from 1200 to 1270 kc, increase power from 250 w to 1 kw, and change type trans.

AM- 1225 kc
KJIT Yakima, Wash.-CP change 1200 to 1400 kc, increase from 250 w to 500 w, DW-1 k, change type trans., and install DA-ON.

APPLICATION DISMISSED
Fountain of Youth Best Co. St., St.

KQV PITTSBURGH'S AGGRESSIVE
RADIO STATION

Augustine, Fla.-CP new FM station in 92 to 96 mc band of coverage 2358 sq. mi. Request of attorney 6-4-47

APPLICATION RETURNED

AM- 1480 kc
KYAL Brownsville, Tex.-CP change frequency from 1480 kc to 1460 kc. Increase 250 w to 1 kw, install new trans. and DA-ON, and change trans. location. Application returned 6-6-47.

APPLICATION RETURNED

AM- 1490 kc
Bay County Best Co., Panama City, Fla.-CP new standard station 1490 kc 250 w D. AMENDED to change name of applicant from Bay County Best Co. to Panama City Best Co.

AM- 1500 kc
WAFI Centre, Calif.-CP to change type trans.

APPLICATION RETURNED

BY THE SECRETARY
WAAM Adrian, Mich.-Granted license for new station 1100 kc 250 w D. AMENDED to extend completion date to 11-4-47.

KRUL Corvallis, Ore.-Granted mod. CP to change type trans.

KXDO Centre, Calif.-Granted mod. CP to change type trans.

KSBF Riverside, Calif.-Granted license for new station 860 kc 1 kw D. AMENDED to change type trans.

KSFQ-Mod. CP to change station location.

KTVK Phoenix, Ariz.-Granted mod. CP for extension of completion date to 1-1-47.

KJFM Kansas City-Same to 11-18-47.

KWSL Providence, R.I.-Granted mod. for extension of commencement date to 10-10-47 and 1-17-48 respectively.

KGO Little Rock, Ariz.-Granted mod. CP to change name of station.

KVRC Anchorage, Ariz.-Granted mod. CP for extension of type trans.

WATL Atlanta, Ga.-Granted mod. CP to change type trans. and trans. location.

WKAQ San Juan, P. R.-Granted mod. CP to change type trans.

WTTM East St. Louis, Ill.-Granted mod. license to change name of licensee to On The Air Inc.

WTVS Cleveland, Fla.- Granted mod. CP for extension of completion date to 12-24-47.

WQGM New York-Granted mod. license to substitute 25.35 mc (subject to change with notice to FCC) for present assignment of 37.24 mc, to be used with 50 w for orders only.

Crescent Best Co., area of North of Columbus, Ohio-Granted mod. CP for extension of completion date to 1-1-48 for WLWC.

WLWT Cincinnati-Granted mod. CP for extension of completion date to 1-1-48 for WLWC.

Oneida Radio Best Co., Corp., Portable-Mobile, area of Syracuse, N. Y.-Granted license for new remote pickup station WPVY.

(Continued on page 74)
Every day for twelve consecutive months New Britain's WKNB has been operating on the Raytheon equipment shown. Owner and engineers now know from experience that Raytheon is truly "the finest in broadcast equipment." Result: When WKNB is ready to use "more power, they will buy their equipment from Raytheon!

Users the country over are enthusiastic about the high fidelity, servicing accessibility and low-cost maintenance of Raytheon AM and FM broadcast equipment. They find it greatly facilitates setting up programs, with operation so simple and logical that errors are cut to a minimum.

Get the facts before you buy. Write for illustrated bulletins and technical data on the complete line of Raytheon Speech Input Equipment and AM and FM Transmitters ranging from 250 to 10,000 watts.
FCC Actions
(Continued from page 72)

Decisions Cont.: Portland Besty System Inc., area of Portland, Me.—Graded. Modified to change corporate name to Guy Gannett Besty, Services for E, WBUO and WFRB.
KLAC- TV Los Angeles.—Graded mod. CP to extend completion date 6 mo.
WNAD Norman, Okla.—Graded CP install new vertical and mount FM ant. on No. 1 tower, install new trans. and change trans. location.
WNSJ-FM Bridgeton, N. J.—Graded mod. CP for extension of completion date to 10-31-47.

August 11 Applications . . . ACCEPTED FOR FILING
Courier Besty Service Inc., Birming-
ham, Ala.—CP new FM station (Class B) on Channel 250, 97.9 mc ERP 817 w. Modification of CP.
WXEM Demopolis, Ala.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and station locations.
FM—102.7 mc.
West Memphis Besty Corp., West Mem-
phis, Ark.—CP new FM station (Class B) on Channel 274, 120.7 mc, ERP 8.2 kw.
AM—1400 kc.
Ari-Ne-Mex Besty Corp., Escalante,
Calif.—CP new standard station 1400 kc 250 w unii. AMENDED to authorize new standard station and CP.
KUSC Los Angeles.—License to cover CP, as mod., which authorized new standard station (Non-commercial educational.)
KEFI Los Angeles.—Mod. CP, as mod., which authorized installation of new vertical ant. for extension of completion date.
AM—1010 kc.
Stanislaus County Besty, Inc., Mo-
desto, Calif.—CP new standard station 1010 kc 1 kw D.
Location of CP.
KUHK Ukiah, Calif.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to change studio location.
AM—1010 kc.
United Betsy System, Van Nuys, Calif. —CP new standard station 610 kc 250 w D.
Transfer of Control
Capitol Besty Corp., Indianapolis—
Institutional transfer of control of per-
mittee corporation from C. Bruce Mc-
Connell, Earl H. Schmidt, Frank Mc-
Connell, John E. Messick and Edward W. Harris, to Universal Besty Co., Inc. (FM CP).
AM—730 kc.
Superior Enterprises, Hammond, La. —CP new standard station 800 kc 1 kw D.
AMENDED to change frequency from 800 to 730 kc, power from 1 kw to 2 kw, changes in ant. and ground system and change trans. and studio locations. (Request equipment facilities of WBCS.)
Modification of CP.
Montgomery F. M. Besty Corp., Silver Spring, Md.—Mod. CP which authorized new FM station to change class station from A to B; specify 105.9 mc and make changes in ant. system, ERP 14.5 kw.
Modification of CP.
WSAR Fall River, Mass.—Mod. CP which authorized change frequency, increase power, install new trans. and DA- DN and change trans. location, for extension of completion date.
KRFI Farmington, Mo.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.
The Southwestern Besty Co. of Miss-
issippi, McComb, Miss.—CP new stand-
est station 1550 kc 250 w unii. AMEND-
ED to change from 1550 kc to 900 kc hours from unii. to D; change type trans. and change trans. location.
AM—1450 kc.
Ari-Ne-Mex Besty Corp., Clayton, New Mex.—CP new standard station 1450 kc 250 w unii. AMENDED to authorize new standard station as mod., and change trans. and install new studio.
AM—1410 kc.
Modification of CP.
WRCB Ahskel, New C heels.—CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio location.
WNHA Raleigh, N. C.—Mod. CP, as mod., which authorized new standard station for extension of completion date.
AM—610 kc.
UNITED STATES TELEVISION PROGRAMS TO BE BROADCASTED DAILY

August 12 Applications . . . ACCEPTED FOR FILING
License for CP
WBUJ Brewton, Ala.—License to cover CP, as mod., which authorized new
(Continued on page 77)
Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad. A few excerpts from typical letters recently received follow:

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

"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory."  ... A 1,000 WATTER

"It will interest you to know that we use only AUDIODISCS."  ... A 10,000 WATTER

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

"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time."  ... A 3,000 WATTER

"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory."  ... A 50,000 WATTER

"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands."  ... A 5,000 WATTER

"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We have found them to be uniformly satisfactory."  ... A 1,000 WATTER

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

"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time."  ... A 5,000 WATTER

"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality."  ... A 50,000 WATTER

"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available."  ... A 250 WATTER

Audio Devices, Inc., 444 Madison Avenue, New York 22, N. Y.

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

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris.
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<td>JANSKY &amp; BAILEY</td>
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<td>McNARY &amp; WRATHALL</td>
<td>883 National Press Bldg., Washington, D.C.</td>
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<td>Labs: Great Notch, N.J. 1-1000</td>
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<td>501-505 Munsey Bldg., Washington, D.C.</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service, 1469 Church St., N.W., Washington, D.C.</td>
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<td>LOHNES &amp; CULVER</td>
<td>Munsey Building, District 8118, Washington, D.C.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMARS, Associate, 1422 F St., N.W., Kellogg Bldg. Washington, D.C. Republic 3984</td>
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<td>HERBERT L. WILSON</td>
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<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga. A.Twood 3328</td>
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<td>WELDON &amp; CARR</td>
<td>Washington, D.C.</td>
<td>1605 Connecticut Ave., N.W., 4151</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, Washington, D.C. 2261</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 9870, Washington, D.C.</td>
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<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village, Dallas, Texas, Just 6-6108</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City, 422 W. 42nd St., New Orleans, American Bank Bldg., Raymond 0111</td>
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<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineer, P.O. Box 2407, Birmingham, Alabama, Bessemer 15068</td>
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<td>A. R. Bitter</td>
<td>Consulting Radio Engineer, 622 Madison Avenue, Toledo, Ohio</td>
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<td>ANDREW CO.</td>
<td>Consulting Radio Engineers, 365 E. 77th St., Chicago 4600, Illinois</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W., Washington, D.C., A.Dams 3711</td>
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<td>FRANK E. MCINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 407</td>
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<td>LENT AND POAST</td>
<td>Consulting Engineers, Washington, D.C.</td>
<td>1319 F St., N.W., District 4127</td>
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<td>Kear &amp; Kennedy</td>
<td>1703 K St., N.W.—Republic 2931</td>
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<td>JOHN CREUTZ</td>
<td>310 Bond Bldg., Republic 2151</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St.—Phone 1218</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St.—Phone 1218</td>
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<td>Barclay &amp; Saxon</td>
<td>3524 South Henderson</td>
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It's OK, lady—I'll listen to me rivotle soap-opera on WFDW 'lint.'
FCC Actions (Continued from page 77)

Applications Cont.:

WIBR, Rte Piedras, P. R.—Mod. CP to change proposed trans. location and approval of ant. system using 10 kW unti. DA-IN on 960 kc.

