A year ago November out in Seattle a snowstorm raised havoc with telephone and power lines.

"Havoc." Quite a word. And yet it's commonplace in Baltimore radio. That's what W-I-T-H raises twenty-four hours a day in this big five-station town!

For it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in Baltimore.

Are you using W-I-T-H in this sixth largest city? You owe it to your sales manager...to put this hard-working station to work for your toughest client.

WITH AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Headley-Reed, National Representatives
HAROLD L. BANTA typifies thousands of Midwest business men—a city dweller with a strong farm interest. Harold and his family live in a recently built bungalow. The address is 1801 Peck Street in Muskegon’s residential suburb, Muskegon Heights, Michigan. Mr. Banta, using a converted spare room at home for his office, is Secretary-Treasurer of the Muskegon County Farm Bureau and district manager for the State Farm Insurance Companies.

Since his business is with farm folk, Harold profits from WLS agricultural services; they keep him well-posted on markets, crop conditions, weather and farm legislation. But there’s more to it than business. “I like WLS because . . . the announcer seems to enjoy what he’s saying and to be sincere in what he says about the products.”

Mrs. Banta likes our musical programs, spotted through the day—Judy and Terry Lee have several favorites, including Lum and Abner. Harold hears Dinner Bell Time, Farm Bulletin Board, and various market and weather broadcasts. The family gets together on their radioing for the WLS National Barn Dance.

This is the Harold L. Banta family of Muskegon Heights—one of the thousands of fine young families in Midwest America. For 23 years, our microphones have focused on such families—giving them service to fill genuine needs—entertainment for the whole family’s wants. As a result, we have their confidence and listening loyalty—guarantors of sound advertising results.

Still on the phone at 7:30 p.m., Harold works long hours, brightened by a radio in his “home-office.” He has been a regular WLS listener for ten years.
Available Oct. 1

America's Top Detective Show

PHILO VANCE

Amazing! Romantic! Exciting! Amusing!

9:00 - 9:30 p.m.

Wednesday Evenings

Exclusively on full Intermountain Network
in Utah, Idaho, Wyoming, Montana

17 Home Town Markets Comprise The New Intermountain Network

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMY, Twin Falls
KEYT, Pocatello
KID, Idaho Falls

WYOMING
KVBS, Rock Springs
KDPM, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL
of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

XXXX, Under Construction
LAMBERT PHARMACAL Co., St. Louis (Listerine toothpaste) through its agency Lambert & Jassey, New York, currently looking for fall network show.

SURPRISE for NAB conventioneers will be combination wire-air transmission of television signal from New York to Atlantic City. Understood RCA will pick up programs from New York studios of three networks, carry signals via coaxial cable to Philadelphia and then relay across New Jersey via two booster stations. Projected pictures at least 6 x 8 feet will be shown on screen in boardwalk hotel.

GENE AUTRY, cowboy singing star, reported to have loaned management KOWL Santa Monica, in excess of $50,000 with option to buy within year proportionate share of stock in enterprise which is owned by Arthur Crogan.

STANDARD OIL of Indiana, through McCann-Erickson, may be one of first national advertisers to sponsor Mutual's new co-op Information Please. Client and agency currently negotiating in New York for sponsorship of programs on 62 Midwest stations.

N. W. AYER & SON, New York, reportedly building an audition show featuring Alan Young in comedy motif. Program to be presented to Plymouth autos as possibility for network show.

EAGER glances directed at WQQW Washington, on market after disastrous experience as semi-commercial station, by Potomac Broadcasting Cooperative, holder of permit to operate FM station in nation's capital. Potomac financed by group of cooperative enterprises and likes 570 kc facility of WQQW, managed by Edward M. Brecher, Blue Book collaborator.


CHARLES HULL WOLFE, BBDO executive, whose article answering critics of radio commercials in Broadcasting (March 24) aroused much comment, is writing book tentatively titled Modern Radio Advertising expected to be released by Funk & Wagnalls' next January. Including more than 50 chapters, book will be comprehensive and practical analysis of radio advertising.

WORK advancing on installation of equipment in Big bogomer to be used by Westinghouse Electric Corp. in second phase of Stratovision.

(Continued on page 80)

BROADCASTING... at deadline

Upcoming

Sept 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.


Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.

(Other Upcomings page 67)

Bulletin

RALPH B. AUSTRIAN, president, RKO Television Inc., resigned to join Foote, Cone & Belding, New York, as vice president in charge of television effective Sept. 10. Prior to affiliation with RKO Television Mr. Austrian was vice president of RCA Mfg. Co., and during war, member of Planning Committee, War Production Board. Television Dept., RKO Televison, will hereafter be under RKO Pathe.

P. LORILLARD CO. (Old Golds) begins sponsorship of new record program featuring Bob Elson and Ernie Simon 11:11:30 a.m. (CST) over WJJD Chicago. Company sponsors both White Box (WJJD) and Chicago Cubs (WINO) jointly with Walgreen Drug Stores, and also planned to sponsor hockey matches over WIND but was unable to clear because of previous commitments by Chesterfield Cigarettes. Elson is WJJD sports commentator and Simon has been giving baseball roundup following daily games.

NEWSMEN ON RIO TRIP

FOUR network commentators scheduled to accompany Mr. Roosevelt on his flight to Rio de Janeiro, making trip in separate chartered news plane. In party are John Adams, CBS; Eric Bjornson, NBC; Bryson Rash, ABC; William Hillman, MBS. NBC arranged to send Harry Walsh to take charge of television films to be mailed back for later telecast.

TINY TUBE

SMALLER than eraser on lead pencil and only trifle larger than grain of rice is new radio tube developed by National Bureau of Standards' Tube Laboratory. Known as microtube, it grew smaller through process of evolution. After scientists designed tube 4-inch in diameter, they found design simplifications already used made further size reduction possible. New tube has various military applications but Bureau won't yet discuss commercial possibilities.

Business Briefly

GE RESUMES — General Electric's appliance and merchandise dept. plans to resume sponsoring the Name of That Song 7:30-8 p.m. starting Dec. 1. Prize paid to $1,250,000 net. Houseparty now heard as CBS co-op, 5-5:30 p.m., Mon. Fri. GE sponsored show from 1945 through Jan., 1947. Agency, Young & Rubicam, New York.

REXALL CAST — Jimmy Durante Show, which returns to air Oct. 1, sponsored by Rexall Drug Co., Wed. 10:30-11 p.m. on NBC will have following cast aside from Mr. Durante: Peggy Lee, Arthur Treacher, Candy Candido, Tommy Harmon, Howard P. Roy Bargy and orchestra. Agency, N. Ayer & Son, New York.

NAMES AGENCY — American Home ucts, Inc., New York (Kolynos tooth pr tooth powder) appointed Duane Jones, New York, to handle Front Page Parry' times weekly on NBC.

TEEL RETURNS — Life of Riley 8-8:30 p.m. on NBC, sponsored by Pr. Gamble Co. (Teel), returns to air S Agency, Biow Co., New York.

WWVA NAMES PETRY — WWVA Wheeling, W. Va., member of Storer group, names Edward Petry & Co. as national representative.

WMAN APPOINTS — WMAN Marinette, Wis., names Radio Advertising Co. as national representative.

SSC&B TO HANDLE PALL MALL

AMERICAN Cigar & Cigarettes Co., New York (Pall Mall cigarettes) appointed Sullivan, Stauffer, Colwell & Brown, New York, to handle radio campaign. Advertiser will sponsor Show of the Year Wed., 10-10:30 p.m. on NBC. Don Stauffer of SSC&B has been preparing program in Hollywood. It will feature rebroadcasts of leading programs (top variety, dramatic, mystery, etc.) [Broadcasting, Aug. 11]. Pall Mall formerly handled by Foote, Cone & Belding, New York, and sponsored Frank Morgan in same period last year.

MBS SATURDAY SHIFTS

MBS announced reshuffling Saturday schedule to permit coverage Army football games this fall, sponsored by Army Recruiting Service, Sports Parade, formerly 3:30 to 4 p.m., moves to 6:6:30 p.m., F. H. LaGuardia from 7:45-8 p.m. to 6:30-6:45 p.m., Cecil Brown to Sun., 1-1:15 p.m. from Sat., 6:30-6:45 p.m., What's the Name of That Song 7:30-8 p.m. Sat., from 9:30-10 p.m. Wed., the Better Half moves to 9:30-10 p.m. from 8:30-9 p.m., High Adventure from Sat., 9:30-10 p.m. to Tues., 9:30-10 p.m. All changes effective Sept. 27.
Noted above are a few of the products and services that Philadelphia housewives have come to know better (and to buy more often) because of skillful promotion on Ruth Welles' "Home Forum" program... on KYW each weekday morning at nine.

A few participations are available. Advertisers will find them a tremendously effective way to sell the nation's third market at remarkably low cost. NBC Spot Sales has all the details.

Reach Philadelphia Women with RUTH WELLES on

**KDYK** • **WOWO** • **WBZ** • **WBZA** • **KEK** • **KYW**
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

**KYW**
50,000 WATTS
NBC AFFILIATE
WE TAKE PLEASURE IN ANNOUNCING the APPOINTMENT of TAYLOR-HOWE-SNOWDEN Radio Sales, INC.

AS NATIONAL REPRESENTATIVE Effective Immediately

THE TEAMWORK BETWEEN TWO TOP-QUALITY RADIO STATIONS IN TWO OF THE SOUTH’S BEST MARKETS AND THE SIX SALES OFFICES OF

TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.

MEANS "RESULTFUL" ADVERTISING

Taylor-Howe-Snowden Radio Sales, Inc.
Offices in New York • Chicago
Atlanta • Dallas • Los Angeles
San Francisco

We take pleasure in announcing the appointment of Taylor-Howe-Snowden Radio Sales, Inc. as national representative effective immediately. The teamwork between two top-quality radio stations in two of the South's best markets and the six sales offices of Taylor-Howe-Snowden Radio Sales, Inc. means "resultful" advertising.
My! How You’ve Grown

1944 1947

September 1, 1944
5 Stations in 2 States

SEPTEMBER 1, 1947
32 Stations AND
3 REGIONAL NETWORKS IN
16 States

TAYLOR-HOWE-SNOWDEN Radio Sales INC.

SALES OFFICES: New York - Chicago
Dallas - Los Angeles - San Francisco - Atlanta

September 1, 1947 • Page 7
SWEENEY & MARCH ARE READY!

We've measured them against 8 top-comedy shows and we know they can make your sales-chart laugh!

A man named Ernest M. Walker invented a machine that unsentimentally measures the laugh-response of radio audiences.

He measured the response to eight of the top-comedy shows of last winter (whose average Hooper was 22.1)!

And now he’s measured four recent broadcasts of “Sweeney & March”, the brilliant CBS madcap comedy-team.

Mr. Walker's machine reports precisely that people are now laughing louder and more frequently at “Sweeney & March” than they did last winter at the eight top-comedy shows.

<table>
<thead>
<tr>
<th>Programs Tested for Laugh-Power</th>
<th>Average Volume per Laugh</th>
<th>Average Length of Laughter</th>
<th>Average Time Between Laughs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWEENEY &amp; MARCH</td>
<td>78.8%</td>
<td>3.1 sec.</td>
<td>10.7 sec.</td>
</tr>
<tr>
<td>8 TOP-COMEDY SHOWS</td>
<td>74.1%</td>
<td>3.1 sec.</td>
<td>12.2 sec.</td>
</tr>
</tbody>
</table>

But that sage of show-business—The Hollywood Reporter—also spotted this, without a machine just a few weeks ago; it said flatly: "Another CBS offering that would pay its way on the sales-chart is, 'Sweeney & March'. If we could, we'd buy 'em ourselves."

You know...as every top-flight comedian knows...it takes performing time as well as talent to develop the pace and punch of great radio comedy today. "Sweeney & March" got enough time on CBS because their talent was evident from the beginning.

They are ready now. Ready to put laughter to work.

Ready to lift a big sales-curve.

If you haven't heard them in the past few weeks, you haven't heard "Sweeney & March"!

Tune in CBS Saturday evening at 8:30 EDT and you will hear, for yourself that..."Sweeney & March" are ready.

A CBS PACKAGE PROGRAM
Feature of the Week

The "Padre" and some of his Gremlins face a KRLD mike.

RADIO, often blamed for contributing to juvenile delinquency, has hit upon a scheme that is daily taking young would-be gangsters off the street and making "gremlins" out of them.

"Gremlin" is the badge of honor for ex-juvenile delinquents who have reformed to become members of KRLD's special "Kids' World," a radio-sponsored club built around an Episcopal minister named Vern Swartsfager.

Each week in Dallas KRLD airs "Padre's Kids' World," a program in which each dramatic incident demonstrates how Father Swartsfager redeems his charges. The actors are former delinquents.

But the program is not all "Padre." There is a seven-day-a-week job, and being curate of St. Matthew's Cathedral is only part of it. His Gremlins have responded to a new sort of preaching. The "Padre" tells them that crooks are cowards and "coyotes," and promises that he'll tell them how to be real "tough guys, mentally, physically and spiritually."

Under his tutelage the boys learn fair play, box with each other (Continued on page 65)

Sellers of Sales

STANLEY SCHLOEDER has always wanted to be in the advertising field. He achieved that ambition recently by becoming active in radio advertising when he was named timebuyer with BBDO, New York.

Stan was born on April 9, 1919, in Richmond Hill, L. I., N. Y. His first job was with Fairchild's Aerial Camera Corp. Later, in the summer of 1938, he joined the research department of J. Walter Thompson Co., New York. Soon he was transferred to the agency's radio department.

In 1941 Stan joined the Army. He started in the Medical Corps, was transferred to the Infantry, then to the Air Corps and ended up in an Army weather outfit as a radio mechanic with the grade of staff sergeant.

When he returned to civilian life he rejoined the J. Walter Thompson Co. radio department as head of radio contract group on the timebuying section. Resigning that position on Aug. 16, 1946, he joined BBDO's contract department. Soon afterward he became an assistant timebuyer. And in August 1947 [BROADCASTING, Aug. 11] he was appointed timebuyer.