August 14 Decisions...

BY A BOARD

FM Conditional Grants

Authorized cond. grant one new Class A and one new Class B FM station subject to further review and approval of engineering details. CPs authorized for 4 Class A and 11 Class B FM stations, CPs for one Class A and six Class B FM outlets granted in lieu of previous cond. See story page 80.

WIRK Knoxville, Tenn.—Designated for Hearing

WNBK Cleveland Heights, Ohio—Granted mod. CP to change trans. site.

Assignment of CP

WKOP Birmingham, Ala.—Granted consent to assignment of license of AM station and for AM station.

KGRL Henderson, Tex.—Granted assignment of CP to KGRL from Goggan Radio, Soc., partnership to become KGRL, Corp., for $4,500 cash.

App. Dismissed

Albert J. Feiman, Joliet, Ill.—Adopted order dismissing without prejudice to Petitioner to refile after final decision has been rendered with respect to application of WJJOL for renewal of license or an said application has otherwise been disposed of, application for new station requesting facilities now used by WJJOL.

WIBR Cleveland Heights, Ohio—Designated for hearing application for mod. CP specifying trans. location.

Radio Anthracite Inc., Pittsottown, Pa.—Granted CP new station 1370 kc 1 kW eng. cond.

Hearing Designated

Johnson County Broadcasting Corp., Iowa city, Iowa—Designated for hearing application for new station 800 kw 1 kW DA D; made KCMO Kansas City and WWBM Chicago parties to proceeding.

Mod. Grant

WKLP Clanton, Ala.—Granted mod. CP to change assignment from 760 kc 6 kw to 360 kc 1 kW; eng. cond.

Petition Granted

Eugene Beatz, Inc., Eugene, Ore.—Adopted memorandum opinion and order granting petition insofar as it requests leave to amend application for new station re ant. system; denied petition insofar as it requests removal from hearing docket.

Petition Denied

Southern Bestg. Corp., New Orleans—Adopted order dismissing petition requesting Commission to reconsider action of 2-6-47 in dismissing application which requested facilities of WJWB, and for reinstatement of application.

Petition Denied

KEYS Corpus Christi, Tex.—Adopted order granting petition to remove from hearing docket, and granted, in part, application to operate on 1460 kc 2 kw and 500 w-N using DA now specified, subject to CAA approval of proposed trans. site and ant. system, and to cond. that applicant satisfies all legitimate complaints of parties having interest occurring within 250 m/m contour.

Petition Denied


WERC Erie, Pa.—Adopted memorandum opinion and order denying petition directed against action of Commission granting without hearing application of Community Service Bestg. Co. for new station, Erie, Pa.

Petition Granted

WARM Scranton, Pa.—Adopted order granting petition insofar as it requests change in further hearing in dock. 6884, 7115, 7851, 7852, now scheduled Aug. 10 and continued same to Sept. 11; denied petition insofar as it requests reconsideration of action of

Sellers

(Continued from page 10)

weeks, the Author Meets the Critics program sponsored by General Foods (Maxwell House coffee) soon to be followed by Louie Night to the Girls, as well as the baseball games (home games of the Dodgers) which are co-sponsored by General Foods and the Ford Motor Co. on WNBC-TV, CBS video station. In addition to his television duties Mr. Leder continues to direct the Jack Berch radio show for the agency. His radio activities include directing the House of Myster. y program as well as many day-time shows.

He also has collaborated on a movie script which is currently being considered by Paramount Pictures and is writing a legitimate play.

The talented producer, with radio, stage and movie experience, still advocates television and advises advertisers to get into it soon to pre-empt time as well as to experiment with shows.

With, a bachelor, lives in Brooklynn.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,320 licensed, 525 construction permits, 685 applications pending (of which 382 are in hearing); FM—52 licensed, 869 conditional grants, 649 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (38 in hearing); television—six licensed, 59 CPs, 11 applications pending (5 in hearing); noncommercial educational FM—six licensed, 35 CPs, 7 applications pending.

preliminary statement on motions hearing enc- luring issues in proceeding.

Modification of CP

KVNU Logan, Utah—Granted application for mod. CP to change location to WYFA.

AMENDS

WIBR, Rte Piedras, P. R.—Granted mod. CP to change location of existing station.

Petition Dismissed

KGGM Corpus Christi, Tex.—Dismissed petition requesting reconsideration of action of Commission granting without hearing application of KVNU to change facilities.

Petition Denied

Lake Bestg. Co., Inc., Gary, Ind.—Adopted order denying petition for reconsideration directed against action of Commission granting without hearing application of KVNU to change facilities.

Petition Dismissed

KXAR Hope, Ark.—Mod. CP which authorized new standard station 1590 kc 250 kW on November 1, 1945 is not in operation.

AM—1380 kc

Wilmington Tri-State Bestg. Co., Inc., Wilmington Del.—CP new station 1380 kc 250 kW D. AMENDED change frequency from 1380 kc to 1250 kc power from 250 w to 1 kw; hours fro D to specified hours (BH-WANZ

It will soon be

in Savannah

WCHS

Charleston, W. Va.

NOW! 5000 Watts

Day and Night

570 KC

WWNC-ASHEVILLE

THE HUB of

WESTERN NORTH CAROLINA!

Serves ALL of Western North Carolina BEST

Represented by

HEADLEY-REED COMPANY

Page 78 • August 18, 1947
WOR Launches Nation-Wide Talent Hunt; Scouting System Aims At Grass Roots

WOR New York last week launched a nation-wide search for talent and programs developed in the grass roots and deemed ready for the big time.

Theodore C. Streibert, president of WOR, announced that Richard Pack, publicity director of the station, had been assigned to establish a scouting system of radio columnists and editors throughout the country to keep WOR posted on the talent and shows in their communities that they felt were owed a chance in New York.

Mr. Streibert said the move was coordinated by the New York station to meet growing advertiser demands for good programs at less cost than most top shows run now. "Name Talent," said Mr. Streibert, "now comes at such a price that advertisers have found it doesn't pay out.

WOR, said Mr. Streibert, was embarking on a policy of building its own shows. All daytime slots are now reserved for house-built programs, he pointed out, and advertisers must buy time and shows rather than time alone.

The insistence by WOR that its own shows, rather than those developed by advertisers or agencies, be scheduled in daytime hours has imposed a burden on the station to produce the talent and programs of a calibre that would attract audiences, Mr. Streibert said. Hence the vigorous nation-wide hunt for new voices and new ideas.

---

Post Cereals Move

GENERAL MANAGEMENT of the Post Cereals Division of General Foods Corp., New York, under management of Clarence R. El-

P P E N D E N T FOR FI L I N G

KOLN Lincoln, Neb.—License to cover CP as mod., which authorized new standard station and authority to determine operating power by direct measurement if ant. power.

WAS Louisville, Ky.—License to cover CP as mod., which authorized installation of new standard station and specify studio location and authority to determine operating power by direct measurement at ant. power.

AM-1230 kc
James R. Williams, Kan.—CP with standard station 1230 kc 100 w unli. DISMISSED request of applicant.

RCA Tubes for AM

Yes, we have them... in a complete line for standard-band and short-wave services. And they're famous.

Why? They're conservatively rated. They stand up. They give broadcasters top program service and operating economy. Your engineer can tell you a great deal about RCA tube performance. Ask him.

Take the 833-A, for instance. Originally designed by RCA en-
geers, this power triode fea-
tures a large Zirconium-coated anode for greater dissipation, shielding that eliminates hum, harshness, and a filament that has tremendous emission reserve for peak loads.

For information on any RCA tube, write RCA, Sales Division, Section P-3557, Harrison, N. J.

WOR Cereals

$231,873,000

Yeast need

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

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS

represented by BRANHAM
FREE from any perceptible flutter, wow, rumble or vibration!

C. E. MICHEL (seated, center), vice president, Union Electric Co. of Missouri, inaugurates weekly sponsorship by his company of Telesquizicallas. Program, which began last week over KSD-TV St. Louis, is a quiz show in which audiences are called by phone and asked the solution to charades dramatized in the studio. Looking on (1 to r.): Guy Yedell, KSD-TV sales manager; William G. Moore, Gardner Adv. Co.; A. B. Rodner, president, Television Advertising Productions Inc., Chicago; Al Chance, manager, St. Louis branch, Television Advertising Productions and producer of Telesquizicalls, and Walter G. Heren, advertising manager, Union Electric.

24 Authorizations by FCC for FM Include 22 CPs and 2 Conditionals

CONDITIONAL grants for two new FM stations, one Class A and the other Class B, were authorized last week by FCC. Construction permits for four Class A and 11 Class B FM outlets were granted as well as CPs for a Class A and six Class B stations in lieu of previous conditions.

The Class A conditional grant was awarded to the Village Broadcasting Co., Oak Park, Ill., which last month was denied AM facilities there in the complex Elgin-Oak Park-Beloit case (BROADCASTING, July 7). The proposed assignment is Channel 272, 102.3 mc to Village, composed of Joseph Triner, Charles M. Hickman, George Herrman Jr., Edward J. Faltysek and William L. Klein. Latter had been original applicant.

The conditional Class B authorization went to the Puerto Rico Communications Authority, Rio Piedras, P. R., an agency of the Puerto Rican Government and grantee of a new standard station in that city.

At the same action the Commission granted a construction permit for a noncommercial educational FM station to The Chicago Theological Seminary, Chicago. Facilities covered are Channel 210, 89.9 mc, 15 kw, effective radiated power and antenna height above average terrain 380 ft.

The following conditionally were granted CPs (power given is effective radiated power, antenna height is height above average terrain, AM affiliation listed in parentheses): WGN, Chicago, Class A, Channel 725, 89.2 mc, 3 kw, 340 ft. WTMN, Milwaukee, Class B, Channel 227, 99.3 mc, 20 kw, 550 ft.

Pottstown Daytime Outlet Is Granted WKLF and KEYS Also Are Given Changes in Frequencies

A NEW DAYTIME station on 1370 kc with 1 kw at Pottstown, Pa., was authorized last week by FCC. Permittee is Radio Anthracite Inc., Class B FM grantee at Scranton and owner of WWHL Nanticoke, Pa. At the same time FCC approved assignment improvements for WKLF Clanton Ala., and KEYS Corpus Christi, Tex.