Stan handles timebuying for the United Fruit Co. account and Squibb & Sons. He is buying a spot announcement campaign for the latter account in 42 markets on approximately 150 stations starting Sept. 15.

Last year Stan attended a special night course in radio timebuying and marketing at New York U. He plans to take another timebuying course given in conjunction with NYU at CBS this fall.

The serious, handsome six-foot, brown-eyed young man dislikes flattery in any form and as a warning to any of his visitors, a little framed verse on his desk says: "Flattery is a web sugar spun on air. See the foolish little flies, caught and dangling there!"

Stan's hobbies are skiing and swimming plus other active sports.

The Schloeders were married on Feb. 22, 1942. Stan's wife is the former Janet Lorraine Kable. They live in an apartment in the Bronx, New York.
'STRENGTH' through SERVICE!

SERVING! the public interest in 1946 by giving free time to 146 public service organizations, totaling 6,945 hours.

SERVING! the public interest in 1947 by giving free time to 60 public service organizations in January, 53 in February, 59 in March, 64 in April, 65 in May, 69 in June, 62 in July.

SERVING! 98,770 radio homes in our primary service area with outstanding program service—197 hours weekly—more than half of which is pure sustaining.

SERVING! 99 local accounts and 27 national accounts with a powerful sales record (more than two-thirds have been with us for years).

SERVING! San Antonio, America’s 36th market, with both AM and FM—balanced programming—public interest features—complete sports coverage—local, state, and world-wide news.

SERVING! Our share of a half-million listeners to the Mutual Broadcasting System, world’s largest network.

SERVING! Are we serving your client? We’re ready, able and willing to, with a carefully planned promotion and merchandising service, prepared and executed by 38 alert, experienced employees.

“TOWERS of STRENGTH in SAN ANTONIO”

Represented Nationally By

JOHN E. PEARSON CO.

BROADCASTING - Telecasting
If you think you'd have to mortgage your factory to buy the kind of radio show that can attract a big audience in New York—well, Sir, have another think!

WMCA, New York's leading independent station, has lots of shows that can do the job for regional and national-spot advertisers—do the job inexpensively. Tommy Dorsey's Disc Jockey Show, for example (and you know what that means, in terms of audience!).

Spot radio, as offered by Free & Peters, is Bull's-Eye Radio. Alone among all other forms of advertising, it hits the kind of prospects you select, in the markets you select, and even at your own selected time of day. How about letting us quote some figures?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BEAUMONT KDFM
BOISE KDSP
BUFFALO WGR
CHARLESTON, S. C. WCSC
COLUMBIA, S. C. WIS
CORPUS CHRISTI KWS
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HONOLULU-HILO KGMB-KHBC
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WDS
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBF
TERRE HAUTE WTHI

TELEVISION:
ST. LOUIS KSD-TV

Page 12 • September 1, 1947

BROADCASTING • Telecasting
Too Many Conventions, Managers Feel

45% Find Excess; Most Valuable Is NAB

FORTY-FIVE per cent of radio station managers believe there are too many conventions, with 42% feeling that the number of meetings is about right, according to responses to the ninth questionnaire in Broadcasting's series.

Top rating in value of meetings to the industry is given the NAB convention, network-sponsored meetings and NAB district meetings. Sharpest expression of opinion in the series of replies was found in convention sites, with 75% feeling that the NAB convention should be held at different places each year.

The survey was conducted for Broadcasting by Audience Surveys Inc. A representative cross-section of the managers of commercial AM stations was polled in July and asked: (1) whether there are too many, too few, or about the right number of industry conventions and meetings; (2) how many they attended; (3) how they rated the sessions; and (4) how, when, and where the annual NAB convention should be conducted.

Results of the survey follow:

"Radio station executives are invited to participate in various conventions and meetings throughout the year. Do you feel that there are too many, too few, or about the right number of such sessions?" (See Table I.)

Of the panel members, 45% feel that there are too many conventions and meetings, while approximately the same number (42%) feel that the number of these sessions is about right. Only 3% reported that they felt there were too few such meetings. 10% either had no opinion, or declined to answer the question.

Since the vote was almost evenly divided between "too many" and "about the right number," the question of which meetings the station managers were invited to attend, and which they did attend becomes important. To establish station manager attendance and preferences, the panel was asked:

"Some of the meetings to which many broadcasters are often invited are listed below. During the last 12 months, which of these have your station been invited to attend, which have you (personally) attended, and how many other members of your staff attended?" (See Table II.)

More stations were invited to attend the NAB convention (92%) than any other meeting. More station managers attended the convention personally (75% of those invited) than attended any other meeting except those sponsored by the networks, and more other staff members attended.

Meeting With Union Head
Scheduled Next Week
In Chicago

DEPT. OF JUSTICE inquiry into possible violations of the Lea Act and Taft-Hartley Act by James C. Petrillo and the AFM was broadened last week as its Criminal Division obtained information on the network side of the FM music duplication picture from the four national hookups.

Vice presidents of NBC, CBS, ABC and MBS were questioned Thursday at the Department by Peter Brown and Hugh A. Fisher, special assistants to T. Vincent Quinn, Assistant Attorney General in charge of the Criminal Division. They had questioned FM Asn. executives the previous week [Broadcasting, Aug. 20].

Network representatives were reported to have told Justice representatives that although FM is not specifically mentioned in written contracts now in force, the subject was plainly discussed during negotiations with the union. At that time it was orally agreed that the contracts pertained only to AM broadcasting, it was said.

The Government is going into the situation to determine if AFM activities are of a criminal nature.

FMA Seeks Opinion

In an effort to sound out opinions of FM stations on the Petrillo duplication ban, Bill Bailey, FMA executive director, on Friday sent a questionnaire to nearly 1,000 FM stations, grantees and applicants. Pointing out that no person has gone to the trouble to find out what those most affected by the ban are thinking, he said FMA would do the job.

Members and nonmembers alike will receive the questionnaires, accompanied by a letter in which Mr. Bailey asks for answers to a series of questions. These questions ask if station operates both AM and FM outlets; data on network affiliation; any duplication of network music on FM; does network permit broadcasting of its music on FM; views on effects of Petrillo ban on FM; if station is programmed, or if it is being considered, for employment of live musicians.

Mr. Petrillo last week accepted an invitation of the four networks to reconsider the duplicatio problem. The conference will be held Sept. 8, during the four-day FMA International Executive Board meeting at the Blackstone Hotel, Chicago.

The networks had sent this telegram Tuesday to the union head:

In reference to your wire of August 21, granting our request for a meeting to discuss duplication of music on AM and FM stations, in view of public importance of this issue, desire our meeting to be held as early as possible. Therefore, our representatives will meet with you and the International Executive Board in Chicago on October 10. 0'Clock Monday. Signing the telegram were the
**Expansion of Joske Plan Is Proposed**

NAB Advisory Unit Endorses Idea at New York Meeting

**EXPANSION of the successful radio “clinic” method first used at Joskes of Texas was proposed last week at a New York meeting of the Retail Advisory Subcommittee of the NAB Sales Managers Executive Committee. The idea would be extended to other types of retailers such as specialty stores, automotive and appliance dealers, independent and chain grocery and drug stores, banks and others.**

Results of the Joske one-year radio experiment were far beyond fondest hopes of broadcasters, leading to development of highly efficient methods of using the medium. Entrance of many new stations, FM and AM alike, into the field creates need for development of new business, with the retail field a fertile spot, according to the committee. Need for more study and research at the local level was emphasized.

The committee voted to cooperate with National Retail Dry Goods Assn. in its second annual radio contest for retailers, to be held during the NRDGA convention next January. Classification of entries and basis for judging will be worked out Sept. 15 during the Atlantic City NAB Convention in a joint meeting of the sales group and the NRDGA Radio Committee.

Instances of new and enlarged use of radio by retailers as a result of the first NRDGA contest were recited. The subcommittee praised the development of auxiliary advisory service started by NAB under direction of Lee Hart, Assistant Director of Broadcast Advertising, and attended the meeting were J. Robert Gulick, WQAL Lancaster, chairman; Gordon Gray, WIP Philadelphia; William R. Alford Jr., WSYR Syracuse; Frank E. Pellegrin, NAB Director of Broadcast Advertising.

**Rodeo Campaign Starts**

MADISON SQUARE GARDEN, New York, started a three day (Aug. 24, 25, 26) spot announcement and chain break campaign to promote advance ticket sale to the rodeo opening Sept. 24 in New York on following stations: WCHS NBC WJZ WMCA WINS WOR WHN. A second spot campaign which will run for three weeks during and before the rodeo, will start on Sept. 15. DeGlinn Wood & Malone, New York, is agency.

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**Rose Sponsored**

R. B. SELMER Inc., New York (Krell Shampoo and Hair Tonic) and Musterole (Mustard cold tablets), effective Oct. 18 begin sponsorship of Billy Rose, night club owner and Broadway columnist, on MBS, Monday-Friday, 8:30-8:30 p.m. Seattle will carry the program, which will be based on Mr. Rose’s syndicated newspaper column, “Pitching Horseshoes,” on Monday, Wednesday and Friday while Musterole will sponsor the show on Tuesday and Thursday. Agency for both sponsors is Erwin, Wasey & Co., New York.

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**Ponder Replacement**

THE BORDEN CO., New York, reportedly is scheduled to make a decision on the replacement of Arthur’s Place, Friday on CBS, sometime this week. Advertiser is considering two shows, one a musical program featuring Mark Warnow and his orchestra submitted by Kenyon & Eckhardt, agency currently handling Arthur’s Place, and the other a musical show with Ted Dale and his orchestra through Young & Rubicam, New York, the agency that handled the Borden account last year.

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**B & W Renews**

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes and pipe tobacco), Sept. 9 resumes Red Skelton Show on 169 NBC stations, Tue., 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.

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**Poppele Requests Equal Rights for TV at Series**

(See also story on page 32)

A REQUEST that television “be accorded equal rights with other services in covering the world series” was contained in a telegram sent last week by J. R. Poppele, president of the Television Broadcasters Assn. Inc., to A. B. Chandler, commissioner of baseball.

Text of Mr. Poppele’s message follows: “Television Broadcasters Assn. Inc., representing major networks and television station operators in the U. S., is deeply concerned that television be accorded some rights and privileges at World Series games as radio, motion pictures and press. Although television coverage for games, if played in East, would be limited to only a few East Coast areas, television, like radio, will help build box office returns in major league baseball by stimulating public interest in games. We strongly urge favorable consideration by you and league officials in permitting telecasting of World Series this year.”

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**Pillsbury Participates**

PILLSBURY Mills Inc., Chicago (Sno-Sheet cake flour) on Sept. 29 starts for 26 weeks three quarter hour segments weekly of Meet the Mises on 11 CBS Pacific stations, Mon.-Wed-Fri., 3 to 3:15 p.m. (PST). Agency: McCann-Erickson Inc., Chicago.
Music Crises Keynote NAB Convention

Agenda Outlined
For Annual Meet
Sept. 15-18

By J. FRANK BEATTY

CONFRONTED with a series of critical music problems, ranging from Petrillo's pressure tactics against networks and FM to copyright troubles and the disc jockey fad, the NAB 25th convention in Atlantic City, Sept. 15-25, will seek for formulas to ease the pressure against station and network operators.

Starting with the pre-convention network meetings, continuing into the Monday specialized clinics and winding up in the board's Friday meeting, music will provide a dominant theme.

Strong stand against the AFM president's tactics, designed to keep networks off balance and harass FM, is expected by Rep. George F. Lea (R-Calif.), author of the law bearing his name. Rep. Lea has been working in seclusion on his own convention speech, scheduled at the Tuesday convention luncheon. He is expected to also take strong stand against latest Petrillo gestures against duplication of FM and his tactics in advance of network negotiations is expected from Rep. Lea.

The music contract situation is slated for discussion at a Monday meeting of the NAB Employee Relations Committee as well as at the labor clinic to be held that afternoon. The clinic will be open only to station managers.

Position of the networks on FM duplication was explained Thursday to the Dept. of Justice at a Washington conference (see separate story). NAB President Justin Miller will go into the music problem in his Tuesday morning keynote speech. Joseph Sedgwick, general counsel of the Canadian Association of Broadcasters, scheduled to follow Judge Miller on the program, is expected to outline the Canadian music policies.

Study Petrillo Problem

The FM Executive Committee, which last week took a stiff stand against Petrillo for his refusal to permit duplication of network music on FM, meets Monday and will resume discussion of the question (see separate story page 13).

New feature of the all-day Program Managers Clinic Monday will be a panel on "Using Music." Paul Whiteman, ABC music director, and also a disc jockey, will appear on the panel along with Sydney Kaye, BMI vice president and general counsel. Mr. Kaye will handle copyright aspects.

With the industry convention only a fortnight away, NAB last week rushed work on the intricate arrangements for the meeting. An office will be opened in Convention Hall tomorrow (Sept. 2), Room 8, phone Atlantic City 4-1280. On the scene already are Judge Miller; C. A. Arney Jr., Secretary-Treasurer; Everett Revercomb, Assistant Secretary-Treasurer; Arthur C. Stringer, FM Dept. director who is handling the equipment exhibition; Helen A. Fruth, secretary to Judge Miller; Ellis Nelson, secretary to Mr. Arney.

Question of FM representation on the NAB board may not be settled until the board meets Sept. 14. Under new By-Laws adopted by referendum this summer, FM, television and facsimile are entitled to board representation if there are 25 members in each category.

In the case of FM, provision is made for a director-at-large representing Class A stations and one representing Class B, provided a class has 25 members. Class A has perhaps four times the necessary members but Class B is understood to have fewer than 25.

The new By-Laws provide that the 1947 elections be conducted at the convention, with new procedure starting next year. However, some doubt has arisen as to exact meaning of the applicable clause in the new By-Laws, perhaps requiring an opinion from the general counsel and action by the board.

Urges Directors Election

Advance registration for the convention totaled 1,206 last week, far ahead of the figure at the same time a year ago. On this basis NAB headquarters officials expect an all-time high attendance record.

A highlight of the convention, discussion of the proposed new Standards of Practice, is scheduled Thursday morning. Copies of the code are to be distributed to the membership at time of registration [Closes Circuits, Aug. 25]. Judge Miller will lead the discussion, first opportunity for the membership to express views on a proposed code they have not yet seen.

Preparation of convention meetings is not yet complete. Speaker has not been announced for the Thursday luncheon but announce-

Plan to Cut FCC Log-Jam Proposed

Bar Assn. Group Presents Processing Speedup Suggestions

PERMANENT new FCC procedure designed to speed processing of applications and break the log-jam through elimination of paper work on routine matters was proposed last week by the Committee on Practice and Procedure of the FCC Bar Assn.

The recommendations were made by the committee after long study. Committee members are Leonard H. Marks, chairman; Philip Bergson, Omar Crook, Robert Irwin, David Tolman and Vincent Welch.

Final association action will be taken in mid-September by the Executive Committee. The recommendations then will go to the FCC for its consideration. Under FCC procedure, proposed changes in the rules would be considered at a public hearing.

Heart of the recommendations is a new type of perpetual freeze procedure by which applicants would know at the end of 90 days if any competing applications were to be considered by the Commission. At present applications be-
OPERATING CHART for NAB's FM Dept. was prepared at meeting of FM Executive Committee last Monday. Present were (1 to r): A. NAB executive vice president; Arthur C. Stringer, news department head; Matthew Bonebrake, KOCY Oklahoma City; Chairman Leonard Asch, WBCA Schenectady; Everett Dillard, WASH Washington; Cecil Masten, WNBF-PM Binghamton, N. Y.; Clarence Leich, WMLL Evansville, Ind. Meeting was held at NAB's Washington headquarters.

FM Gets Formal NAB Recognition

Business, Program Aids To Encourage Medium Are Planned

PRACTICAL recognition of FM broadcasting as a full-fledged commercial advertising medium was given by NAB last week in adopting a program of business and program aids designed to encourage this new facet of the industry.

The following day, a technical development and its engineering progress, the NAB's FM Executive Committee, meeting Monday in Washington, adopted a policy designed to speed development of the art and guide FM stations in their operations.

NAB's FM activities will not clash with the promotion program of AM Assn. Many committee members also are active in FMA and it was agreed NAB should provide business and programming guidance, leaving to FMA the task of encouraging people to listen to FM and promoting the sale of receiving sets with FM circuits.

Appointment of Arthur C. Stringer as head of NAB's FM Dept. was formally announced [CLOSED CIRCUIT, June 30, Aug. 11]. Mr. Stringer had been Director of Special Services and in this capacity had conducted news clinics in all parts of the nation and had made exhaustive examination studies of small stations. He will continue some of his other duties.

Dennis Petullo Ban

The Petullo ban on FM duplication of network music [BROADCASTING, Aug. 25] was regretted by the committee, though many members said it was not as serious a blow as some contend.

The committee urged NAB to continue efforts to find a means of making duplication of AM programs possible. It unanimously agreed that full development of FM requires an arrangement whereby both FM and AM transmitters will handle programs of all types simultaneously. The committee, holding the AFM ban regards FM development, unanimously agreed FM is not a separate and distinct service but an advance in the broadcasting art. It adopted the following resolution:

Because the dual broadcasting of any given program over AM and FM channels merely gives the listener a choice of available systems and does not enhance the total listening audience of the program; and, furthermore, because such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel, neither the charging of premium wage scales nor the employment of duplicate AM and FM personnel are economically justified.

FM will be fully represented in NAB after the Atlantic City convention with two board members, one each for Class A and Class B FM stations. New NAB bylaws provide a director-at-large for each class of FM station, as well as for television and facsimile stations, when each category has 25 association members.

Recommended FM Aids

A series of business and programming aids was recommended for FM, including the following: a study by FM Dept. cooperating with the Research Dept., of receiver ownership. A simple formula showing ownership in a given area for use of advertisers, agencies and others will be developed. An outline of the technique for such a survey will be made available to all NAB members. The data will not conflict with any existing program rating service.

Current rate practices of FM stations will be surveyed, with a report to be made to the membership.

The FM Dept. will encourage longer daily program schedules than the FCC's six-hour minimum, the committee feeling this is necessary to demonstrate FM and speed its establishment as a mass medium. Change in the FCC rule to require longer hours was considered but no action was taken.

Material sent by NAB to members will be scanned for adaptation to FM stations as well as AM.

Dr. Edwin H. Armstrong, FM inventor, was invited to demonstrate at the NAB convention his relay system for networking of FM.

Attending the committee meeting were Leonard Asch, WBCA Schenectady, chairman; Matthew Bonebrake, KOCY-FM Oklahoma City; Everett Dillard, WASH Washington; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNBF-FM Binghamton, N. Y. Representing NAB were President Justin Miller; A. D. Beilgard Jr., executive vice president; Mr. Stringer; Richard P. Doherty and David Farber, director and assistant director of the Employee-Employer Relations Dept.

WDEL, WNHC Get Television Permits

Wilmington, New Haven Actions Raise TV Total to 67

TWO commercial television stations were authorized last week by FCC to bring the total number of TV authorizations to 67. The grants went to The Elm City Broadcasting Corporation for WNHC New Haven, Conn., and WDEL Inc., licensee of WDEL Wilmington, Del.

There are now six commercial television stations licensed in the U. S. The new grants boost the number of outstanding construction permits to 61. About a dozen stations are pending.

The New Haven TV grant calls for use of Channel 6, 88-88 mc, with visual power of 1.82 kw and aural power of 957 w. Antenna height is 510 ft. above average terrain.

For Wilmington the CP covers Channel 7, 174-174 mc, 1 kw visual and 900 w aural with a 281 ft. antenna above average terrain.

WNHC is an independent local outlet on 1380 kc with 250 w. Estimated cost of its new video plant is $100,000, according to the application.

WDEL, an NBC affiliate, operates with 5 kw on 1150 kc. Its television venture initially will cost an estimated $114,500 according to its application.

Other Exhibits Readied For N. Y. Convention; Denny to Speak

FMA meet to Show Low-Price Sets

NEW low-price FM sets, which FM Assn. believes will speed sale of receivers and expand the medium's listening audience, will be shown for the first time at the FMA's first national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York. FCC Chairman Charles R. Denny will be featured speaker.

FMA had practically completed arrangements last week for its exhibit of FM equipment, according to Bill Bailey, FMA executive director. Twenty-two manufacturers have contracted for space, with one or two others having indicated they plan to participate.

Exhibit space on the hotel mezzanine includes one room of 1,000 square feet and three adjoining rooms. New transmitters, including a 10-kw model, and many types of receivers will be shown. One table model FM receiver will retail for $24.95.

Speakers at the convention banquet will be Chairman Denny and Max F. Balcom, Sylvania Electric Products, president of Radio Manufacturers Assn. Chairman Denny will be the first FCC head to broadcast over an FM network, since Continental plans to carry banquet proceedings.

Friday Banquet

The banquet, scheduled for Friday evening will have H. Hofheinz, KOCY Houston and FMA president, as toastmaster. Chairman Denny will be picked up 8-8:30 p.m. by Continental. Everett L. Dillard, WASH Washington, FMA vice president, will speak briefly on development of Continental.

At 8:30 the sponsored FM network broadcast will be carried by Continental. The main body of the program will originate at Rochester, home of Stromberg-Carlson Co., the sponsor, and will be picked up off the air for the banquet. Dr. Edwin H. Armstrong, inventor of FM, will speak from the banquet hall as will Mr. Balcom, who is scheduled after conclusion of the half-hour sponsored broadcast.

Expect 400 to Attend

Nearly 200 advance registrations had been received by FMA last week, with attendance of 400 predicted. Delegates will be housed at the Statler, Ambassador and Commodore.

Tentative convention agenda calls for 9:30 a.m. opening Friday, with President Hofheinz officiating. After luncheon an executive committee of the General Electric (Continued on page 68)
ALL the audience-knowledge required to do a successful radio job in Iowa is contained in the “1947 Iowa Radio Audience Survey”—a masterful study by Dr. F. L. Whan, recognized research authority of the University of Wichita. It compiles and visualizes the answers given by 8,682 Iowa radio families to almost every question that any radio advertiser could ask about the stations to which Iowa people listen most, the areas in which each station is preferred, the times at which Iowa people listen, the types of programs they like and dislike, and to dozens of other questions which determine the success of any radio effort in the State.

The 1947 Survey is the tenth annual edition. Countless times we have been told by top-notch agencies that the Iowa Radio Audience Survey is the most authoritative and helpful audience study in America—that any large agency would gladly pay thousands of dollars for its exclusive use, because it enables them to PLAN better and BUY better in Iowa.

WHO believes that what helps you also helps radio and us. Hence we gladly offer a free copy of the 1947 Iowa Radio Audience Survey to every agency, advertiser and sales executive in America, until the edition is exhausted. Get your copy NOW. The coupon is for your convenience.

WHO for Iowa Plus!
Des Moines . . 50,000 Watts
Free & Peters, Inc., National Representatives
TELEVISION'S postwar growth is emphasized in BROADCASTING's Telestatus report which shows that as of mid-summer of this year, 11 commercial stations were serving the 58,500 sets then sold. Sentiment of advertisers, agencies and listeners has grown more strongly in favor of the programming improves with results that demand for sets. From this pedestal of accomplishments (tabulated on this page), television bids fair to apply the fulcrum of added stations, more promotion and better programs that will raise video to even greater heights in the fall-winter of 1947-1948.

Sports telecasts represent the heaviest share of television time. During week of July 7-13 (see table below) sports telecasting led with 120% hours. Dramatic presentations were second with 26 hours and news third with 19 hours. Educational telecasts during the week occupied 13 hours, and not far behind were musical programs with 11 hours of shows with children's shows with well over 10 hours. Nine hours and thirty-five minutes were devoted to variety programs. Comedy was at the bottom of the list with three hours.

Telestatus shows:
- 58,500 Television sets
- 47,500 in homes
- 11,000 in public places
- TV in less than 1/10 of 1% of 60,000,000 radio homes in the U.S.
- 11 commercial television stations offering regular video program services
- 59 construction permits for commercial television stations
- 11 applications on file for commercial television stations
- 593 persons employed by stations, fulltime or chiefly in television broadcasting
- 245 hours and 37 minutes of video program time telecast during week of July 7-13, 13 hours, 13 minutes was sustaining; 106 hours, 24 minutes was commercial, sponsored by 62 advertisers and with $38,858 at gross (one time) rates, equal to roughly 25% of the gross weekly income of U.S. radio stations.

**VIDEO BUSINESS, July 7-13, 1947**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Program</th>
<th>Station(s)</th>
<th>Time</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Pipe Cleaner Co.</td>
<td>Pipe Cleaners (for tires)</td>
<td>Small Fry Club</td>
<td>WABD</td>
<td>Mon. 7-11:30 p.m.</td>
<td>Ruth Brookse</td>
</tr>
<tr>
<td>American Shops</td>
<td>Atlantic Refining Corp.</td>
<td>Gas, oil</td>
<td>Bosing, Wrestling Baseball</td>
<td>WABD</td>
<td></td>
</tr>
<tr>
<td>Atlantic Refining Corp.</td>
<td>Gas, oil</td>
<td>Variety</td>
<td>WPTZ</td>
<td>8:45-11:15 p.m.</td>
<td>Scher Ad. Co.</td>
</tr>
<tr>
<td>Atlantic Refining Corp.</td>
<td>Gas, oil</td>
<td>NBC Tel. Network* WWJ-TV</td>
<td>Sun. 9-12 noon</td>
<td>Kanway &amp; Eckhard Daniels, Ed Goldie</td>
<td></td>
</tr>
<tr>
<td>Brown Co.</td>
<td>Dairy Foods</td>
<td>NBC Tel. Network* WWJ-TV</td>
<td>Fri. 8:30-9:30 p.m.</td>
<td>Campbell-Ewald Co.</td>
<td></td>
</tr>
<tr>
<td>Boro-Werner Corp.</td>
<td>House Foods</td>
<td>NBC Tel. Network* WWJ-TV</td>
<td>Thu. 8:30-9:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Botany Worsted Mills</td>
<td>Newspapers</td>
<td>NBC Tel. Network* WWJ-TV</td>
<td>Fri. 8:30-9:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Botany Worsted Mills</td>
<td>Newspapers</td>
<td>NBC Tel. Network* WWJ-TV</td>
<td>Thu. 8:30-9:30 p.m.</td>
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<tr>
<td>Bridal-Venex Inc.</td>
<td>Ipana</td>
<td>WNTB WWJ-TV</td>
<td>1-12 spots</td>
<td>Alfred J. Silberstein, Bert Goldsmith, Jim</td>
<td></td>
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<tr>
<td>Bridal-Venex Inc.</td>
<td>Ipana</td>
<td>WNTB WWJ-TV</td>
<td>1-12 spots</td>
<td>G. James, Clifford &amp; Shallenberger</td>
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<tr>
<td>Bridal-Venex Inc.</td>
<td>Ipana</td>
<td>WNTB WWJ-TV</td>
<td>1-12 spots</td>
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<td></td>
</tr>
<tr>
<td>Canadian Ace Brewery &amp; Co.</td>
<td>Bonded Beer</td>
<td>Wine racing</td>
<td>WBBK</td>
<td>Sat. 6-6:30 p.m.</td>
<td>Cottrell Co.</td>
</tr>
<tr>
<td>Canadian Ace Brewery &amp; Co.</td>
<td>Bonded Beer</td>
<td>Weather signals</td>
<td>WBBK</td>
<td>Mon. 12-6 p.m.</td>
<td>Packard Ad.</td>
</tr>
</tbody>
</table>
| Cash & Carry Co. | Dog Food | Weather signals | WBBK | Tue. 12-6 p.m. | Cohen & Comstock Co.