WKLF was granted modification of its construction permit to change assignment from 500 w daytime on 1370 kc to 1 kw daytime on 980 kc. Engineering conditions are involved.

The Commission adopted an order granting a petition of KEYS to remove from hearing docket and grant in part its application to operate on 1440 kc with 1 kw day and 500 w night. Directional. Condition of grant is that applicant satisfy all legitimate complaints of blanket interference occurring within 250 mv/m contour. KEYS has been on 1490 kc with 250 w.

At the same action the Commission dismissed the application of Albert J. Felman for a new station at Joliet, Ill., on facilities of WJOL that city. Mr. Felman was owner of WJOL (BROADCASTING, March 3). Dismissal was without prejudice to his resiling after a final decision has been made on the WJOL request for license renewal or after the application has been disposed of otherwise, according to FCC.

WLR

HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED

- ROBERT S. CONLAN SURVEY -

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"The Voice of Lebanon Valley"

WLBX

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNER
Operations Manager
Radio Advertising Co., National Representatives
WKOP, KGRI CHANGES ARE APPROVED BY FCC
APPROVAL was granted last week by FCC for incorporation of WKOP Binghamton, N. Y., and KGRI Henderson, N. Y. The latter involves enlargement of ownership with consideration of $4,500.

WKOP was granted assignment of permit from The Binghamton Broadcasters, Inc., to The Binghamton Broadcasters Inc. There is no change of ownership and no monetary gain. WKOP is assigned 1 kw day on 750 kc.

Consent was granted for KGRI for assignment of permit from Goggan Radio Sales, partnership composed of Howard E. Dennis and Ben F. Goggan, to Henderson Broadcasting Corp. New firm, which includes Messrs Goggan and Dennis as each 4% owner, is composed of 14 other local individuals [Broadcasting, May 15]. KGRI is assigned 250 w day on 1000 kc.

WPIK Alexandria, Va., daytime outlet, will launch its FM affiliate, WPIK-FM, on an interim basis today (Aug. 18). Operating on 98.3 n/m (channel 323), WPIK-FM will duplicate all sunrise-to-sunset programs of WPIK and also will be on the air from the time WPIK signs off until 10 p.m. daily, the station announces.

Launching of WPIK-FM takes place on the one year anniversary of WPIK's increase of power from its original 250 w to 1 kw.

New MBS Co-op
THE Meet Me at Porky's program, last heard on NBC under sponsorship of P. T. Flannery Co. for Old Gold cigarettes, will be heard on MBS beginning in early October as a weekly evening cooperative show. Time and starting date has not been announced. Program will originate from Hollywood.

WBTM-FM
DANVILLE, VIRGINIA
The Voice of the Rich Pleasure Region
(SOON 500 WATTS)
PHONE SUNDAY OVER DARKEFF 2530

* In a postcard survey just completed 79.7% of the replies in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding
favorite, as it has been for 17 years.
American Broadcasting Company
GEORGE P. HOLLINGSBURY CO.
National Representatives

Sale of KCBC Des Moines Is Sought For a Consideration of $225,000

SALE OF KCBC Des Moines, new 1-kw fulltime outlet on 1390 kc, for a total consideration of $225,000 is proposed. In an application tendered for filing last week at FCC, Kapital City Broadcasting Co., buyer, is headed by Myles H. Johns, senior partner and manager of WOSH Oshkosh, Wis. The KCBC deal includes conditional FM construction permit.

According to the application, the disposal of the property is required by the inability of its president,

WHOW . . . Burlington
WHOW Clinton, Ill., had melting melodies on its hands a few days ago. With the temperature at 115 degrees in the studios, several wax recordings melted. Program Director Fred Harrison said it appeared during remelting of the bank building in which the studios are located, which prevented use of the air conditioning system.

RMA Announces Intent Of Further Fight on Tax
FIGHT of Radio Manufacturers Assn. for repeal or reduction of the 10% radio excise tax will be renewed, according to RMA President Max F. Balcom, Sylvania Electric Products, who Thursday announced the reappointment of Joseph Geri, Sonora Radio & Television Corp., as chairman of a special committee in charge of the drive. The committee has been enlarged. George M. Gardner, Wels Gardner & Co., was named vice chairman.


RMA Program Set
INTENSIFIED program of industrial relations to acquaint members with labor facts is planned by Radio Manufacturers Assn. with enlargement of its committee handling that activity. G. W. Thompson, Noblitt-Sparks Industries, has been named chairman and R. T. Borth, General Electric Co., vice chairman.

George O'Dea, to continue that responsibility because of a serious operation. His associates, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, cannot continue the operation separately, it was stated. The three have held equal interest in Kapital City Broadcasting Co., KCBC licensees.

The consideration is two part: $133,797.02 for the interest in the station held by the present owners, and liquidation of a $91,202.08 debt due Mr. O'Dea who had advanced money to support the construction of KCBC.

Kapital City, who also owns and operates Regional Radio Sales Co., is composed of Mr. Johns, chairman of the board and executive vice president, 12 ½%; his wife, June Smith Johns, 12 ½%; George P. Caeser Jr., former general manager of the Ben Hur Co., Milwaukee business administrative firm, president 25%; his wife, Claudia U. Caeser, secretary 25%; W. R. Haynes, assistant secretary-treasurer, Mr. and Mrs. Johns together as trustees hold 1/4% interests each for Lylod Elynn Johns and June Elynn Johns.

Mr. Gallagher of the assignor is a director of Kapital City. Other directors are Victor M. Harding and G. B. Hextell.

The Spartan Women and the Chambray

The present affable mood of Mrs. Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA
Spartanburg, Carolina

* We never stop telling our listeners that radio's finest shows are on NBC . . . and, about Miami's top local shows on WIOD -- and do they listen! Just look at Hooper -- B.M.B. -- or better still -- check your own Results.

* The Theme Always... So We Keep Telling Em!

WSPA Studios for the SPARTANBURG-GREERVILLE Market
Bristol-Myers

(Continued from page 15)

dent Allen. "The first thing we have learned in television," he adds, "is that live action registers better than a still picture. The still picture commercial in television is the same as picking up a magazine and reading an ad. There is nothing unusual about that."

Commercial for B-M television feature action, such as Jinx's little girl cleaning her teeth with Ipana, and Jinx explaining the benefits to her, or Tex rubbing his chest with Mint-Bub and noticing results in one minute by the clock.

Mr. Allen looks upon the $1,600-and-up sets manufacturers are putting out as the greatest drawback to the future of the medium. "What the business needs," he holds, "is more $250 television sets and less of the $2,000 variety."

He also looks forward to the time when FM can send out a program simultaneously with a telecast, thus reaching homes with and without television sets. "As FM and television grow," he says, "we can capture both audiences. Then the industry will really have something a sponsor can buy."

Bristol-Myers International Division's advertising is under the direction of Harold Elterich. Of the export advertising, 25% goes into radio, a small investment for the tremendous returns, especially from Mexico.

Highest Rating

Bristol-Myers' La Hora del Afectado over XEW Mexico City and a 12-station telephone network has had the highest rating in Mexico for over 10 years. While firmly establishing Ipana and Sal Hepatica in Mexico, La Hora has cost B-M amazingly little.

It is an amateur program, handled through the B-M distributor in Mexico City, Don Luis Aguilar. Approximately 50% of the established artists in the area got their start on the show.

There has been a marked change in Bristol-Myers' advertising in Latin America since Mr. Elterich was appointed in October. After making a survey of the field, he has revamped the advertising, taking off programs that were "lost" in the dearth of stations flooding some of the South American airwaves, and now planning expansion in Argentina, Brazil, Cuba and Mexico.

Radio Effective

"There is good talent in those countries, and capable direction," he says. He is also planning expansion of the jingles and spot campaigns throughout Latin America.

"If the right station, time and talent are selected," he adds, "radio is a most effective means of reaching the Latin American audience."

Throughout the organization, from executives through to the laboratories, there is a noticeable cohesion, a sort of family pride in the bedrock solidarity of the company. Because "proof of performance" is always expected—and received—from Bristol-Myers executives.

U. OF TENNESSEE football games will be heard over WNOX Knoxville this fall under sponsorship of Aluminum Corp. of America. Shown completing arrangements for ten play-by-play broadcasts are (1 to r): A. D. Huddleston, ALCOA regional manager of public relations; R. B. Westergaard, WNOX general manager; Robert R. (Bob) Neyland, university's athletic director-coach. WNOX will feed broadcasts to other stations.

TECHNICIANS' WALKOUT

MARS KOWL'S OPENING

SIGN-ON and sign-off were only six and a half hours apart for KOWL Santa Monica, Calif., on its dedication day, Aug. 10. Silence extended two and a half hours after four technicians walked off the job when station allegedly would not employ union technicians at the studio.

Station resumed, however, with non-union technician personnel and has continued to operate in that fashion, KOWL management reports.

Although Arthur Crockhan, station owner, could not be reached, Clay Osborne, general manager, advised BROADCASTING that talks with IBEW had taken place as late as the night before the walkout but no agreement had been reached. Since the union had never indicated any intention to break off negotiations, he said, the walkout could only be construed as the action of individuals seeking to force the issue.

Television

(Continued from page 18)

10, and 12 instead of Nos. 3, 6, 8, and 10.

KENTON-WILKES-BARRE — Would have Nos. 11 and 3 (metropolitan) instead of Nos. 11 (metropolitan) and 1 (community).

KNOX — Would have No. 12 (metropolitan) instead of No. 1 (community).

SPRINGFIELD-HOLYOKE, Mass. — Would have No. 3 (metropolitan) instead of No. 5 (metropolitan) and No. 1 (community).

SPRINGFIELD, Ohio — Would have No. 8 (metropolitan) instead of No. 1 (community).

Trenton — Would have no channels, No. 1 (community) being eliminated.

YORK — Would have No. 8 (community) instead of No. 1 (community).