**PROGRAM BREAKDOWN BY HOURS AND MINUTES**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Sponsored</th>
<th>Lifeline</th>
<th>Time</th>
<th>Min.</th>
<th>Total</th>
<th>Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Participation</td>
<td>3 35</td>
<td>3 35</td>
<td>3 35</td>
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<tr>
<td>Comedy</td>
<td>5 14</td>
<td>5 14</td>
<td>5 14</td>
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<tr>
<td>Dramatic</td>
<td>1 15</td>
<td>1 15</td>
<td>1 15</td>
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<tr>
<td>Educational</td>
<td>3 40</td>
<td>3 40</td>
<td>3 40</td>
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<tr>
<td>Informational</td>
<td>3 14</td>
<td>3 14</td>
<td>3 14</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>News</td>
<td>3 40</td>
<td>3 40</td>
<td>3 40</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Special Events</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Other than sports**

**Variety** | 1 10 | 1 10 | 1 10 | | |

**DEPENDENT**

**Sports** | 20 59 | 20 59 | 20 59 | | |

**Television** | 10 59 | 10 59 | 10 59 | | |

**Commercial**

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |

**Sports** | 10 59 | 10 59 | 10 59 | | |
why take the core...

when you can have the whole apple?...

The core may be the middle of the apple—but it’s not necessarily the juiciest part.

Most people would rather have the whole apple.

Advertisers, thinking it over, feel that way, too, we find.

That’s why we want to remind all and sundry that—although the city of Syracuse is the core of the big Central New York market—the whole apple is five times as big.

Other stations offer you the core. Only WSYR gives you the whole apple...

all 23 BMB counties of it!

And for years, in every major study conducted in this sales-happy region, WSYR has held first place, day and night.*

Why take the core when you can have the whole apple? Ask us or any Headley-Reed office.

*Pulse of Syracuse for 1947, Certified Audit Study, Crosley Farm Study, Farm Opinion & Research—and, yes, many more.

WSYR
SYRACUSE
“A Quarter Century of Service”
570 kc.—5000 watts
NBC in Central New York
Represented by Headley-Reed

Other H.C. Wilder Stations are WTRY, Albany-Troy-Schenectady, and WELI, New Haven
WINR Hits AP Associate Contract

Vadeboncoeur Says That Agreement Is Not Fair to Station

REASONS for refusal of WINR Binghamton, N. Y., to accept an associate membership in the Associated Press are outlined by E. R. Vadeboncoeur in a letter under Aug. 22 to Oliver D. Gram, the AP's New York head office.

Vadeboncoeur calls the associate membership contract of radio stations by the AP ir and one-sided. Point out stations will have no tie in AP and no voice writing of by-laws or Mr. Vadeboncoeur de-WINE cannot accept and elect to constitute contract services.

Vadeboncoeur objects pointed assessments which radio stations paid from which radio were barred. His own: "I have to tell you I cannot accept the association contract you sent for station WINR. By regret is very sincere. I know how hard you have worked on this plan. In my discussions and correspondence with you on this subject, I have been impressed with your personal anxiety to work out something that would be fair to radio station clients.

However, the contract for associate membership for radio stations in the Associated Press is so unfair and one-sided that I do not believe any broadcaster in good conscience can accept it.

Because this associate membership plan is actually the most important new phase in radio news service, AP entered the radio field, properly maintained by the established relationship between radio stations and a news service (and equally because a friend is entitled to a friendly explanation, along with any rejection of this voting rights in the Associated Press. Therefore they will have no voice in the writing of by-laws or amendments thereto. They will be subject completely to the decisions of newspaper operators, who openly and often with frank hostility, accuse radio stations of being unwise competitors and who, in many towns, are carrying out unfortunate feuds with their radio operators. There has been no secret, for a long time, of the resentment of many AP members over the fact that radio station operators have been able to purchase news from the Associated Press without being subject to assessments. No sensible radio station operator can conscientiously agree to bind his station to the same status as the AP in the writing of plans in which radio stations will have no voice and no representation. This is a principle which goes all the way back to a tea party in Boston Harbor a couple centuries ago. WINR cannot agree to rules made and imposed upon it without the right to vote on those rules. I do not believe that so large and growing an industry as radio can decently submit to such unfair domination by newspapers in the field of radio news. WINR would probably accept a membership which would give the right to vote on matters vitally affecting it. WINR cannot agree to anything less. The fact that certain newspaper owners on the AP board of directors also own radio stations, does not, in my opinion, give WINR or radio, as such, any representation in the voting councils of the AP. For the reasons too obvious to be worth listing here.

1—Article Two of the contract you sent me reads as follows: "The Member agrees to pay, weekly in

Hearing Schedule Incomplete

But because of the continuing backlog of "old" cases, to which this new system is not directly applicable, immediate issuance of additional such actions is not expected. An interview, however, last Friday stated that the new

Examiner’s WOKO Report Approved

Latest Action in Albany Case Prefaces New Era at FCC

By LARRY CHRISTOPHER

STAGE THREE—the encompassing, final phase of FCC adjustment to the Administrative Procedure Act commenced last week as the Commission took new action in the so-called for the 1460-kc facility of WOKO at Albany, N. Y. Adopting almost wholly as its proposed decision the recommended decision of a hearing examiner, the Commission previewed:

1. Grant of Governor Dongan Broadcasting Corp. application for new standard station at Albany on 1460 kc with 5 kw fulltime and trailing engineering conditions; 2. Denial of the mutually exclusive requests of Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Corp. Inc., for the same assignment, and 3. Denial of an additional application by Joseph Henry for license to operate the present WOKO on old 995-kc station which will revert to the FCC's denial of license renewal to WOKO on hidden ownership grounds.

Furthermore, by its action upon their relinquishment Aug. 31 pursuant to the FCC's denial of license renewal to WOKO on hidden ownership grounds.

FCC's denial of license renewal to WOKO on hidden ownership grounds.

(Continued on page 70)

(Continued on page 70)

(Continued on page 70)
WHEREVER there is water, there float mighty ships made in Virginia. The tradition of building good ships is a part of Virginia's present great industrial empire. An empire well served by the institution which is Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY

WRVA

STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST.
Here's Why!

1. Wide Response... Famous 9 Type Reproducers bring out the full quality of today's finest recordings—vertical or lateral.
2. Constant Speed... Entirely new drive mechanism provides constant speed operation at 33⅓ and 78 rpm—eliminates trouble from "wows" and rumble.
3. Rapid Acceleration... Goes from standstill to stable operating speed of 33⅓ rpm in one-half revolution.
4. Vibration-free... Mechanical filters isolate turntable from vibration in motor, driving mechanism and cabinet.
5. Electrical Speed Change... New electrical method of changing speed eliminates clash-gears or planetary ball devices—permits quick speed change while turntable is running.

The 1304 Type Reproducer Sets will be in production during this year. For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.
BROADCASTING  •  Telecasting

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Pulse Indicates Drop In City Sets in Use

Stations Carrying Baseball Run Counter to Trend

SETS IN USE in New York, Philadelphia, Boston and Chicago dropped an average of 3.2 per quarter hour from May-June to July-August, The Pulse Inc., New York, reported last week.

At the same time, The Pulse noted a "summer slump" in program ratings generally, although it reported that stations carrying baseball were counter to this trend.

Baseball Ratings High

The average July-August baseball ratings were 19.6 for all games Saturday and 19.1 for Sundays, better than any "top ten" show for the same period.

Average quarter hour sets in use were Boston, 21.9; Chicago, 21.7; New York, 21.2, and Philadelphia, 20.1.

Top ten evening shows were Mr. District Attorney 12.7, Inner Sanctum 12.2, Suspense 11.7, Crime Doctor 9.6, Big Town 9.6, Can You Top This 9.5, Crime Photographer 9.2, Route 66 9.2, Break the Bank 8.5 and Dr. Christian 8.4.

Top ten daytime shows were Breakfast Club 6.4, Rosemary 6, Big Sister 6, Ma Perkins 5.4, Young Dr. Malone 5.4, Guiding Light 5.8, Helen Trent 5.9, Our Gal Sunday 5.7, Arthur Godfrey (11) 5.5, and My True Story 5.3.

Mr. Town and Sunday daytime shows were Stars Over Hollywood 6.2, Grand Central Station 6, Theater of Today 5.3, True Detective (5:30) 5.6, United States of America 5.1, Country Fair 4.9, One Man's Family 4.9, House of Mystery 4.7, Let's Pretend 4.7, and Abbott Mysteries 4.3.

FIFTH ANNIVERSARY

Radio City (Milwaukee) Host

To 651,213 Since Opening

MILWAUKEE JOURNAL'S Radio City celebrated its fifth anniversary Aug. 23. During the five years 651,213 persons—more than Milwaukee's population—have visited the modern radio plant, the Journal management reports.

Plant was first ever designed to house all three types of broadcast- ing—AM (WTMJ), FM (WTMJ-FM) and television (WTMJ-TV). Television operation is scheduled to begin about Dec. 1. Television transmitter has been installed and control room of the City Pulse studio has arrived.

Many stations contemplating building have visited the Journal's Radio City for ideas on construction. Last year a series of Radio City nights featured motion pictures and appearances of Journal and Radio City personnel was started. Programs held two nights a week for 27 weeks drew approximately 17,500 people, according to Journal tabulations.
Hit big fall listening!

FIVE FULL HOURS EVERY WEEK!

Tommy DORSEY
DISC JOCKEY SHOW ON TRANSCRIPTION
Already sold for more broadcast hours than any other transcribed show!

A BIG AUDIENCE... FOR A SONG!
the DAVID STREET SONG SHOP
117 transcribed quarter-hour shows at last! The BIG 15-minute musical show!

PUNCH... POWER... PAYOFF!
MURDER at MIDNIGHT
Top-rating! Top-selling wherever broadcast! 92 terrific half-hours!

Here are seven—count 'em—seven of the fastest moving transcribed shows in radio... ever! And every one is hot as a two-dollar pistol... and almost as low in cost!

No more shooting in the dark... whatever audience you're out to get is yours. Because you're selling with proven shows, produced, acted, written, and directed by the tops in radio talent... the people who know how to make each quarter hour and half hour sizzle with sales!
IN THE COWAN GALLERY OF GREAT SHOWS, ON TRANSCRIPTION

BIG STARS!  BIG LAUGHS!  BIG SALES!
the SMITHS of Hollywood
starring Arthur Treacher, Brenda Marshall, Harry Von Zell, Jan Ford, plus movie-star guests.
The great new half-hour transcribed comedy hit of the year!

SELL... with the voices that sell a thousand products!
THEATRE OF FAMOUS RADIO PLAYERS
half-hours of drama, adventure and comedy.

HEARTWARMING!  INRESISTIBLE!  SALEABLE!
Barber Shop Harmonies
by the gaslight quartette
156 15-minute transcribed programs.

AMERICA'S FAMOUS FIGHTING COWBOY
RED RYDER
A sensational merchandising, selling, pick-of-the-air show now available on transcription—a proven hit!

For local and regional sponsorship!

Take your choice of disc jockey, situation comedy, mystery, drama, or music. They're ready to go to work for you to give each station and sponsor top local coverage.

Remember, share-the-load transcriptions keep costs comfortably light.

Get your facts today!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS
LOUIS G. COWAN, INC.
the Inside Story...

Built of the finest materials by skilled craftsmen. Designed by engineers with years of practical experience in station operation assuring you of the best.

Gates transcription turntables are chosen by many stations, large and small, because they know that besides exterior style they get interior quality. Oilite bearings, broached bushings, ground and polished shafts contribute so much to the velvety smoothness throughout its long life.

Pictured here is the famous CB-11 chassis as used on the CB-10 transcription turntable, the only master control turntable. Complete information is yours for the asking. Delivery is prompt.

Gates Radio Company
QUINCY, ILLINOIS, U.S.A.
FOR EVERY BROADCAST NEED—DEPEND ON GATES—ALL WAYS

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CAB to Be Main Topic of WAB Meet

Report of Parliamentary Radio Committee Also To Be Heard

THIRTEENTH ANNUAL meeting of Western Assn. of Broadcasters starts at Minaki, Ont., Sept. 3. Deliberations will feature special western Canadian music, small markets, public relations and agency franchise problems. Main discussions will be on operations of Canadian Association of Broadcasters as regards selling the medium, administration problems of CAB in obtaining a better flow of information from Western member stations, FM development in this year in Canada, and report on work of Parliamentary Radio Committee delegates. Parliamentary Radio Committee was still in session when CAB annual meeting was held at Jasper early in June.

WAB meeting will be presided over by Bert Cairns, WAB president, and manager of CFCA Calgary. Good attendance is expected at this first WAB meet so far east. Among those having advance registrations at Minaki Lodge are:

Jim Allard, CAB Chairman; Mike D. Allis- kson, CFUR Edmonton; Eric Aylen, CKAT Trail, B.C.; A. J. Banfield, CFRQ Grande Prairie, Alta.; J. O. Black, CJOB Winnipeg; Sid Boyle, CHAB Moose Jaw, Sask.; George Brown, CJOC Lethbridge, Alta.; J. W. Brown, CJKY Kelowna, B.C.; Bert Cairns, CFCA Calgary; R. Campbell, WAB; Walter Thompson Co., Toronto; W. E. Carpenter, CJFL Winnipeg; George Chandler, CJKY Vancouver;

SCOUTS AWARD

WFIL Plans Recognition

OUTSTANDING feats of service by Philadelphia’s Boy Scouts will be recognized by special citations presented by WFIL, Roger W. Clipp, general manager, has announced. WFIL will present 12 monthly awards and a yearly grand award for a Scout’s service “to another individual, to his community, or to any worthy undertaking that is designed to aid his fellow citizens in keeping with the Scout Oath and Law.”

Monthly award will be framed citations for both the Scout and his unit, both of which will be presented on a special WFIL broadcast. Year’s winner will receive a watch, a tour of WFIL radio and television studios and a group party at an outstanding sports or entertainment event.

Winner will be selected each month from all nominations submitted by another Scout or a private citizen. Final judging will be done by a special selections committee. First monthly award will be given in October to the Scout selected for September. First annual award will be presented during Boy Scout Week in February 1948.

We’re BIG

in the eyes of the educators for nearly a dozen educational institutions in our area using our facilities.

greensboro, n. c.

5000 w. day & nite

columbia affiliate
edney ridge, director

represented by hollingerby

Unexpected Voice

VOICE OF A BABY only a few minutes old was heard on KTUL Tulsa’s Expectant Fathers’ Show (Mon.-Fri., 1 p.m.) on Aug. 14 while the baby’s father, Gene Mathey, 32-year-old Tulsa machinist, was being interviewed by Cal Tinney, originator of the show and editor of the Broken Arrow (Okla.) Ledger. Shortly after Bert Kennard, M.C. of the show, had interrupted the interview to announce that Mr. Mathey had just become the father of a girl, a nurse brought the new Miss Mathey to the microphone for a brief squawk. Program was broadcast from Tulsa’s Hillcrest Lying-in Hospital.

September 1, 1947 • Page 27
Coast Regional Sales Outlook Bright

Population Rise Makes Area a Lucrative Reservoir

REGIONAL sales look healthy to the four networks viewing for radio's share of the Western advertising dollar. Competition among advertised products has induced some of the spending. New distributors recognize their only hope for marketing survival lies in advertising. Market-wise, the Pacific Coast represents a lucrative sales reservoir as a result of population growth. The sales stories of the networks vary, but each looks forward to a healthy fall and winter. ABC is emphasizing improved coverage through acquisition of additional affiliates as well as increased power of established stations. Numerically this means addition of 23 stations and increased power for six facilities.

CBS represents its position as through "primary coverage in every one of the major Pacific Coast distributing centers," which in turn are the vital markets accounting for major part of West Coast sales.

Don Lee Broadcasting System stands on the delivery of "inside and outside coverage," contending that its listeners are outside metropolitan areas as well as within.

NBC's Promotion

NBC Western Division takes as its chief selling point the fact that it is "America's number one network," and in addition it claims the majority of listeners wherever they live.

ABC is enjoying the regional prestige which has stemmed from the S.R.O. sign hanging on its transcontinental daytime operations. With further improvement in sight for its nighttime schedules, sales are expected to be bolstered on the regional plane. Some new regional business has been acquired, but the network's progress has been slow by contrast rather than in actuality.

CBS gross billings for the first six months of 1947 have matched the comparable period of the previous year for its Pacific operations. Among new business, a noteworthy factor has been the entry into regional radio of nationally advertised firms seeking to court the enlarged western market. Examples include Miles California Co., and the Pepsodent Division of Lever Bros.

From CBS experience, sponsors seem to be buying more stations and increased business placement appears to be originating on the West Coast with 75% of time sold on CPN coming from Hollywood and San Francisco. However, some of the regional picture will not take form until next network business has been ascertained.

The owned operation of KNX Hollywood is 33 1/3% ahead of last year. Spot-wise, KNX is 18-20% ahead of last year.

Big Year for Don Lee

Don Lee Broadcasting System has climaxed one of its best business years, according to sales reports, with acquisition of more than $1,000,000 in regional billings during summer.

KHI, its owned Los Angeles outlet, has enjoyed a sellout in spot announcement field from fall of 1943 until June 1947 when first availability appeared. A comparable situation is expected to prevail in fall as result of newspaper shortages.

NBC regionally is sold out save for one quarter-hour time availability which is expected to be gone by fall. Minimum regional time is available on this network as result of heavy business on transcontinental network.

Specifically, the network sales heads view the fall as follows:

Frank Samuels, ABC Western Division sales manager: "Regionally, as well as nationally, business looks better than any time in the network's history. Manufacturers and retailers already have begun to feel the pressure of products not widely advertised and known by the purchasing public. Increased prices of merchandise in a large number of manufacturing lines plus a gradual dwindling in war savings of the consuming public has given consumers a new impetus to buy only those products which are known and acceptable to them because of their familiarity through advertising media."

Wayne Steffner, CBS Western Division sales manager: "In recent months, many advertisers who have been former long-term users of other media have been discussing West Coast regional radio with us. This, together with renewals of old accounts and the rapidly increasing commercial development of the West, leads us to the opinion that our West Coast...

(Continued on page 48)

WHAT A
Bargain!

Retail sales in the Nashville market area have been increasing 100% a year—1000% from 1935 to 1945.* No wonder we call this a bargain territory! Check the market data for Nashville's retail trade area—you'll be surprised at the sales potential. And you can share in retail sales of more than 356 million dollars yearly. So, reach your share of the prospects, at reasonable cost, while they are tuned to favorite network shows broadcast over WSIX.

*Tenn. State Planning Board report.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN

MUTUAL

5,000 WATTS • 980 KC

The Voice of Tennessee's Capital City

Represented Nationally by THE KATZ AGENCY, Inc.

Page 28 • September 1, 1947
Evelyn Sibley Lampman • Educational Director

KGW subscribes to the wisdom of the old proverb, "As the twig is bent the tree's inclined." Working through Portland schools, with broadcasts direct to classrooms, KGW for 14 years has supplemented regular grammar school courses of study with dramatized scripts. Evelyn Lampman is well qualified to direct this important phase of KGW's public-interest work. Mother of two school-age children, whom she calls her "guinea pigs", and with a radio writing background extending from 1929, Evelyn recently has added to her laurels by authoring a children's book scheduled for early publication by Doubleday and Company, Inc. For three consecutive years she has placed in the top ten of the Dr. Christian Awards, with her plays broadcast on a transcontinental network. During 1947-48 Evelyn will serve as radio chairman of the Portland chapter of the Oregon Parent-Teachers Congress. Such well-rounded program policies, backed by such ability, have established KGW irrefutably as "one of the great stations of the nation."
Caribbean Commission Plans Broadcast Series

RADIO DIRECTORS of seven Caribbean islands attended the Caribbean Commission Broadcasting Conference at Port of Spain, Trinidad last month and completed plans for Caribbean Review, a series of broadcasts commencing Sept. 6.

Those in attendance were Denis Glick, Jamaica; J. M. Laing, Barbados; A. A. Gagan, British Guiana; E. R. Weeseels, Dutch Guiana; M. Villeneuve, Martinique; Harwood Hull Jr., Puerto Rico; William MacLurg, Trinidad; G. DeFreitas, Trinidad, and A. F. Raymond, information officer representing the Trinidad government. Henri de Mauduit, deputy secretary general of the Commission, presided and D. F. Greening of the Secretariat was translator.

**NEW PROJECT** entitled “The American Heritage Campaign” is being launched by The Advertising Council in connection with Freedom Train which will tour some 300 cities of the country beginning Sept. 17. Designed to “raise the active level of citizenship in the United States,” campaign will be handled through facilities contributed by American business through the Council with costs to be paid on a community contribution basis.

Tremendous radio support is being planned by three radio committees headed by William Lewis, radio director of Kenyon & Eckhardt, with Philip Cohen, radio director of Sullivan, Stauffer, Colwell and Bayles, as New York chairman.

Chicago and Hollywood chairman are E. R. Beroff, vice president, American Broadcasting Co., Chicago, and Lewis Allen Weiss, chairman of the board, Mutual Broadcasting System, and vice president, Don Lee Broadcasting System, respectively.

Advertisements featured will stress civil liberties and use a torch as campaign symbol and slogan “Freedom is Everybody’s Job.” Space will be provided for messages by advertising sponsors mentioned by name. American Heritage Foundation is cooperating with council in campaign which will include radio, in addition to newspapers, magazines, billboards, and other media.

**NBC BOOKLET EXPLAINS STAND ON WHITE BILL**

COPIES of a booklet containing the statement Niles Trammell, president of NBC, made concerning the White Bill before a Senate subcommittee on June 23, 1947, were sent to NBC owned and operated stations, top government officials, leaders throughout the country in business, labor, religion and education, the press, trade and welfare organizations as well as NBC clients and agencies.

Mr. Trammell said in a note sent with the booklet that although “congressional action on the White Bill to amend the Communications Act of 1934 has been postponed by radio legislation, however, is likely to recur, together with at least some of the controversial issues which were raised by the proposed law, and that the attached view expresses NBC’s viewpoint on those issues.

In addition to Mr. Trammell’s statement the booklet contained exhibits submitted such as table of NBC stations and daily newspapers in NBC network station cities, a short background of NBC reporters, commentators, and editorial supervisors at home and abroad and a table of NBC evening programs.

**Lowman Elected Director of TBA; Succeeds Vogel**

LAWRENCE W. LOWMAN, CBS vice president in charge of television, has been elected a director of the Television Broadcasters Assn. Inc., the TBA announced last week. Mr. Lowman will fill the unexpired term of Ernest H. Vogel, whose resignation from the Farnsworth Television & Radio Corp. also caused a vacancy on the TBA board.

Mr. Lowman joined CBS as traffic manager in 1927, and in 1938 CBS named him vice president in charge of network operations. He was granted leave from the network in June 1942, to become chief of the communications branch of the Office of Strategic Services.

**CBC Bans Liquor Ads**

NO LIQUOR OR BEER advertising by radio will be allowed in Ontario for the time being, according to the CBC station relations department. This decision follows that of the Ontario Liquor Commissioner, whose recent ruling on allowing institutional liquor advertising does not cover radio. Institutional liquor advertising is allowed with limitations in publications, on billboards and streetcars, but the Ontario official has ruled that none will be allowed on radio at present.
HERE'S still another important station getting ready to bring television to a metropolitan area. By November 1st, Station WBAL-TV—affiliated with the Baltimore News-Post—plans to serve the Baltimore area with a picture signal power of more than 30,000 watts. Everything needed to put this station on the air is now in production by RCA... when delivered, it will give WBAL-TV one of the most comprehensive television layouts of the year.

Like most television stations now being constructed, WBAL-TV will use RCA's efficient 5,000-watt transmitter... feeding an RCA Super Turnstile antenna which boosts the total radiated video power to 32,000 watts.

WBAL-TV will also use RCA's "television studio on wheels," capable of moving swiftly to points where news is being made... of picking up and monitoring all such events as they take place. A portable microwave radio relay will link the mobile unit with the station transmitter... provide practically unlimited freedom of movement around the Baltimore area.

Studio equipment will be similarly complete. In addition to the customary cameras and monitoring equipment, WBAL-TV will have two RCA television-type motion picture projectors and a film camera for the presentation of station breaks, commercials, and standard film programs. RCA switching and control equipment will help simplify and co-ordinate programming techniques... assure bright, steady, crystal-clear pictures at all times.

Everything needed to get a television station... your station... into regular operation is now in quantity production at RCA. Let us know your plans now to assure early delivery of equipment. Write Dept. 18-I.

Thrift Chocie

Richer Profits in Richer Norfolk Market...WTAR Speeds Up Sales at Lowest Listener Cost -- Here's How:

MORE CUSTOMERS, with more buying dollars, are ready for you in the Norfolk Market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

WTAR again TOPS the nation in AUDIENCE DELIVERY, with the highest ratings of any station in any Hooper city on 6 of the 15 top night-time shows; delivering 124.1, Hooper points in excess of national ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947)

"Sensational"—says The Billboard.

MORE LISTENING customers, the clock around, to local and national programs than all other Norfolk Market stations combined, with listening to outside stations practically nil. (Hooper CM, Fall-Winter, '46-'47)

Let WTAR be your partner for THRIFT SELLING...

NBC AFFILIATE
5,000 Watts
Day and Night

NORFOLK VIRGINIA

KOBAK SCORES MacPHAIL OPPOSITION TO VIDEO

EDGAR KOBAK, president of MBS, last week deprecated published reports that Larry MacPhail, president of the New York Yankees, is opposed to televising the coming World Series, and pointed out that the ultimate decision in the matter rests with A. B. "Happy" Chandler, baseball commissioner, rather than with Mr. MacPhail.

The latter was quoted earlier in the week as saying he felt there was "a definite possibility" that video coverage "may hurt attendance" at the series, but he conceded that conversely "it may promote baseball a great deal."

Mr. Kobak explained that Mutual has a middleman's role in the matter...the Gillette Safety Razor Co. has bought the rights to the series broadcasts over MBS.

CBS PRESS LUNCHEON at New York's Waldorf-Astoria fortnight ago honored Joseph C. Harsch, (second from l) network's news analyst who recently returned from a 10-week tour of European capitals. Pictured here, l to r: Davidson Taylor, vice president and director public affairs; Mr. Harsch; Wells Church, director of news broadcasts, and Hubbell Robinson Jr., newly appointed vice president and director of programs.

The video rights to the baseball classic, if Mr. Chandler decides to permit their sale, must be bought through Mutual, which has "first refusal" on them.

WLAW LAWRENCE, Mass., was featured in an article titled "WLAW—A New Top Pole Voice from New England." in July issue of Western Electric Oscillator magazine.

PHILCO TV PROMOTION

Gough Industries Will Spend
$20,000 on KTLA

TIMED to coincide with arrival of Philco Video sets in Los Angeles area, Gough Industries, distributors there, have contracted for telecast time estimated at more than $20,000 on KTLA, Paramount television station, starting in September. Deal was set between James Kerwin, Gough vice president; John Parsons, West Coast Philco merchandising manager, and Klaus Landesberg, station director.

To date RCA has been only active set maker in area. With announced Philco plans, it appears that RCA will withdraw for present, allowing latter to carry promotional ball of daytime programming as dealer aid.

Gough Industries has contracted for two hours of daytime programming six days weekly on 26 week contract. First hour will consist of test slides and recorded music aimed directly at dealers; second hour will be divided equally into women's and children's interest segments. Twice weekly this period will be utilized to telecast baseball from Wrigley Field, when Los Angeles Angels are playing at home.

Football With Philco starting Sept. 14 will commence on KTLA in twice weekly 15-minute format giving results Saturdays and predictions Sundays. Contract calls for 13 weeks. When hockey season of Los Angeles Monarchs begins in October firm will assume sponsorship of all Saturday night home games during course of season which extends through March.

NPSF Exhibit

NEWSPAPER Publishers Faximile Service, New York, and WAAT Newark, N. J., will maintain a three-man editorial and art staff at the NAB convention in Atlantic City beginning Sept. 15 to supervise complete exhibit of home console facsimile recorders, studio monitors display recorders and studio scanning equipment. WAAT program schedules will illustrate the display and bulletin type of program especially suited to public demonstration. WAAT's FM affiliate WWA will inaugurate regular facsimile service this fall.