The table also showed that Channel 9 had been deleted at Detroit at the request of the Canadian government for use in Windsor, Ont., leaving Detroit with Nos. 2, 4, 5, and 7. Other previous changes not related to the proposed reallocation of Channel 1, included: No. 4 shifted from Des Moines to Ames and replaced by No. 12 at Des Moines, which now has Nos. 2, 5, 9, and 12; No. 10 shifted from Indianapolis to Bloomington, cutting Indianapolis channels to Nos. 3, 6, 8, and 12.
Mail Referendum Draws Vote Of Approval on NAB By-Laws

OVERWHELMING vote in favor of all provisions in the revised NAB By-Laws, with one exception, was voted by the membership in a mail referendum completed last week. Results were submitted to NAB by Ernst & Ernst, New York accountants which conducted the referendum.

Exception to the almost unanimous voting occurred on the critical question involving election of directors-at-large. The ballot included two plans—all members voting in all classes of directors-at-large, or all members voting only in the class to which each belongs.

The last-named plan prevailed by a narrow vote. It drew a 226 affirmative vote, with 2 opposed. The all - members - voting - in - all - classes plan, which has prevailed in the past, was favored by 211, with no opposing votes. Thus the plan of specialized board representation prevailed.

FM, television and facsimile stations are now eligible for direct representation on the NAB Board of Directors. The new By-Laws provide for four new directors-at-large—one from Class A FM stations, one from Class B FM stations; one from television and one from facsimile stations. Each class must have a membership of at least 25 stations to be eligible for a director-at-large.

Director Plan

As in the past there will be two directors-at-large for each of three classes of stations—small, medium and large. In all there will be 17 district directors and a maximum of 10 directors-at-large. Network directors-at-large are eliminated, with networks having been transferred to associate membership in a special referendum early in the summer [BROADCASTING, July 17].

Directors-at-large will now be nominated, by referendum, by members in the category each represents. In the past all active members had been entitled to nominate and vote in all elections to fill these positions. The 1947 elections will be held, as customary, at the annual convention but future elections will take place by mail.

District directors now may be nominated by mail in advance of district meetings, whereas in the past they could be made only at the meetings. Elections, however, will be held only at the district meetings. The board has discretion to change geographical boundaries of districts under the new By-Laws. 

The new dues structure includes plan, which removed inequities the By-Laws provided that an operator of an AM and FM station in the same community must pay dues based on total income of the two stations. The new dues classification ranges in jumps of $25,000 up to $3,000,000, with the board fixing dues of each class.

Definition of Powers

Powers of the board, president and secretary-treasurer are clarified in the new By-Laws, the two positions being board-appointive. The president is authorized to appoint other association personnel. Included in the referendum was a charter revised to conform to the new By-Laws. It was adopted 489-1.

Actual voting on By-Laws provisions was as follows:

Article I, name, 490-0; Article II, object, 485-2; Article III, membership (except Section 1 on network-station membership previously adopted), 485-4; Article IV, convention and meetings, 476-6; Article V, dues, 476-6; Article VI, directors, 415-7 (Proposal No. 1, 226-2, Proposal No. 2, 211-0); Article VII, officers, 479-7; Article VIII, district and state divisions, 479-10; Article IX, miscellaneous, 484-5; Article X, offices, 489-0; Article XI, seal, 487-1; Article XII, amendments, 486-0.

The By-Laws superseded as a result of the referendum had been adopted in 1938 and amended several times. Revision removes cumbersome terminology and streamlines provisions.

Lea-NAB

(Continued from page 20)

tion Charles Crutchfield, WBT Charlotte, will head a panel on disc jockey programs. Among speakers will be William Adams, WHEC Rochester.

John M. Outler Jr., WSB Atlanta, member of the commercial standards subcommittee of the NAB Special Standards Practice Committee, and Ralph Hardy, KSL Salt Lake City, chairman of the NAB Educational Standards Committee, will lead a discussion based on selection of time to scheduling local origination and spot announcements.

The sales clinic will include a five-year review of the NAB Retail Promotion Plan by Eugene Carr, general manager of the Brush-Moore stations. Mr. Carr suggested the plan at the Cleveland convention five years ago. The plan culminated in the famed Joake clinic which provided a scientific formula for use of broadcast advertising by retail stores.

The Wednesday general session on broadcast advertising will be addressed by Donald D. Davis, general manager of WHB Kansas City. Mr. Davis will be a member of an "All America Radio Team" which will feature the meeting. Playing the position of "Program Director" on the team, he will discuss "The Sale Foundation of the American System of Broadcasting."

Exhibit Planning

Plans for the exhibition of broadcast equipment and services moved forward last week. Several new exhibitors, in addition to those listed in the Aug. 11 BROADCASTING, are planning last-minute arrangements to take part, provided NAB is able to make necessary arrangements.

Proposed luncheon to be staged Thursday by the Assn. of Women Broadcasters has been tentatively sidetracked. Originally the proposed agenda called for the session to be in charge of Frances Fawcett Wilder, CBS, president of the AWB, and Dorothy Lewis, NAB Coordinator of Listener Activities. President Wilder will be unable to participate, having resigned from CBS, and Mrs. Lewis has been recuperating from an illness.

The convention agenda is still in a nebulous state but should take form within a fortnight. Among plans under consideration is a special feature to replace the Thursday AWB luncheon program, with well-known figures slated to take part.

While no arrangements had been made last week, serious thought has been given to floor consideration of the proposed new Standards of Practice recommended Aug. 8 by the NAB Program Executive Committee. Such a discussion would give the industry a chance to air divergent views on the proposed code.
Community Programming Is Emphasized At Indiana FM Meeting in Columbus

COMMUNITY programming as well as better all-around broadcasts by FM stations was advocated Thursday at a meeting of the Indiana FM Assn. by Fred A. Palmer, head of the radio consultant service in Columbus, and William B. Spellman, superintendent of WCSR Columbus, temporary president, and Merrell Lindsey, of William H. Block Co., Indianapolis, acting secretary, reported on activities to date.

WCSR will take the air Oct. 16 with 31 kw power, one of the first FM outlets to use full authorized power, Mr. Wagner said.

Speakers at the meeting included Bill Irwin, chief engineer, National Sparkes Industries, Columbus; Ray Spellman, assistant sales manager of the same firm; E. H. Maynard and James R. W. Johnson; Frank M. Phipps; John G. Meck Industries; Dr. Harry Skorupski, head of the radio department; and George C. Johnson, Indiana U.

Mr. Palmer said more competition and less imitation is needed in radio programming with new talent. He suggested the fact that listeners tune regularly to news and good music on FM indicates a preference for such programming. He attacked repetitive spot announcements and said they should be informative. "If you are going to make radio the equivalent of a billboard you're asking for trouble," he added, "and you'll get it."

Mr. Bailey attacked "footdraggers and pessimists" who block the progress of FM and reminded that FM will have 966 stations on the air in a three-year period compared to the 945 AM stations on the air after a quarter-century. He also referred to the 138 pending applications for FM stations.

Registered at the meeting, held at the Columbus Chamber of Commerce, were:

Paul W. Castner, Central Radio Services, Columbus; Mr. Lindsey; E. E. Alden, D. C. Park, WIRE Indianapolis; Mr. Skorupski and Mr. Johnson; F. X. McMenamin, R. F. O'Bannon, Corydon; George S. Tatum, Emmett Jackson, Crawfordsville; W. Addington Vance, WSCRI Evansville; Carl W. Spies, William H. Block Co.; Norman J. Peterson, S. W. Poussey, General Electric Co., Terre Haute; C. G. Biggar, KCCO Cedar Rapids; R. S. B. Lucas, WISI Indianapolis; W. A. Merly, Mr. Maynard, Mr. Davenport, John S. Meck Industries; Raymond J. Kearns, O. F. Lee, WTHI Terre Haute; Mr. Palmer; Truman Fernsback, Indianapolis; Mr. Irwin and Mr. Spellman; Mr. Wagner; K. C. McGons Ray, Dorothy; Ursula Zimmern, Harold M. Arthur, Russell Newman, WCSI.

TOP ABC OFFICIALS GOING TO NAB MEET

EDWARD J. NOBLE, chairman of the board of ABC, Mark Woods, president, and Robert E. Kintner, executive vice president, will head the network's delegation at the NAB convention in Atlantic City in September, ABC announced last week.

Among ABC officials to attend the conclave include Robert H. Hinekley, vice president in charge of the network's Washington office; C. Nicholas Pinaux, vice president and general manager; and E. W. Bonner; Mr. Davenport, John S. Meck Industries; and Raymond J. Kearns, O. F. Lee, WTHI Terre Haute; Mr. Palmer; Truman Fernsback, Indianapolis; Mr. Irwin and Mr. Spellman; Mr. Wagner; K. C. McGonigal Ray, Dorothy; Ursula Zimmern, Harold M. Arthur, Russell Newman, WCSI.

KTLA Soon Will Expand Hollywood TV Facilities

TWO-STORY ADDITION to its current facilities will be undertaken shortly by KTLA, Hollywood video station operated by Television Productions Inc.

Additional offices, control room and client facilities will be included, Klaus Kandsberg, West Coast director of the firm, said. New personnel will be added to meet the future, with building completion to be completed by start of 1948, according to Mr. Kandsberg.

Evaluating current Los Angeles radio and video audience, he reported that new sets are being installed in homes and taverns at rate of approximately 1,000 a month.

ReaSon Why

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 20 years. And it’s why they buy WIBW-advertised goods.
DISCUSSING Seattle Community Chest campaign plans: Standing (1 to r)—Jerry Hines, sales man, KOL; Archie Taft Jr., program director, KOL; Oliver Runcheby, commercial manager, KOL; Ben Harkins, program director, KXA; William W. Warren, program manager, KOMO; Floyd Sparks, producer, KING; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Earl T. Irwin, commercial manager, KVI Tacoma; Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; seated (1 to r)—George F. Hamilton, executive director, Community Chest; Nat S. Rogers, president of Chest; W. H. Sandiford, of Mac Wilkins, Cole & Weber; Richard E. Green, manager of national sales and sales service, KOMO.

Radio Does Outstanding Job in Seattle
In Preparing Public for Chest Campaign

COMMUNITY CHEST campaign is still two months away, but Seattle's eight radio stations have given the drive a tremendous send-off. Using the announcement of a higher goal for 1946 as the springboard, the stations in a sustained campaign over the Aug. 9-10 weekend pounded home the basic theme, "There's a job to do—and we will do it," and the goal, $1,887,744.