Announces Policy

FULL COMPLIANCE with provisions of the Taft-Hartley Labor Law was reported last week as the policy of the National Assn. of Broadcast Engineers and Technicians. Announcement was made by Allen T. Powley, president of the union. Mr. Powley stated that all locals had filed affidavits with the U. S. Dept. of Labor, ascerting that no communists held offices in the union and offering full financial statements.
a big audience... for a SONG!

the David Street Song Shop
ON TRANSCRIPTION

117 quarter hours for local and regional sponsorship

You can count on the counter of THE DAVID STREET SONG SHOP for fast-moving sales! David Street is the new romantic singing star who made an instant hit on the Old Gold and Sealtest shows over NBC. He's an outstanding recording artist . . . the singer Twentieth Century-Fox is grooming for top billing in every theatre in the country. (You've heard him in Bing Crosby's "Going My Way.")

There's more! Lucille Norman, bright new NBC star, adds her voice to this wonderful 15 minutes of music. Hear familiar tones? It's the Mello-Larks, the vocalists whose styling made them famous with Tex Beneke and his Glenn Miller Orchestra. Orchestra Magazine rates them the singing group of 1947. Another find is the sparkling background music of Gene Plummer and his men.

Yes, here's the kind of musical show that makes your customers say, "I'll buy it!" It's easy listening all the way. So get your facts today on this high-quality, low-cost program. THE DAVID STREET SONG SHOP brings the shoppers to you!
Three Networks Name Representatives For NAB's Atlantic City Convention

MBS, NBC & CBS have listed network executives who will attend the NAB convention to be held Sept. 15-18 in Atlantic City, N.J. They are, for MBS, Edgar Kobak, president; Robert D. Swezey, vice president and general manager; E. P. H. James, vice president in charge of advertising, promotion and research; Robert D. Schmidt, vice president in charge of station relations; Jess Barnes, vice president in charge of sales; Philip Carlin, director of station relations; Norman Knight, Robert Carpenter, Don Isot, James Mahoney, station relations department; Earl Johnson, director of engineering, and Francis X. Zuzulo, assistant director of press. NBC executives, together with representatives of managed and owned stations and the Central and Western divisions attending the convention, are Brig. Gen. David Sarnoff, president and chairman of the board, RCA, and chairman of the board, NBC; Niles Trammell, president; Frank E. Mullen, executive vice president; William S. Hedges, vice president in charge of planning and development; Ken R. Dyke, administrative vice president in charge of program continuity acceptance and public service department; John F. Royal, vice president in charge of television; O. B. Hanson, vice president and chief engineer; Sidney N. Strutz, vice president in charge of the Western Division; Frank M. Russell, vice president in charge of the Washington office; I. E. Shovers, assistant manager, vice president in charge of the Central Division; James M. Gaines, manager of owned and operated stations; Hugh M. Beville, Jr., director of research; James V. McConnell, manager of national spot sales; Willis B. Parsons, manager of Thesaurus and syndicated sales; Easton C. Woolley, director of the stations relations department; Sheldon B. Hickox, Jr., manager of the stations relations department.

From NBC Stations

Vernon H. Pribble, manager of WTAM Cleveland; Carleton D. Smith, manager, WRC Washington; John W. Elwood, manager, KPO San Francisco; Lloyd E. Yo- der, manager, KOA Denver; A. W. Kaney, manager of the Central Division station relations department; Jennings Pierce, manager of the Western Division public service and stations relations departments; John De Bussy, assistant manager of national spot sales, and Sydney H. Eiges, manager of the press department.

CBS executives to be present at the NAB convention are: Frank Stanton, president; Joseph H. Ream, executive vice president; Herbert V. Ascher, vice president in charge of station relations; Julius F. Brauner, secretary and general attorney; Ed Beckew, CBS Western Division manager of station relations; Carl Burkland, general manager of WTOP Washington; Wendell B. Campbell, general manager, KMOX St. Louis; Thomas D. Connolly, director of program promotion; George Cran- dall, director of press information; Frank Fanknor, assistant general manager, WBBM Chicago; Harold H. Fellows, manager of New England operations and general manager of WEEI Boston; Earl Gammons, vice president in charge of Washington offices; William C. Gittinger, vice president in charge of sales; Gilson Gray, director of editing; Ralph Hatcher, manager of CBS co-op sales; Arthur Hull Hayes, general manager of WCBS New York; Merle Jones, general manager of WCCO Minneapolis; John J. Karol, sales manager; William Lode, director of national engineering; Howard S. Meighan, vice president in charge of station administration; Charles E. Midgley Jr., sales service manager; William A. Schutte Jr., Eastern Division manager; J. Kelly Smith, director of station relations; Davidson Taylor, vice president and director of public affairs; D. W. Thornburgh, vice president in charge of the Western Division; Jack Van Volkenberg, general sales manager of radio sales; Frank White, vice president and treasurer; Elmo C. Wilson, director of research; Adrian Murphy, vice president, and Lawrence W. Lowman, vice president.

Philco Sales Rise

SECOND QUARTER sales of Philco Corp. rose to $57,754,000 against $50,187,000 in the first period and $52,861,000 in the second 1946 quarter. Company reported that it had reduced its bank loans from $9,000,000 on April 30 to $3,000,000 currently.

Full Coverage

NBC's NEWS and special events department disclosed last week that six of the network's commentators will originate broadcasts from the NAB convention site in Atlantic City on Friday, Sept. 12 and Saturday, Sept. 13. They are: Robert McCormick, Morgan Beatty, Richard Harkness, John Cameron Swayze, Henry Cassidy and W. W. Chaplin.
The BEST method of modulating...

Raytheon
Simplified
Phase Shift Modulation

Radio engineers agree that the best method of modulating is Phase Shift. Investigate FM by Raytheon and you'll agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT provides greater stability and efficiency.

DIRECT CRYSTAL CONTROL of mean carrier frequency provides inherent stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

CIRCUITS COMPLETELY SHIELDED to eliminate radiation, interaction and parasitic oscillation.

INCREASED POWER readily attained, by addition of another unit. All units matched in size, styling, colors.

CONVENIENT CUBICLE SIZES of units facilitate moving through doorways and installing.

LOW FIRST COST and low operating costs... achieved by greater operating efficiency, low power consumption and long life tubes and components.

Complete 1KW or 3KW Transmitter

Transmitter of either power includes exciter unit in left compartment and amplifier in right.
**Open Mike**

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

This is the fellow radio doesn't reach with its safety announcements and those ridiculous throw-away-announcements and music pleaders by celebrities. He needs the devil beat out of him with SHOCK treatment—not encouragement from a star seeking a higher Hooper and a shrieking audience which laughs at anything. After all, do we kid CARE and the Cancer Drive? Isn't death and how to prevent it common to all three? Wouldn't it be wise to use the blue pencil on traffic jokes and unite radio in a solid drive to kill death on the highway?

Dick Joy, General Manager, KCMJ Palm Springs, Calif.

Aug. 22, 1947

* * *

'**Rebuttal' to Ads For Station Staff**

**EDITORS, BROADCASTING:**

This is in answer to any ad, this is in rebuttal to all of them. Just suppose we were interested in your new station which is advertising for one, two, three men... or a complete staff. This is what we would want to know about you:

How much do you and your stockholders know about radio?

How much about advertising in general?

What is the per capita income of this thriving community of yours, and what is the general market picture?

How many radio stations are there in this vicinity, what is their frequency, power and hours of operation? With what networks are they affiliated?

And, while we're on the subject, what network are you planning to sign for? (a modest stipend, naturally)? Why? How many new stations are contemplated in your territory and how many have already filed applications? Come now, your ear-to-the-ground department is functioning.

What is your capital stock, and how good is your credit value as an organization?

C. E. Chinn

For the regulars. We would like pictures of you and your stockholders, and the names of three responsible citizens of your community who will be out to back this venture.

And, how much longer will you stay up there? How many new industries have located there since the war?

Of course, the first question is the most important. If the answer to the frequency, normal to quality, you're 'thru,' (as we say in the South). You've had it, brother, before you start. The woods are full of fresh-wiped-behind owners and staffed by inexperienced incompetents and we want none of it. If we're going to give out information about ourselves, we want to know to whom... and why.

Kay Lee

John Hartrader

Roanoke, Va.

Aug. 18, 1947

* * *

**McKim Thinks Joske Story Is Useful**

**EDITORS, BROADCASTING:**

Please accept our sincere thanks for the article in your July 28th edition, entitled, "Radio Impact on Department Stores Revenue." We have found it a detailed story of the Joske radio activity both extremely interesting and useful as sales promotion material.

We would like to obtain six extra copies of the article for reprints, if you have them, or additional copies of the magazine.

Don McKim, Promotion Manager

CKWX Vancouver, Canada

Aug. 18, 1947

**Phillips Urges More Congress Broadcasts**

**EDITORS, BROADCASTING:**

That the American public may well be ready to receive regular broadcasts with professional sound was indicated to me in the response to the broadcasts of testimony given in the Howard Hughes investigation.

The question of whether to

(Continued on page 50)
HURRY! HURRY! HURRY!
Already Sold in More Than 40 Cities
ABBOTT & COSTELLO

...But many important markets are still open for sponsorship!

IT'S A SCOOP! The American Broadcasting Company scoops the field with the first all-star comedy variety show ever offered on a LOCAL co-operative basis. Advertisers in markets of all sizes, located everywhere— are getting in on it. YOU can too!

More than 40 markets already sold—but plenty of cities are still available. You can buy one or as many markets as you wish (subject to prior sale). But you must move fast! ABBOTT & COSTELLO, a top-notch show with a ready-made audience, is especially produced and transcribed in Hollywood and will be broadcast from there over ABC every Wednesday at 9:00-9:30 PM Eastern time, and 8:00-8:30 PM in all other time zones, beginning October 1, 1947.

WHAT A SEQUENCE! And look at this all-star program sequence—a Murderer’s Row of talent and high-rating programs—to build maximum audience for your ABBOTT & COSTELLO sponsorship. It's one of the strongest line-ups offered in radio!

8:00-8:30 PM (Eastern) .... MAYOR OF THE TOWN
(with Lionel Barrymore)
8:30-9:00 PM ............. VOX POP
(with Parks Johnson and Warren Hull)
9:00-9:30 PM ............... ABBOTT & COSTELLO
9:30-10:00 PM ............ JACK PAAR
(Lucky Strike’s sensational new comedian)
10:00-10:30 PM ............ BING CROSBY
10:30-11:00 PM ............ HENRY MORGAN

IT’S THE CHANCE OF A LIFETIME! ABBOTT & COSTELLO is one of radio's top-rating comedy shows (average Hooperating under Camel sponsorship: 17.7). YOU can tie YOUR sales messages to this big-time variety show! (In addition to Bud and Lou, there are vocalists and a superb chorus!) Although it costs ABC thousands of dollars each week, your costs are a mere fraction of this figure, because you pay only for your own area. Yet you’re in a class with the biggest advertisers in radio!

DON'T DELAY! For full details, including costs in your area, contact your local ABC station or station representative today. For a group of markets, write, phone or wire—

CO-OPERATIVE PROGRAM DEPARTMENT

American Broadcasting Company

New York   Chicago   San Francisco
33 West 42nd St.  Civic Opera Bldg.  155 Montgomery St.
Los Angeles...1440 Highland Ave.  Detroit...Stroh Bldg.

BROADCASTING • Telecasting  September 1, 1947 • Page 37
NOW—THEY LISTEN TO—

WARK
HAGERSTOWN, MARYLAND

SERVING AND SELLING

FULL TIME
• 250 WATTS
• 1490 kc

HAGERSTOWN:

WHOLESALE SALES: $46,314,000.00
(Maryland’s Second Market)

AFFILIATED WITH:

AMERICAN
BROADCASTING
COMPANY

RETAIL SALES: $41,055,000.00

EFFECTIVE BUYING POWER PER FAMILY: $5,014.00
($1,362.00 Above National Average)

STEWART W. PHILLIPS, Gen. Mgr.

Represented Nationally: Radio Advertising Company

New York • Chicago • Los Angeles • San Francisco

NBC PARADE OF STARS

Network Opens Promotion Campaign by Mailing
Special Kits to Affiliate Stations

NBC will undertake a unique and self-liquidating promotion campaign to distribute 100,000 sets of colored caricatures of its stars throughout the country, it became known last week.

Under the plan the network will prepare the 100,000 sets, each containing about 50 drawings by famed caricaturist, Sam Berman, and distribute them to affiliated stations at a cost of approximately 35 cents per set. Stations may absorb the cost and distribute the cartoons for nothing or may sell them at cost to listeners either through their own sales facilities or through stores in their localities.

NBC's Parade of Stars campaign for 1947-48 was opened fortnight ago with the dispatching of these kits.

Announcement of the campaign was made by Charles P. Hammond, NBC director of advertising and promotion, at a press party at the Waldorf-Astoria, New York.

Mr. Hammond said that the objective of the campaign was "to put the most effective audience promotion possible behind the greatest shows in radio and to enable our stations to build the NBC programs to new heights of popularity on a year-round basis."

The kits, which were prepared under the direction of Roy Porteous, NBC audience promotion manager, also contain sets of newspaper advertise.
KMLB HAS MORE LISTENERS IN MONROE AND NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED!

Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.
Zink Appointed Program Head of GE Video Outlet
AL ZINK, program supervisor of WGY Schenectady and a member of the staff since 1939, has been appointed supervisor of programs at WRGB, GE's television station, it was announced last week by G. Emerson Markham, station's television and broadcasting manager.

Consident with Mr. Zink's promotion, the company named Caleb Paine, supervisor of WGFM programs as acting successor to the post of WGY program supervisor. William Mulvey, new to radio, becomes acting supervisor of WGFM programs.

Victor H. Williams
VICTOR H. WILLIAMS, sales promotion manager of KOIL Omaha, died last Monday in Minneapolis, following an emergency appendectomy.

BRIG. GEN. DAVID SARNOFF, president and board chairman of RCA, received a $100,000 salary for the previous fiscal year to top the list of radio executives, according to an announcement last week by the Treasury Dept.

All persons who received more than $75,000 in salary, commission, bonus or other compensation for personal services are listed in the Dept.'s report.

Radio Commentator Walter Winchell received a total of $97,680.96 from the New York Mirror Dept. of the Hearst Corp., while Paul W. Kesten, former executive vice president of CBS, and Niles Trammell, president of NBC, were close behind with $96,748.76 and $96,408.33, respectively.

Charles E. Wilson, president of General Electric, ranked high in the electric manufacturing field with a salary of $97,760 and bonus of $31,875 for a total of $129,635.

Others high on the list are John F. Blair of John Blair & Co., station representatives, $96,806.71; Frank M. Poleson, executive vice president of RCA, $90,000; Raymond C. Cosgrove, Crosley Division-Aveo Manufacturing Corp. general manager, $89,999.92; Mark Woods, ABC president, $85,000; Chester J. LaRoche, formerly with ABC and now board chairman of La Roche & Ellis Inc., $84,976; P. W. Lennen, president of Lennen & Mitchell, $83,333.33; Richard A. Porter, vice president, Roche, Will

Sarnoff's Salary Tops Radio Executives, Treasury Reports

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

KAGH Opens

KAGH Pasadena, FM station owned and operated by Andrew G. Haley, Washington, D. C. radio attorney, held formal opening ceremonies on Aug. 26 with transcribed greetings from all parts of the world. Station also utilised Pasadena Civic Auditorium to introduce itself to community with live program. Greetings came from Hawaii, Ireland, Czechoslovakia and Luxembourg as well as from various well known personalities in this country.
HAROLD P. SEE, who has been active in NBC television operations since 1935, has been appointed to the position of vice president and general manager of NBC station WJHP, Savannah, Ga. Mr. See joined NBC engineering staff in 1930, and in 1938 was transferred to its engineering development staff at WXYZ, experimental predecessor of WNBW NBC. He was responsible for development of a number of television techniques, particularly in phase of program development and engineering. Mr. See will leave his duties with NBC on Sept. 15.

James C. Vocalis, program director of WLIB Carrolton, Ga., has been appointed general manager of that station, succeeding Thomas Carr, resigned. Mr. Vocalis also has become a stockholder in the station and has been elected president of the board of directors.

Mr. Vocalis

John E. Bernhard Jr., general manager of WFOY St. Augustine, Florida, has been elected executive vice president and member of the board of directors of WFOY.

Ted Chapeau, general manager of WJHP Jacksonville, Fla., has resigned that position, and after a vacation will join WMBB, WJAX Jacksonville, as director of public relations. Mr. Chapeau formerly was with WFOY Savannah, WBO Orlando and WJAX Jacksonville, before joining WMBB.

Milton W. Stoughton, vice president of WSPR Springfield, Mass., has been awarded a certificate of appreciation by the Rotary Club of Springfield, for the work he did as chairman of the club’s birthday observance.

Walter Haase, station manager of WNBC Hartford, Conn., has been appointed a member of the Hartford Rededication Committee, which is planning a rededication week from Sept. 23 to Oct. 4.


C. L. Thomas, general manager of KXOK St. Louis, announces that the station has engaged Richard W. Hubbell & Assoc. as television and facsimile consultant.

Franklin M. Doolittle, president of WFOY Hartford, Conn., has been appointed a member of the local United Nations committee, by the mayor of Hartford.

NEW RED CROSS SERIES TO START IN OCTOBER

A NEW American Red Cross transcribed dramatic series, In Your Name, will be aired starting this fall, with Oct. 12 set as tentative date for first broadcast. Starring top radio and movie personalities, the series will include 26 15-minute dramatizations based on facts from Red Cross files. Format will follow the pattern of the You Were There series, carried by more than 300 stations recently.

Transcribed in Hollywood by NBC, the programs will be shipped direct to stations requesting them through their local Red Cross chapters.

Script for the series will be handled by Ken Greenberg, winner of 1946 Carrington Playhouse award for creative radio writing. Production will be directed by Louis Graf, Red Cross representative in Hollywood.

Story themes will revolve around the services to humanity offered by the Red Cross.

HARRY LANTRY HEADS KNEW SPOKANE STAFF

KNEW, Mutual-Don Lee affiliate authorized 5 kw fulltime, was launched Sept. 1 at Spokane, Wash., on 1450 kc [Broadcasting, Aug. 11]. Staff is headed by Harry Lantry, station manager, in Spokane radio for 20 years. Mr. Lantry entered radio as the first manager of KGA Spokane in 1925. He later joined Louis Wasm to establish KIQ, NBC outlet, and subsequently acquired KGA, ABC outlet. He remained with Mr. Wasm until KIQ was sold under the FCC duopoly ruling.

Chief engineer of KNEW is W. C. Evans. He was chief engineer at KIQ-KGA during the war. Paul Crain is program director. He was formerly sports and special events director at KEX Portland, Ore., and served as announcer and sportscaster at KGA and KWSF Pullman, Wash. Another KWSF alumnus now with KNEW as sales manager is William Rhodes.

Ownership of KNEW is divided equally between the Scripps Newspapers Inc. of Waco, Texas, and Burl C. Hagadone, of Coeur d’Alene, Idaho. Station is represented nationally by Gilman, Nicoll and Ruthman.

PAUL H. RAYNER COMPANY • NATIONAL REPRESENTATIVE

September 1, 1947 • Page 41
NEW YORKERS DELIVER NEW YORK

If you want to know where the West Side subway is east of the East Side subway, or why there’s no water in Turtle Bay—ask a New Yorker. And likewise, if you want the most of the best of the New York Spot Radio business—ask a New Yorker!

Ask the man who knows the ways of the town. He may have come from Texas, the deep South, New England or the far West, but he has years of New York success behind him before he qualifies for this company. He knows not only where the business is today but where it used to be and how it got there. He sells radio better because he knows all other major forms of advertising. His New York friendships have been seasoned with the element of time.

In representing our stations, we have shown great care in placing and keeping New Yorkers in New York, Chicagoans in Chicago and Californians in California. Men are not shifted from city to city, thereby losing a salesman’s best stock in trade. Attention to such refinements as this distinguish this company and account for its quality and success.

Paul H. Rayner Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO
Convention Plethora

SURE SIGN that summer is about over is found in the upcoming listings of this magazine. There, in small type, is a large order of business for station management—a series of conventions and meetings that will provide a busy September frontier.

Unfortunately it is a fortnight away from the desk for most managers, and some of their top executives. Fortunately, some of the meetings will be worth more than their weight in the gold it takes to attend them.

When Broadcasting first locked into this convention-itis problem last May it wondered just what managers think about all the meetings they are called on to attend. Are they worth the time lost and the money spent? Are they important to stations? To the industry?

The answers are supplied in this issue by managers themselves in a Broadcasting Trends study. Apparently feeling that NAB, TBA, FMA, network, educational and other meetings are consuming too much time, 45% of the managers contacted said they believe there are too many conventions. On the other hand, 42% figure that the number is about right.

While this is not a sweeping indictment of conventions, it clearly shows all broadcast organizations, regional and station, that station managers are becoming annoyed at the travel burden and expense of representation at meetings.

Are they worth while? That question is logically divided into two phases—value to the station and value to the industry. Deemed most valuable to stations, the survey shows, are network-sponsored meetings, followed by NAB district, regional and state gatherings. The NAB convention ranks as the most important single industry gathering but is eighth in the survey in point of value to stations themselves.

It should be explained that only network, technical and advertising meetings rank ahead of the NAB convention in value to stations. On the other hand, the NAB convention is tied for first place with network meetings in the number of management and state station managers attending the meetings to the industry as "good." Educational institute gatherings are far down the list.

Judging by sentiments of the industry's top executives, the lesson is clear—the industry needs fewer and better conventions. Should all industry facets insist on staging as many meetings next year as they did in 1946, more and more station management may spurn some of the demands on time and energy.

Luce, Time & Radio

THE LUCE LINE has long been an object of interest to students of the American scene. First it was the Rockefeller Plaza version of the Indian Rope Trick and disappear in the clouds. Then Time and Life are apt to contradict each other, and be further confounded by Fortune, to the accompaniment of the New Yorker. But Mr. Luce and his New Yorker which likes to examine the Luce enterprises with the well-bred detachment of its Eustace Tilley surveying a butterfly through his monocle. But, as someone has observed, consistency is the hallmark of small minds. Latest evidence of the nimbleness of the Luce word-and-picture painters is the new March of Time film release, "Is Everybody Listening?" reviewed in last week's Broadcasting.

Up to now, close observers have traced most of Mr. Luce's impatience with radio to a plain case of sour grapes. He has made two abortive attempts to deal himself in, first when he bought a minority interest in WQXR, the New York Times station, and later when he acquired a 12 1/2% of ABC. Mr. Luce withdrew from both of these sallies licking his wounds and since then seldom has overlooked a chance to inject a shot of Time-distilled venom into radio. Always the thrust was effective, as Mr. Luce is an inimitable holier-than-thou style which has prompted one less-than-constant Time reader to remark that the editors of Time, Life and Fortune write "as though they had God's unlisted telephone number."

In the latest March of Time radio faces all of the old, wheezy charges—frequent lack of taste, commercialization, poor quality daily serials. And the patronizing observation would be done through Columnist John Crosby, that radio is still so young that perhaps there is hope for betterment.

But there was a new note. Nothing quite so forthcoming as a bouquet, it's true, but nonetheless some left-handed and a tacit admission that perhaps the shortest medium has some slight merit after all.

Near-praise from Olympus, indeed. Perhaps Time has brought mellowness to Luce's edge, as it does to all men. No immortals, they.

Falsetto Whisper

ASSISTANT SECRETARY of State William Benton is navigating in radio-active hot water again. In keynoting the International High Frequency Broadcasting Conference last week in London, the eminent, expansive agency executive bade farewell to the old man, and we understand that we join other major powers in relinquishing critically scarce international shortwave channels to smaller nations. This presumably will be done to maintain international amity through radio.

Mr. Benton, it appears, doesn't know his radio spectrum. The United States now is getting the short end of the shortwave deal. During the war, the British and ourselves. At the end we worked out "protective custody" of international channels perforce relinquished by the subjugated countries. They've kept most of them. As a consequence there is roughly a 5-3-2 division of interest between Russia, the British and ourselves.

It is a simple matter of arithmetic. Certainly the United States is entitled to as large an allocation as either Russia or Great Britain—larger if anything. To suggest that we relinquish on any pro rata basis any of the channels now assigned to this country is to propose that the United States resign itself to the status of international radio. Let there be parity first. Let Russia and the U.K. shell out until they reach our level before there's talk about the United States relinquishing even a single assignment.

The Atlantic City conference, at this sitting, will not resolve this international radio problem. It will deal only in technical factors.

Mr. Benton's intentions are good. He is motivated by a laudable desire to project the American story of freedom as broadly and as effectively as possible, which is his bounden duty as Assistant Secretary of State in charge of Cultural Affairs. But apparently he doesn't recognize that without adequate facilities the "Voice of America" becomes a whisper, and without private operation in the American way it becomes falsetto.

Maybe Mr. Benton ought to hire a consulting engineer.

Our Respects To—

SAMUEL PIERCE

ON THE AIR in the air—that was his question. The fact that radio won over aviation is proven in Sam Pierce's position as vice president in charge of radio for Rutrauff & Ryan Hollywood office.

In this capacity he is producer of CBS Dick Haymes Show (Auto-Lite) as well as overseeing CBS Gene Autry Show (Wrigley), NBC Amos 'n Andy (Rinso), MBS Those Websters (Quaker Oats), MBS Jim Backus Show (Pharmaco).

One accident turned him from aviation to acting. Another led to broadcasting, completing the game from A to B. Fatal accident to a friend produced the first transition and a chance meeting led to radio.

In early 1929, he turned to Little Theatre activity at Laguna Beach, Calif. And for more than two years, he worked as stage manager and finally director. He even tried to produce an independent motion picture production known as "Ride 'Em Crooner," produced by Sam Pierce and starring himself. He says it was a "turkey."

In 1931 he met William N. Robson, then concluding a contract as writer at Paramount Pictures Corp., and now CBS Hollywood executive producer. Through Mr. Robson, Sam Pierce was called for an audition as an actor on Calling All Cars (Rio Grande Oil Co.). Mr. Robson had become radio director of O'Donnell-Seymour Adv. (now Hixson-O'Donnell Adv. Inc., Los Angeles, by this time).

This in turn led to an announcing spot for Mr. Pierce at KHJ, then CBS Hollywood outlet.

Early in 1933 when Mr. Robson resigned his post, Sam Pierce was named radio director of the agency. As such, he wrote and produced Calling All Cars for next three years.

At the close of 1936, he returned to KHJ as head of dramatic shows and special events. In March 1937, he turned freelance actor on Big Town in addition to his duties at the station. In September of that year he resumed as a writer-producer doing several chores on regional dramatic programs.

One year later he joined Raymond R. Morgan Co., Hollywood agency, as head of radio production. In that capacity he produced, announced and built What's on Your Mind? for Planter's Peanut Co. Additional duties involved production of four other programs.

Fall of 1939 found Sam Pierce joining Len...
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

No palaver—just honest, down-to-earth facts—known—proven—
tested facts, form the basis of WOV'S AUDITED AUDIENCES. The
complete story of WOV listeners—where they live—where they shop
—what they buy—how much they spend—what they like and don't like—inside dope to help you select the program best suited to your
specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known indi-
viduals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES,
each a different group of purchasers; each the result of a penetrat-
ing, accurate survey. Get the facts on these 5 AUDITED AUDI-
ENCES today, and... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Wall, General Manager - John E. Pearson Co., National Representation

★ WAKE UP NEW YORK with Peggy Lloyd
★ 1230 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-
speaking Americans. (More than the com-
bined population of Baltimore and Washington.)

NEW YORK
Mildred Werneyer has joined accounting department of KHBA San Antonio, Tex.

KEENAN and EICKELBERG have been appointed West Coast representatives of the Crocker Broadcasting Corp. and will represent both WLW Cincinnati, and WING New York.