Newscasts, commentator programs and virtually every station break for 36 hours starting Saturday noon were used. Early reports on the response indicated that the effort would benefit not only the Seattle-King County Community Chest but other Chests throughout the Puget Sound area and as far as Portland, Ore., and Vancouver, B. C.

Nat S. Rogers, president of the Seattle Chest, was so pleased with the results that he remarked: "From past experience we knew we could count on Seattle radio to do a job for the Community Chest. The magnificent work our stations did in promoting public understanding of our campaign goal, however, was the best demonstration I have ever seen of how radio can tackle a community service project. Seattle's top radio executives were told by Mr. Rogers at a luncheon Aug. 5 that the goal this year would be 12% higher than in 1946 and were asked for advice on how best to get the story to the public. It was decided that a concentrated spot campaign, built around station breaks, would be most effective.

Participating in the luncheon discussion were: Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; Richard E. Green, manager of national sales and sales service, KOMO; Jerry Hines, sales manager, KOL; Ben Harkins, program director, KXA; Earl T. Irwin, commercial manager, KVI Tacoma; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Archie Taft Jr., program director, KOL; Ben Harkins, commercial manager, KOL; Floyd Sparks, producer, KING; William W. Warren, program manager, KOMO; Archie Taft Jr., program director, KOL; W. H. Sandiford, of Mac Wilkins, Cole & Weber; George F. Hamilton, Community Chest executive director; Leopold Lippman, director of public information for the Chest, and Mr. Rogers. Mr. Green and Mr. Sandiford are members of the Chest's public relations advisory committee. O. W. Fisher, president and general manager of KOMO, will head the public services division in the Chest campaign in Seattle.

KRNT PLANS HIGHEST FM TOWER IN WORLD

WORLD'S TALLEST TOWER will be constructed by KRNT for FM transmission it was learned last week.

The Des Moines Register and Tribune station has purchased a 160-acre tract where the 1930-foot construction will be raised—a height equivalent to 180 floors higher than the Empire State Building. KRNT-FM will broadcast over it with a power of 157,000 w.

A year will probably be required to erect the tower after construction is begun. Meanwhile, plans are being completed for the earlier building of a modern structure to house transmitter facilities at the FM tower site.

KOGT Will Get Underway
In Sept. As 1-kw Outlet

KOGT Orange, Tex., will begin operations next month with 1-kw fulltime on 1600 kc. Studios and offices will be housed in a new air-conditioned building with a modernistic front.

A. P. Kay Jr. is general manager of the Sabine Area Broadcasting Corp., licensee of KOGT, and Sam Leavitt is station manager.

Elsie’s a MOO-ther
Kenyon & Eckhardt

and the Borden Co. last week were preparing a new stunt to insure the historical importance of Elsie, the Borden cow which already belongs to the ages. The agency and the milk company were buying one-time, one-minute spot announcements as a teaser campaign preliminary to a national contest to name the recent offspring of Elsie. Selection of markets for the teaser campaign was one in character with the Elsie myth, 16 stations in New York, Chicago, Los Angeles, Honolulu, San Francisco, Devilette, Tex., a North Dakota town of fewer than 7,000 inhabitants.

T. Irwin, commercial manager, KVI Tacoma; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Archie Taft Jr., program director, KOL; Ben Harkins, commercial manager, KOMO, Floyd Sparks, producer, KING; William W. Warren, program manager, KOMO; Archie Taft Jr., program director, KOL; W. H. Sandiford, of Mac Wilkins, Cole & Weber; Richard E. Green, manager of national sales and sales service, KOMO.
Help Wanted

Wanted: Salesman and Young lady

Wanted: Salesman and Young lady

Wanted: Affiliate. Must be familiar with public service, programming, and sales methods. Fulltime position. Box 125, BROADCASTING.

Wanted: Salesman for new 250-watt station. Give complete particulars including experience and salary expected. Box 240, BROADCASTING.

Wanted: Sales manager, new local station in New Orleans. Must be able to communicate truthfully with advertisers and on-air talent. Box 268, BROADCASTING.

Wanted: General Manager desired by Baltimore Station. Must have experience in handling station, and be able to deal with advertisers. Box 150, BROADCASTING.

Wanted: General Manager of Eastern advertising company. Must have experience in handling station promotions and sales. Box 350, BROADCASTING.

Wanted: Chief Engineer, two first-class operator-announcers, one program director. New Western Electric station under construction in West Virginia. Box 149, BROADCASTING.

Wanted: Manager for only 250-watt station; in western market of 75,000. Must have excellent sales record. Salary $75.00 per week. Box 153, BROADCASTING.

Wanted: Young lady copy writer who is not afraid to work alone. Some air work. Ideal mutual affiliate. Box 179, BROADCASTING.

Wanted—Announcer who can write and do, who knows something about selling radio time. Mutual affiliate in southwestern city under $20,900. Write Box 190, BROADCASTING.

Wanted: Salesman who can qualify as manager. Mutual affiliate, southwestern city, $15,000. $285 month salary, with good working conditions. Box 214, BROADCASTING.

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Wanted: Manager for only 250-watt station; in western market of 75,000. Must have excellent sales record. Salary $75.00 per week. Box 153, BROADCASTING.

Wanted: Young lady copy writer who is not afraid to work alone. Some air work. Ideal mutual affiliate. Box 179, BROADCASTING.

Wanted—Announcer who can write and do, who knows something about selling radio time. Mutual affiliate in southwestern city under $20,900. Write Box 190, BROADCASTING.

Wanted: Salesman who can qualify as manager. Mutual affiliate, southwestern city, $15,000. $285 month salary, with good working conditions. Box 214, BROADCASTING.

Wanted: Chief Engineer, two first-class operator-announcers, one program director. New Western Electric station under construction in West Virginia. Box 149, BROADCASTING.

Wanted: General Manager of Eastern advertising company. Must have experience in handling station promotions and sales. Box 350, BROADCASTING.

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Situations Wanted (Cont'd)

Continuity director—Production man.
Continuity director of broadcast station.
Interviews. Now Radio Director for metropolitan area. Desires return to radio station experience. Rules and schedules. Will accept only requests from experienced and reputable companies. Will be glad to return your call.

Young woman: Combination continuity editor, woman’s commentator. Two years experience, aged 19. Very interested in television. Box 199, BROADCASTING.

Young woman: Combination continuity editor, woman’s commentator. Year’s experience, aged 22. Very interested in television. Box 212, BROADCASTING.

Situations Wanted (Cont’d)

AM, FM, and television engineers. Exceptional candidates with college training. Excellent references. Contact R. Hinkel, Central Marketing, Chicago. Box 325, BROADCASTING.

For sale, WAC 194 900 MHz, 100 watts, 36 feet. antenna, complete for $81.50. Box 267, BROADCASTING.

Program Director—10 years experience all phases of radio, Round, reliable ideas. 4 years experience. Also interested in television. Box 187, BROADCASTING.

Young woman: Combination continuity editor, woman’s commentator. Year’s experience, aged 19. Very interested in television. Box 199, BROADCASTING.

Time sales—Real Producer. Former agency man, 10 years experience. All facts first letter. Box 192, BROADCASTING.

Staff announcer-writer, ambitious, conscientious, vet. married. Any location. Well trained, familiar with all aspects of organization. Prefer east. Personal interest imperative. Box 191, BROADCASTING.

Engineer: First-class radiotelephone operator, vet. experience. In radio from 1940. Box 203, BROADCASTING.

Michigan, Ohio, Indiana. Top sportsman. Veteran of national and international special events and sports. Will consider range. Minimum $100 per month. Box 199, BROADCASTING.

Announcer—looking for southern station. Just returned from the AFARs, and again in need of a place to work. A strong voice, with a good location. Box 199, BROADCASTING.

Prospective announcer. Left-hand, lacks intelligence. Has been uselessly trained. Stated he was a top ten wedding but will make exception. O, O. locality preferred. Box 201, BROADCASTING.

Announcer, veteran, 28. Trained in all phases of radio at well-known radio school. Radio station experience gained getting established with good station. Photo and references on request. Box 202, BROADCASTING.

Situations Wanted (Cont’d)

Engineer—First phone, 2nd telegraph, "Ham" radio. Since 1936. Box 203, BROADCASTING.

BROADCASTING • Telecasting

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

FOR SALE

Winchburg Radio Tower
Type 101, 150 feet
Complete with lighting equipment
New, never used
Box 267, BROADCASTING

FOR SALE

IMMEDIATE DELIVERY

2 Fairchild Transmitters 26441 used less than six months.
2 WE 109-A Republic group
2 WE 9-13 heads for phonograph records. New—never used—$81.50.
Limiting Amplifier with Tube Model RL 16. Used about 3 months—$300.00.
2 WE 744-A Volume Indicator with K-82 Meter. New—never used—$165.00.
Station W A LT
Box 1077
Tampa, Florida

STATION MANAGER AVAILABLE

Salary Secondary

Experience: Management Currently General Manager of a leading independent station in northern metropolitan market.

Commercial Former salesmen, network affiliate.

Special Events Seven years experience in this field.

Production Ex-producer of several coast-to-coast shows.

Public relations Five years background in all aspects of public relations.

Promotion & Publicity Seven years representing a leading national radio personality.

Advertising Familiar with all forms of advertising.

The above qualifications represent over seven men, but one man who has lived, eaten, and slept radio in all its phases, and who knows the field of broadcasting inside out. What this married family man seeks is pleasant working conditions with a future.

Letters of recommendation available from "PEOPLE YOU KNOW"

Box 261, BROADCASTING

Available Sept. 1st

Radio Executive Twenty Years Experience


For sale—one man operation.

Used, in excellent condition. Operated 5 years as chief announcer, newscaster, engineer, and special events. May be used anywhere. Available either on AG or DC dollars. 110 minute volage. Box 207, BROADCASTING.

Write Box 195 BROADCASTING

BROADCASTING • Telecasting
Situations Wanted (Cont'd)

Writer, competent, strong on special events, dramatic shows, public service. Good background, well born, ex-Navy pilot and intelligence officer. Highest references. Box 253, BROADCASTING.

Annie, experienced. Grad, leading country station. Now east pending. Will travel anywhere. Box 236, BROADCASTING.

Ex war correspondent. Fed up with inconsequential stuff seeks commemorative position in metropolitan market. Box 27, Watertown 72, Mass.


Seeking suitable position. Unusual opportunity. Investors up to 50% of station. Box 293, BROADCASTING.

Married, seeking position. Young woman, versed in all phases of announcing radio and sports. Box 245, BROADCASTING.

Frame manager, bookkeeper, employed. Box 245, BROADCASTING.

Manager, with ticket, employed. Successful, makes steady profit basis. Interview, NAB, Convention, Radio City, New York, May 25th. Contact other, Pat Garson, 101 First Ave., N. Y. C. 34, Sylvania.


Assistant WANTED. Existant assistant at last station. Will travel. Married, veteran of war, and is looking for work. Willing to go anywhere. Box 246, BROADCASTING.

WANTED--radio market 30-8 channel, 5 preamps, program amplifier, monitor, gooseneck microphone, 5 speaker cabinets, excellent condition. A bargain at $750.00. Box 170, BROADCASTING.

Wanted--radio market 30-8 channel, 5 preamps, program amplifier, monitor, gooseneck microphone, 5 speaker cabinets, excellent condition. A bargain at $750.00. Box 170, BROADCASTING.


For Sale

Capital needed for plant expansion FM station! Meeting expenses after first six months. Good location, excellent operating conditions. Contact Norman Littell, also represented by Harry Mead, 1943 Seneca, Buffalo, New York.

For sale: New 1000 watt Western Electric transmitter installed in early 1946. In excellent condition; and one 8-B 5000 watt Western Electric transmitter in good condition. Radio Station KFVI is seeking a buyer. Contact W. W. Coe, D' Alene, Idaho.

For sale: 1947 250 watt Temo transmitter and complete cabinet. Good condition. Willing to sell with or without ancillary equipment. Also 250 watt Temo transmitter and complete cabinet. Good condition. Willing to sell with or without ancillary equipment. Good air quality.

For Sale--4,000 feet of No. 10 bare copper annealed wire. Capital Broadcasting Company, Lewistown, Montana.

Temo transmitter, 250 watts, never used; control console, monitor, amplifiers, condensers, tube oscilloscope. $150 takes everything. Chester Dalry, 1943 Seneca, Buffalo, New York.


250 Watt Tempo transmitter, Model 250 OSCF (Modified). Fully converted to FM and carries a perfect FM transmitter. Phone, wire or write Garvice D. Mead, 2314 W. Lake Blvd., Chicago, Illinois.

WANTED:>1000 watt Western Electric transmitter; complete with power supply, etc, in good shape. Box 256, BROADCASTING.

WANTED: Any AM transmitter, complete with power supply, etc., in good shape. Box 256, BROADCASTING.

FOR SALE--Radio fan magazine. Circulation 35,000. Good opportunity. Excellent vertical, horizontal, etc. Box 355, BROADCASTING.

For sale: Jockey's comedy script collection. $5.00. Eileenman, 2-W-7-17 50th Street, Astoria 2, L. I. N. Y.

For Sale! Well Established Northwest Radio Station

Sale Price—Under $100,000

Earnings in Excess of $30,000

Including owner of salary before taxes

This station will not be for sale very long!

Box 265, BROADCASTING

Madison - Rockford Commission Okay

THE BATTLE between applicants for Madison, Wis., and Rockford, Ill., each seeking a new 1-kw station on 1480 kc, was in a new round last week, awaiting FCC's decision on whether the fight should go on.

Edwin Mead, applicant for Rockford, took the first round by winning the proposed decision, but Radio Wisconsin, actually ex-applicant for Madison, won a supplemental proposed decision and the final decision [BROADCASTING, Nov. 4, March 10, July 7].

Mr. Mead is now seeking reconsideration, contending that FCC's final decision favoring the Madison applicant was based solely on grounds that Madison residents receive only one network service while Rockford receives all four. He has offered an affidavit by Clyde H. Bond, Washington radio consulting engineer, to support his claim that Madison actually receives service from all networks but ABC. He also argued that KWOX Madison permitted, has sought an ABC affiliation but "has been prevented... by the commitment of ABC to applicant Radio Wisconsin."

Opposes Mead

Radio Wisconsin is opposing the Mead petitions and has asked FCC to strike counter-affirmation offered by the Rockford applicant, claiming they involve "sham and [were] interposed for purposes of delay."

Radio Wisconsin argues that the Bond affidavit was submitted after the deadline set by FCC regulations and that therefore it has no standing. Mr. Mead contends the factual essentials of the Bond statement were filed before the deadline.

Both sides have Congressional support. The record shows that Sen. Alexander Wiley (R-Wi.) has written several letters to FCC Chairman Charles R. Denny, and has written to other members of support of the Madison application. Sen. Spezzar L. Holland (D-Fla.) has written in support of the Madison application.

Contestants Await to Continue Fight

AN UNUSUAL letter from an "Air Force" widow changed Dick Doyle's night drive show over WBIE Memphis into a memory show for war widows this past Air Force Day. The woman told how she married her husband seven years ago on what is now Air Force Day, how he went overseas on that date and was killed in a bombing mission.

Then she included a list of musical selections, accompanied by little personal sentiments to be used as introductions. The station used the letter in its entirety.
WTUX's Reserves Spotlight Air Show

SPOT PARACHUTING of cargo to airport for accuracy, a feature of an Army Air Force Day air show sponsored by the Delaware Air National Guard (142nd Fighter Squadron) at New Castle Air Base Aug. 2, was described for WTUX Wilmington listeners as part of a 40-minute broadcast. Lt. Robert L. Wilcox (second from r), WTUX station manager and an Air Force Reserve officer, flying in a C-47, broadcast from the plane as it made three runs over the field dropping cargo parachutes on each run. Gus Parmet (fourth from r) WTUX sports caster and news editor and a Sea Bee veteran, gave an on-the-ground description of the flights. Participating and assisting in WTUX broadcast, which also included description of simulated attack on the C-47 by a group of P-47 Thunderbolts, were (1 to r): S/Sgt. Carl Arnold, Delaware National Guard, crew chief; Capt. William W. Spruance, DNG, pilot of the C-47; S/Sgt. Edward S. Naurocki, DNG, parachute dropper; S/Sgt. John P. Daugherty, DNG, WTUX sales representative; Mr. Parmet; Capt. Robert W. Laird, co-pilot of the C-47; Mr. Wilcox, and Comdr. Gordon MacIntosh, Reserve, president of WTUX.

Beck Studios Will Open Minnesota Video School

BECK STUDIOS, Minneapolis, will open a television school in October to be called Twin Cities Television Lab. Sig J. Dahlquist, Beck representative, spent last week in New York scouting for teaching talent for the new school, which will offer courses in all phases of television except the purely technical. The school expects an enrollment of 400, and, with the exception of Chicago, claims to be the only video school in the Midwest. On the advisory board are Harvey Marlowe, president of Marlowe Television Assoc., New York, Bert Taylor, vice president, Television Broadcasters Assn., and R. B. Gamble, Gamble & Hausler, independent video producers.

Beck Studios also announced that it was preparing an application to the FCC for a license to operate a commercial television station on one of Minneapolis' five channels.

WACE Aids Army

ARMY enlistment efforts got a boost last month from WACE, 1-kw regional in Chicopee, Mass. What's more, every male member of the WACE staff, including top officials and President David Hayes, is a veteran of either World War I or II, proving, according to the station, that veterans hold no grudges against the Army. To show its appreciation, the Army gave a certificate of commendation to Program Director Terry Colwell in recognition of WACE's cooperation in current enlistment drives.

Catholic Broadcasters Hold Conference in N. Y.

ATTENDANCE of about 75 Catholic broadcasters and prominent Catholic laymen was expected at the organizational conference of the Catholic Broadcasters Assn. at Fordham U., New York, Aug. 15-16.

Scheduled speakers included Father Dito, vice president of the International Catholic Assn. for Radio and Television, who was to discuss the possible affiliation of the new group with his organization and with the Catholic Theatre Conference; J. N. "Bill" Bailey, executive director of the FM Assn., speaking on the formation of an Association of Catholic Broadcasters; Arthur Hull Hayes, president of WCBC, New York, and Jay Jostyn, "Mr. District Attorney."

Representatives of AFRA, AFM and RWG were to participate in a panel discussion entitled "Radio Unions and You."

Video Exhibit

LATEST developments in the British television industry will be demonstrated by the government at a radio exhibition to be held at Olympia, London, Oct. 1-11. In addition to a display of television equipment, BBC will have a studio where visitors can watch actual televising of broadcasts.
ADDED SERVICE
WTMJ Builds Program
Of Record Series

SO IMPRESSED was WTMJ Milwaukee with the transcribed public service series, "Let Mr. Forget," issued by the Institute for Democratic Education, that the station is building a half-hour program around each transcription. Because the series presents dramatized problems affecting relationships between races and creeds so effectively, WTMJ has organized a "WTMJ Program on Democratic Education" to give active Milwaukee participation in the series.

The Board consists of representatives of the Milwaukee Jewish Council, Wisconsin Conference of Christians and Jews, Urban League, Wisconsin Federation of Women's Clubs, Milwaukee Court and Civic Conference, Milwaukee County Council of Churches and Milwaukee Knights of Columbus.

Representatives of those groups meet at the station every two weeks, monitor the records in advance and select Milwaukeeans best suited to serve on a discussion panel. Board members also actively publicize each program.

From 6 to 6:30 p.m. each Saturday the series is broadcast, with the first 15 minutes devoted to the transcribed program, the second 15 to live spontaneous discussion. The series is creating great interest for its local application.

Forms UST of N.J.
UNITED STATES TELEVISION Mfg. Corp., New York, last week announced the formation of a New Jersey sales and service organization, with a demonstration show room located at 80 West Jersey St., Elizabeth, N. J., where the service organization will operate under the firm name of UST of New Jersey. L. Robert Fisher, former field engineer for Allen B. Du Mont Labs., has been named service manager for the New Jersey area and Perrin Shaw has been appointed New Jersey sales representative for U. S. Television, operating from the New York office. Joel Goodman has been appointed UST sales representative for Westchester County, N. Y.

KSEI Now Using 5 kw
KSEI Pocatello, Idaho., has been operating with 250 w night and 1 kw day on 930 kc, took the air Friday (Aug. 15) with its new power of 5 kw fulltime. On the same date, KSEI-FM began operations with 1.8 kw on 98.5 mc (channel 243). Station estimates its new AM power will add 50% to the daytime audience and 90% to nighttime. Station's new installation includes a fire-resistant building of brick, concrete and steel, located six miles north of Pocatello. Henry H. Fletcher is general manager.

Canadian Changes
CHEX Peterborough, and CKWS Kingston, have changed corporate name from Allied Broadcasting Corp., to The Brooklands Co., Ltd., according to word from the Radio Branch, Department of Transport, Ottawa. CKPG Prince George, B. C., also has changed name of licensee from Frank H. Elphicke, manager of CKWX Vancouver, to Radio Station CKPG Ltd. CHW Chilliwack, B. C., has increased power from 100 watts to 250 watts. CHEF Granby, Que., has moved from 1200 kc to 1480 kc.

GROUND-TURNING ceremony to end all ground-breaking festivities took place as work got under way on WRWR, which expects to begin fulltime operation in Albany, N. Y., about Dec. 1 with 10 kw on 850 kc [BROADCASTING, July 28]. Principals are Art Schoenfuss (1) station's chief engineer, and Stephen R. Rintoul, former owner of WSRR Stamford, Conn., who is president and general manager of WRWR. Pile represents a half-hour's work, Mr. Rintoul reports.

Writers on Ford Theatre Get Performance Rights
FORD THEATRE, heard Sunday on NBC, sponsored by Ford Motor Co., through Kenyon & Eckhardt, New York, will give the radio authors of the hour-long show performance rights to their original shows.

The agency has revealed that it will pay writers $2,000 for an original script and $1,000 for second performance rights, allowing the author to retain other performance rights of the script. Adaptations of movies and books, however, will pay freelance writers up to $1,000.

KISS Schedule
KISS, San Antonio FM outlet, plans to extend its operating schedule from 9 to 13 hours daily when it moves into its new studio and offices now under construction, the station manager has announced. Present schedule is 8-11 a.m., 1-4 p.m. and 6-9 p.m. Mon.-Fri., and 6-9 p.m. Sun. Operating hours during proposed schedule will be 8 a.m.-9 p.m. Mon.-Sat., and 7 a.m.-9 p.m. Sun.

Transmitter Hearing
IN A RELATIVELY rare move, FCC last Thursday set hearing for an AM permittee's application for modification of construction permit specifying a transmitter location. Permittee is Samuel R. Sague, Cleveland Hts., Ohio, for 250-w use of 1490 kc granted earlier in a competitive proceeding involving four applications for the frequency. [BROADCASTING, Jan. 13]. FCC officials noted that the grant was conditioned upon selection of a transmitter site complying with Commission standards and said this condition has not yet been satisfied. Call letters WSRR have been assigned for the Cleveland Heights operation.

MRB is negotiating with Jack Bourske Productions, Hollywood, relative to "Mel Blanc Show." Network is studying possibility of budget available with view to signing it as sustainer with possibility of sale either as transcontinental program or as cooperative.

Don't just advertise—SELL with
The world’s most honored music reaches you on Longines’ spot radio program.

To Service Video Sets
EMERSON RADIO and Phonograph Corp., New York, announced last week a $600 installation and service policy for Emerson Home Television receivers has been put into effect by the company with the formation of the Emerson Television Service Corp. Dormon D. Israel, vice president in charge of engineering and production of Emerson, said the new organization is designed to service for one year Emerson television receivers direct from the factory until the trade can arrange to set up its own service units.

Drops Daytime Show
THE CARNATION Co., Milwaukee, will drop sponsorship of its daytime serial Lone Journey, 2:30-2:45 p.m. five times weekly on CBS effective Sept. 28 it was revealed last week. Program has been sponsored by Carnation for the past year and a half. Future daytime radio plans of the advertiser have not yet been announced. Carnation will continue to sponsor its evening program The Carnation Contended Hour Monday nights on NBC. Erwin, Wasey & Co., New York, is the agency for the Carnation Co.

They Say...
UNESCO is failing to accomplish what it potentially can in the cause of world peace... UNESCO must consult experts in the radio field, not "pretenders;" there is a need to experiment and to collect a fund of knowledge about educational radio; radio must participate actively with the United Nations.

Rez S. Lambert, supervisor of educational broadcasts for CBC, at U. of Wisconsin Public Service Radio Institute.

"In a recent" motion picture, the hero talks at length about taking radio out of the hands of the advertiser and ‘giving it back to the people,’ presumably by some sort of government control. This is dangerous and false reasoning. It is prevalent... among many uninformed people, (and) even among some supposedly informed members of Government agencies... The fact is that the American system of broadcasting... is by its very nature more in the hands of the people than any other system so far devised... It inevitably seeks to give the people, what the people want.


"SECRETARY MARSHALL'S argument for the ('Voice of America') program has been simple and direct. We are being lied about all over the world today. Our motives are distorted, our aims are misrepresented. We need some official 'voice to counteract the effect of the lies... The very day that the Senate was burying the Mundt bill, Russia was broadcasting to the world that the United States had started the Indonesian war... We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda."

From editorial in The Evening Star, Washington, D. C.

FARM EDITORS of Texas and Oklahoma get together for quarterly meeting at WBAP Fort Worth to exchange ideas and discuss some of their problems. Guest speakers, Earl Hardy, (standing, far l), regional chief, U. S. Weather Bureau, Fort Worth, and Meno Schoenbach (seated, far r), regional information chief, Production and Marketing Administration, Dallas, are shown with group. Standing (l to r): Mr. Hardy; Marshall Smith, KVZO; Roy F. Rogers, KABC San Antonio; Marvin Broyles, KCOR San Antonio; Carter McGregor, KWFT Wichita Falls; Edd Lemons, W2Y Oklahoma City; Jack Creel, KFY Lubbock; Layne Beatty, WBAP; Claire Banister, associate Texas extension radio editor; Leo Reynolds, KRBC Abilene, and Frank Buckley, of PMA commodity market reporting service. Seated (l to r): D. A. Adam, Texas extension radio editor; Sam Schneider, KVVO Tulsa; Mrs. Bill Shomette; Bill Shomette, WOAI San Antonio; George Roesner, KTRH Houston; Mrs. Jack Creel, KFY Lubbock, and Mr. Schoenbach.

HELICOPTER USED
Unique Method of Measuring
- Field Intensity Adopted

AIRBORNE Instruments Laboratory Inc., which recently expanded its services to provide broadcast measurements, is using an unusual method to obtain field intensity data pertinent to North Jersey Broadcasting Co.'s (WATF Paterson) request for nighttime privileges on its present channel.

Such measurements previously have been taken by making a series of flights through the field of radiation and recording field intensity at points fixed by reference to the ground and the altimeter. This method, according to Hector R. Skifter, president of Airborne, was not only time-consuming but inaccurate as well.

The Airborne method consists of mounting an RCA 908-B field intensity meter in the second seat of a Bell two-place helicopter and making one vertical flight from 0 to 5,600 ft. elevation. Thus, according to Mr. Skifter, the data needed is collected with ease and accuracy. And since the pilot notes and records the reading on the field intensity meter every 200 feet, no equipment is needed.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Pemora Music

The Story of Sorrento
On Transcriptions: LANG-WORTH—Lenny Herman Quintetto.

On Records: Buddy Clark-Xavier Cugat—Columbia 37507; Bobby Doyle—Signature 15079.
WMT MARKS 25TH YEAR WITH SPECIAL REVUE
ANNIVERSARY of its twenty-fifth year on the air was celebrated last week by WMT, 5-kw CBS affiliate in Cedar Rapids, Iowa.

Highlighting the celebration was an anniversary revue last Tuesday before a packed grandstand of some 10,000 persons attending the All-Iowa Fair in Cedar Rapids. Feature attractions included the " Harmonicats," Gloria Van from CBS Chicago, the recently crowned "Miss Iowa," several aerial and acrobatic acts, and performances by WMT stars.

At the conclusion of the two-hour production, the station presented a colorful fireworks anniversary salute.

"variance" was attributed by WTL officials to President Reams' frequent absence from the city while serving in public office, the absence of some of the other stockholders on war or war-related services, the loss of experienced personnel to the armed forces and the incen-tive-pay contract under which the general manager worked at the station.

Cited in 1946

The Toledo station was one of six set down for hearing on program grounds in September 1946 [Broadcasting, Sept. 23, 1946]. These, with WBAL's renewal application designated on similar grounds in February 1946, formed the original seven so-called "Blue Book hearing cases." WTL's was the first to be decided after hearing. In the case of the three others which have since been granted, the Commission reconsidered and authorized renewal without hearing. These were the applications of KBIX Muskogee, Okla.; KGFJ Los Angeles, and WBIB Philadelphia, Pa.

WTL's renewal application was filed Nov. 20, 1944, and the hearing was held before Comm. Walker on Jan. 10, 1947. The station has been operating on temporary extensions since Feb. 1, 1946. It is on 1230 kc with 260 w, but is seeking 980 kc with 8 kw.

Sesac Adds Six Clients Bringing Total to 175


With the addition of the above publishing firms, SESAC now licenses a total of 175 publishing firms and controls 125,000 copyrights. SESAC reported that 98 1/2% of all commercial AM stations are SESAC clients.

Blind Interviewed

WTOP Listeners Are Told How

U. S. Aids Sightless

STORY of how the Randolph-Sheppard Act had been of assistance to blind men and women was told on the D. C. Dateline program of WTOP Washington Aug. 10, 9:15-9:30 p. m., by Carl Allensworth, president of D. C. Assn. of Workers for the Blind, and Mrs. De Vere King, former operator of a vending stand.

Mr. Allensworth and Mrs. King were interviewed by Mrs. Hazel Kenyon Markel, WTOP's director of community service, and Former Representative Randolph, co-sponsor of the act. Mr. Randolph, a member of Congress for 14 years until 1947, is assistant to the president of Capital Airlines.

Randolph-Sheppard Act is credited with helping a great many blind persons to become self-supporting. One of the most important of its provisions is the training and setting up in business of blind men and women who are licensed to operate stands in U. S. government buildings.

Mr. Allensworth and Mrs. King pointed out on the WTOP broadcast that the income of the blind vending stand operators averages around $1,800 a year and that some operators make considerably more than that.

Atlass is Improved After Heart Attack

CONDITION of H. Leslie Atlass, vice president of CBS Western Division who was stricken with a heart attack on his yacht 25 miles off shore on Lake Michigan last Tuesday, was reported as "favorable" last weekend.

Walter Johnson, skipper of the yacht, saw the 52-year-old radio executive slump to the deck and ordered crew members to put him to bed, meanwhile using the radio-phone to call Mr. Atlass' personal physician, who issued orders for emergency treatment, then pronounced him out of danger for the fire and police departments.

An emergency tug with inhalator squad, met the yacht a few miles off shore and brought the inhalator to Mr. Atlass' bedside. An ambulance at the harbor then took him to a hospital where he was placed under an oxygen tent. Mr. Atlass had a previous heart attack last year while participating in a horse show at the Coliseum in Chicago.

Dawson Joins NAB Staff

JAMES DAWSON, news editor and director of public interest programs at WPCB Greenville, S. C., joins the NAB headquarters staff in Washington Sept. 2 as assistant to Charles A. Batson, Director of Information. He replaces Ben Miller, who was transferred to the Program Dept. as assistant to Harold Fair, department head. Mr. Dawson had served four years in the Navy. Before the war he operated Dawson Inc., agency in Greenville. He is a graduate of U. of North Carolina and did graduate work in law at Georgetown U.

Free Video Theatre

AN OUTDOOR television theatre, open to the public free of charge, has been completed in Linden, N. J. Work on the video theatre was done by the Home Woodcraft Co. of Linden. It is a miniature theatre, an indoor miniature theatre also has been opened.

Leadership

Proved by 20 Reader Preference Surveys of the General Advertising Press

The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.
NAB Study Spikes 'Commercial' Barbs

Sustainers Found Far Above FCC Minimum

PROGRAMMING of NAB member stations consists of 86% commercial and 34% sustaining time, according to a study conducted by the association [CLOSED CIRCUIT, Aug. 11]. Findings (see adjoining table) indicate that the stations are well inside the 80-20 rule-of-thumb ratio observed under the FCC's Blue Book procedure.

The study, which marked the beginning of a continuing analysis designed to give a picture of station programming, was conducted under direction of Dr. Kenneth H. Baker, NAB Director of Research. It was based on station logs for the Nov. 21-27, 1946 week.

A new study already is under way, based on a week in February 1947, with similar analyses to be made on a semi-annual schedule. Tabulations thus far completed bring out important indications of the industry's programming habits.

Shown, for example, is an even distribution of sustaining programs throughout the day. The FCC Blue Book had stated that the proportion of sustaining time was lowest during the evening. Actually there is more sustaining time from 6 p.m. to signoff than during any other period of the day, the analysis reveals.

Disparity in Definitions

Blue Book findings are not directly comparable with the NAB figures, however, because of disparity in definitions.

The NAB definition of sustaining programs, as used in the survey, follows: "Any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

The Blue Book (as revised) defines sustaining and commercial programs jointly as follows: "A sustaining program is any program which is neither paid for by a sponsor nor interrupted by a spot announcement. A commercial program is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement at intervals of less than 14 minutes."

NAB's survey, following industry practice, breaks down the week into two segments, Mon.-Fri. and Sat.-Sun. It discloses that large stations (7.5-50 kw) devote more time (36%) to sustaining programs than the average figure for the entire industry (34%). Small stations (250 w or less) devote 37% to sustaining programs and medium stations (500 w to 5 kw) 30%.

In explaining operation of the survey, Dr. Baker said: "The statistical subuniverse for this study is considered to be the commercial AM broadcasting stations in the continental limits of the United States which were members of the NAB on Nov. 1, 1946. No territorial stations are included, no noncommercial stations and, of course, no nonmembers. This subuniverse consists of 861 operating stations (84% of 1025) which were members of the association.

Selection of Sample

"The selection of the sample for this study was by a randomized procedure so that the results of the analysis would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representativeness in the following variables:

1. Type of station—(a) large stations (7.5 kw-50 kw); (b) medium stations (500 w-5 kw); (c) small stations (250 w or less).
2. Geographic distribution—(a) New England, (b) Middle Atlantic, (c) East North Central, (d) West North Central, (e) South Atlantic, (f) East South Central, (g) West South Central, (h) Mountain, (i) Pacific.
3. Network affiliation — (a) Stations are considered to be "affiliated" or "non-affiliated"—with one of the national networks. No attention was given to affiliation with regional networks.
4. Part-time and unlimited operation — (a) As specified by the FCC.
5. Furnished Data

One hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data. Of the 15 stations not responding, 12 were small stations; two were medium stations; and one was a large station. Power was the only variable in which the non-respondents distinguished themselves. There was no distinction between respondents and non-respondents in the other four control variables.

"The week of Nov. 21-27, 1946 was selected for analysis simply on the basis of the fact that it occurred in the middle of the final quarter of 1946 and thereby moved ahead of Thanksgiving in order to avoid that holiday and the atypical seasonal activity between Thanksgiving and Christmas." "Each station in the sample was asked to submit the logs for three days of the test week. The three days' logs requested in each case were determined in advance by a randomized procedure. No advance notice was given either as to which stations were to be included nor the particular days to be used in each case. The randomization was designed to produce 43 logs for each day of the test week except Wednesday. Non-respondents reduced the logs actually received to the numbers shown in the following table:

Sample Characteristics

<table>
<thead>
<tr>
<th>NAB Membership</th>
<th>Nov. 1, 1946</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Stations (7.5 kw-50 kw)</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>Medium Stations (500 w-3 kw)</td>
<td>38%</td>
<td>24%</td>
</tr>
<tr>
<td>Small Stations (250 w or less)</td>
<td>52%</td>
<td>41%</td>
</tr>
</tbody>
</table>

"In projecting the findings of this analysis to the NAB membership, the reader must take note of the effect of non-respondents upon these projections. For the most part, any conclusions which could be affected by station power must be made with reservation or qualifications. In addition, no significance should be attached to differences of less than five points between percentages. The size of the sample was such that these differences could easily be caused by chance variations."

MRS WILL PRESENT "Information Please" beginning September as a weekly cooperative feature. Fridays, 9:30-10 p.m. Clinton Fadiman again will be the moderator.

FOR SALE

250 Watt Network Outlet

Only station in an excellent medium-sized city; east coast central city. Coverage in excess of 250,000.

This full-time station is splendidly equipped, dominates its local market and is steadily increasing its national business. Sound reason for selling. Qualified purchasers can acquire this fine station for approximately four times earnings. Price—$150,000. Write.

BLACKEEN-AMALIYON CO.
Radio Station Brokers
WASHINGTO- D.C. SAN FRANCISCO
88th Street, New Haven, Conn. 915 Montgomery St. 1611 N. National

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According to C. E. Hooper, WCPO now has more listeners in Cincinnati than any other station.

WCPO will publish the figures in a large ad next week.

... if you can't wait, ask a Branham Man.
WIDE ACCEPTANCE FOUND FOR OPEN-END DISC SHOWS

WIDE acceptance of transcribed, open-end shows by local stations and strong dependence upon them for good part of their programming, indicated in nationwide survey conducted by NBC Radio-Recording Division, New York. Questionnaires sent to station and commercial managers of 1,015 stations disclosed market for approximately 7,200 full-year series of transcribed programs.

Musical programs led in preference, 31%, followed by dramatic shows 27%, variety 22%, juvenile 20%. Seventy-four per cent of stations indicated they could pay from $1 to $5 per program for quarter-hour shows. Market exists for five-minute programs according to 60% of stations.

TBA TO STUDY FCC PLAN

TELEVISION BROADCASTERS Assn. officials Friday said board would meet "promptly" to consider FCC proposal to eliminate Televis- 
ion channels, continued. President J. R. Poppee, Banberger vice president in charge of engineering, said: "Obviously any reduction in the number of television channels will work a hardship on the proper distribution of facilities in the future. TBA is seri- 
ously concerned over any limitations that would produce a large number of one-station cities, fostering video monopolies which are not likely to provide as high quality program service as the public would receive under the sort of com-

KRAFT TALENT SET

TALENT LINBUP topped by Al Jolson com-
pleted for Kraft Music Hall, starting Oct. 2 on 144 NBC stations, Thurs. 9-9:30 p.m. (EST), for Kraft Foods Co. Jolson's featured support is Oscar Levant. Vocalist Milena Miller re-signed. Lou Bring is music director with, in addition, a new announcer. Writers are Mannie Manheim and Charles Isazca. Ezra McIntosh of J. Walter Thompson Co., New York, Kraft agency, switches to Hollywood as producer. Norman Blackburn, agency vice president, to set a few supervisory. Bing Crosby, committed to two guest spots, expected on opener.

PARAMOUNT EXTENSION

FURTHER 60-day extension granted Param-
ount Pictures Inc. Friday by FCC to prepare and submit detailed plan with respect to hold-
ings in Allen B. DuMont Labs. Inc. and effect of such holdings on pending video applications of Interstate Circuits Inc., Dallas; New Eng-

WMAL TO USE ZOOMAR

WMAL Washington buying Zoomar lens to televise football games this autumn. Kenneth H. Berkeley, WMAL manager, said Friday TV station will take air in late September.
NEWS . . .

For news as it happens from where it happens, broadcasting has no equal. It has won its way into the public's ear as being conclusive and dependable. KMBC employs a full-time staff of four newsmen who present ten daily news broadcasts. Each man is thoroughly qualified, both in experience and in educational training—as well as voice. Four teletypes bring the wire services of both the Associated and United Press into the KMBC news room. In serving the Heart of America, KMBC's news broadcasts are, in every case, specially written and edited for its audience, both urban and rural.

—KMBC of Kansas City
Free & Peters, Inc.
WKY's ability to produce a profitable effect on sales is the real power that pleases advertisers. How is this power generated?

First of all, WKY has the programs. The programs attract the audience. WKY programs are top favorites 93.3% of the time, said listeners in 30 counties around Oklahoma City in a diary study conducted by Audience Surveys, Inc. As a result, 41.8% of all sets in use are tuned to the average WKY program—a three-times greater share of audience than that of any other station mentioned.

Thus it is plain to see why advertisers reach more people, sell more goods and make more money when their advertising is on WKY.