Grady Reeves has been appointed sales manager of WLLB Carrollton, Ga. WALLACE MARTIN has joined sales staff of WSI Columbus, S. C.

Shirley Decker, manager of traffic department of WBMB Chicago, resigns on Sept. 12 to return to her home in Peoria.

Edward F. Gorman and William F. Malo Jr., will join commercial department of WAVZ New Haven, Conn. when the new 1390 kc station goes on the air sometime in September.

WBKB Chicago, television station, Aug. 15 officially announced graduation into new advertising rates, based on tabulation of more than 5,000,000 receivers now in use in Chicago area. New rates apply until December, after which, 10,000 receivers are installed.

McGeehan & O'Mara Inc. has been appointed national representatives for WPJG and WJPO-FM Green Bay, Wis.

WHAM Marinette, Wis., has names Radio Adv Co. New York, as national sales representative.

Frye and Co., have been appointed national representative of WNCA television.

William Wyatt, formerly with NBC New York, has joined sales staff of WISI Butler, Pa.

Bob Slackford, former station manager of KCNC Pueblo, Colo., has been appointed as sales manager of WCLO Oklahoma City, as director of market research and sales.

W VOC Birmingham, Ala., and KXKL Seattle, have appointed Gene Grant & Co. to handle national advertising representation.

ET Saves the Day

A REPEAT performance of the Milton Berle Show was put on the network transmitted last Tuesday night because Milton Berle, star of the show, became ill after the first performance of the program and was unable to do the repeat show. As a result the transcription of the first show was put on the network making it one of the few times NBC has allowed a transcribed program to be carried on the network. Mr. Berle was suffering from food poisoning and the heat.

NEW TBA MEMBER

THE BOARD of directors of the Television Broadcasters Assn. last week announced its acceptance of the application for active membership in the TBA of the Detroit News, on behalf of its video station, W WJ-TV. Harry Bailey and Edwin E. Western were named as the paper's official representatives to the TBA. Other newspapers represented in the association are the St. Louis Post-Dispatch and Chicago Tribune.

For the Appointment Book:

Sept. 14—Atlantic City Country Club, 9:30 a.m.

Respects

(Continued from page 44)

Mr. Baron

PETER ROBECk, former CBS Hollywood station's assistant director of public affairs in charge of special events, has been named commercial relations manager for CBS Western Division. He will serve as liaison for network with jobbers, wholesalers and distributors.

Al Barson, commercial manager of KBOA Hollywood, has effective Sept. 13 to join KSDK San Diego. In a similar capacity Mr. Barson joined KERD as a sales manager in 1938 and has served in his present capacity since 1944. Previously he has been with KEHE Los Angeles. He broke into radio as an account executive with both KEH Los Angeles, in 1934 and shifted to CBS MacGregor, Hollywood.

Eve Woodling, formerly with WJZ and WPRO, has joined the new transcription firm, as sales manager in 1935.

Mc Geeken & O'Mara Inc. New York, has been appointed national representatives WOCW Montgomery Ala., WOGD Shasta, Ala. and WOGC Selma, Ala.

Allan L. Keng, former program director of KHUB Watsonville, Calif., has been appointed station's director and sales manager. DON DeWald, formerly traffic chief, has been named director of programming.

Romer Griffith, head of Homer Griffith Co., Hollywood, station representative, is recuperating from a severe illness which confined him to home more than two weeks.

Marjorie Dwyer, recent graduate of Stanford U., has been named supervisor of KKO San Francisco, replacing Shirley Radston, who retired.

Other commercial and acting to assistant writing and producing chores. Married to Georgiana Parker since March 6, 1937. In his position has been to a family of five, with addition of Sandy, 3. Stephanie, T. Peter Timothy, 20 months old. Their children's birthday days are easy to remember since the eldest pair were both born on January 7. The family residence is in the San Fernando Valley.

Mr. Pierce lists flying and sailing as equal contenders for his leisure hours.

For The Book of Appointment:

Sept. 14—Atlantic City Country Club, 9:30 a.m.

NAB GOLF tournament will be held September 14, at 9:30 a.m. at the Atlantic City Country Club. It will be the 12th annual affair.

Those who plan to play should notify Maury Long, Broadcast Magazine, 870 National Press Blvd., Washington, D. C., immediately.

Transportation will be arranged for those who send entries. Broadcast will award two silver loving cups to the winners of low net and low gross scores. Maximum handicap is 35. A blind boy's handicap system will be used.

NATIONAL Safety Council has sent a letter of appreciation to WJRC Hartford, Conn., for the cooperation it has given in a drive to reduce the accident toll in Hartford.
Stewart-Warner Sales

INCORPORATION of 71% in sales for the first half of 1947 over the corresponding period of 1946 has been reported by Stewart-Warner Corp. The corporation's board chairman and president, E. S. Knowlson, also told stockholders in a letter mailed last week that total net earnings for the 1947 period tripled the 1946 six-month figure—$1,366,872 as compared with $408,712. This represented a $1.05 a share on 58 par value common stock on 1947 six-month earnings, compared with 32 cents a share for the first half of 1946. Working capital on June 30, Mr. Knowlson said, totaled $15,356,000, including $5,917,435 in cash, an increase of $331,000 over the Dec. 31, 1946 total.

Walter M. Norton, president of the RCA Victor Distributing Corp., Camden, N. J., has relinquished his duties as the general manager of the Distribution Dept. of the RCA Victor Div., to devote his entire time to the distributing corporation, and will transfer his headquarters from Camden to distributing company's home office in Chicago.

Carl F. Rapp, assistant vice president of technical operations for the Sales and Tele- phone Co., New York, has been elected to the presidency of the firm. He has been with IT&T since 1920.

George Dyne, former West Coast distribution manager for Bendix Radio Div. of Bendix Aviation Corp., has been appointed western zone manager for Sarton radios for Spencers-Whittington Co., Jackson, Mich. Mr. Dyne's headquarters will be in Los Angeles. He has been engaged in West Coast distribution for last 17 years.

Curtis Hooker, Kathleen Brown and Frederick Weiss, who have done research for the State Dept.'s "Voice of America" broadcasts during past year, have formed their own independent research organization, Editorial Research Associates, with headquarters at 17 E. 48th St., New York.

New firm will specialize in furnishing complete background material for documentary, broadcast, motion pictures and magazine articles.

Al Anderson, former radio editor of Song Hits Magazine and previously with the New York "Hill and Knowlson" formerly with WHEN Lawrence, and Barnaby Knowlson, a publicly directed of Peoples Songs, have formed a new publishing firm, with headquarters at 26 Broadway, New York. OSCAR BRAND, radio writer, producer, and coproducer, also has joined the new firm.

Arthur Burkehart, manager of outside sales department for western division of Gamble-Skogmo Inc. (radio appliances), has been appointed manager of outside sales department for the firm. With headquarters in San Francisco.

Richard Hoffman, former office manager of the west coast department of Poole, Cone & Bolding, New York, has been appointed assistant advertising director of Admiral Corp., Chicago.

Television Research, Los Angeles, headed by Alex Kohn, is making an independent survey of television habits of Los Angeles area. Questionnaires have been mailed to 1,500 set owners and returns are expected to be tabulated by Sept. 15.

Associated Television Productions has been organized in Philadel-

phila to produce video packages. RAY ROSENBERG and Richard Goldberg, of the firm, have made up the firm. Firm has four television shows ready for sale and more in production.

United States Television Mr. Corp., New York, has offered 75,000 shares of 5% cumulative convertible preferred stock at the price of $4 a share. Underwriters are Willis E. Burnside and Mercury Co. Annual dividend requirements of the issue is $2,700, which the company expects to distribute a net profit of $110,947 for the first four months of 1947.


Jensen MFG., Co., (sound equipment) has issued a Patent No. 109, containing information on complete line of loud speaker systems contains 24 pages and can be obtained at any Jensen distributor.

Lorain W. Willey, has been appointed purchasing agent for the Industrial electronics and X-ray divisions of the Westinghouse Electric Corp., Baltimore, Md.

Chuck Newton, radio relations director of Capitol Records, has resigned effective Sept. 15 to join Jack Gems, President of Gems,


Harold M. Winters, former east coast manager of the Television Div. of RCA, has been named director of company's distribution department.

William H. Ackers, advertising manager for Rubsam & Homrann Brewing Co., Staten Island, has resigned to engage in his own merchandising consultant service. His headquarters will be at Schooley's Mountain, N. J.

Lou Silver, who has been national sales manager for Garod Radio Corp., Brooklyn, N. Y. for the past eight years, has been named vice president and director of the new firm. Mr. Silver will assume his new duties in Los Angeles. In his new capacity he will be in charge of all Garod sales throughout the world.

Joe M. Fairbanks, of Midwestern Home Broadcasting, has been appointed to handle the TV production for the Eugene Coca Cola Bottling Co., Eugene, Ore.

Mr. Silver of WFAA has left for Fort Worth to start the station on September 28.

Mr. Silver of WFAA has left for Fort Worth to start the station on September 28.
SUCCeSS FLASh
Radio Fashion Program Does
Job 15 Years, Store FinDS

UNUSUAL radio success story has been told by Tom Rucker, promotion director of KMBC Kansas City. A program titled Fashion Flashes was launched in May 1932 on KMBC, a CBS affiliate, and is still going strong after 15 years.

According to Mr. Rucker, Fashion Flashes is one of the oldest continuous retail shows on the air. Since its inception it has remained under the sponsorship of John Taylor's, a Kansas City department store.

Fashion Flashes is conducted by Joanne Taylor, who interviews store buyers, manufacturers' representatives, customers and visiting celebrities, discussing latest styles, new merchandise and fashion trends. In program's first year, John Taylor's reported, out-of-town charge accounts were quadrupled. Today 92% of the firm's mail orders are addressed to Joanne Taylor.

Store officials found radio advertising a highly flexible medium, Mr. Rucker said. Copy could be changed up to the time of broadcast, if necessary, and small lots of merchandise could be advertised and sold profitably.

WILLIAM R. FARBELL, whose resignation as vice-president and partner of Rucker, Farrell, Chessly & Clifford, New York, is effective Sept. 1, will join executive staff of Ward Wheelock Co., Philadelphia, as vice president on Sept. 23. Mr. Farbell previously has been with Benewick & Bowes, A. C. Nielsen Co., General Motors and Campbell-Ewald Co.

FRANKLIN B. SATTERTHWAITE, former assistant director of research for Carter Products Inc., New York, has joined Doherty, Clifford & Shenfeld Inc., New York, as research associate.

MITCHELL GRAYSON, freelance producer-writer, has joined Kenyon & Eckhardt, New York, as director-producer of the "Superman Series" on MBS, which is packaged by Robert Maxwell Assoc. and written by Ben Freeman. Mr. Grayson, in addition to his K & E duties also will produce a special children's documentary series on Mutual titled "Today's Children."

Latter series will appear once a week on the network, with the first one scheduled to be written by Armond Paul.

THOMAS PARCY BROPHY, president of Kenyon & Eckhardt and of the American Heritage Foundation (BROADCASTING, Aug. 25), last week named JAMES SAUTER as national chairman of the Foundation's division of public relations and special events. During the war Mr. Sauter was executive director of the Theatrical War Activities Committee.

WILLIAM MOGLE, former script writer for ABC, has been appointed radio director of MBS, Chicago.

FLOYD FLINT, advertising service representative on Washington State Commission and other accounts, has been appointed sales manager of Thompson Co., Seattle office. He succeeds H. J. C. Barnes, who last year spent approximately one million dollars in radio, mostly spot.

Agency Partners Split

O'NEILL, LARSON & McMATHON, Chicago, has split with Harry O'Neil, partner, and Otto Goes, general manager and radio director, forming a new company to be known as Harry O'Neil Inc. (BROADCASTING, Aug. 11). New agency president is Mr. Goes, with Mr. O'Neil as general manager and vice president, Nelson J. McMahan and Edward H. Larson will continue as partners in their own agency. Division amicably agreed to because of divergent interests of partners. Agency will continue to work for NBC, and for clients it will be over approximately one million dollars in radio, mostly spot.

CBS Sales Letter

GEORGE MOSKOVICS, WCBS-TV New York commercial manager, last week sent his third sales letter in the CBS television program availability series to members of the Assn. of National Advertisers. The letter dealt with commercial films, offering a potential circulation of 200,000 at lowest cost. He said this letter is based on an average of six viewers in each of New York's 40,000 television homes.

Coast Regional

(Continued from page 28)

operation will move into all-time high ground in the months ahead.

Sydney Gaynor, general sales manager of Don Lee Broadcasting System; "Right now our network business on Don Lee is about 22% ahead of last year and during a year when radio was swirling with rumors of a sales recession. I feel that our business will level off at its present volume during 1948."

Frank Berend, NBC Western Division sales manager: "NBC in the West finds itself with a minimum of time to sell because of the sold-out condition of the transcontinental network, which of course takes precedence over regional sales. Several requests for nighttime spots and a half-dozen daytime requests have had to be refusen recently for this reason."

WHB

- MUTUAL NETWORK
- COMING
- FULL TIME
- 5000 WATTS
- 710 KILOCYCLES

BROADCASTING • Telecasting

Page 48 • September 1, 1947

- 2000 WATTS NIGHT

Love that Club!

When Station Manager "Colonel Walt" Goan calls the meeting to order, the fun begins at WAYS' Young American's Club. And do the kids love it. FOREMOST DAIERS, sponsors of the first half hour for five years, say, "It's the best advertising we do." Now the second half (11 to 11:30 AM) is open for sponsorship.

Sample audition disc available from WAYS, Charlotte, N. C., or Weed & Co.
FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BILL KENNEALLY, formerly of NBC New York news staff, has shifted to KMBC Hollywood, as newscaster on five-weekly morning and evening strips sponsored by Rexall Drug Co.

SHEILAH GRAHAM, MBS Hollywood TV commentator, has been signed to portray herself in Monogram Pictures production "June & Maggie in Society."

"DUTCH" DAVIS, market reporter and livestock news analyst on "Farmers' Market Reporter" over WGN Chicago, has joined the station's farm department as assistant to HAL TOTTEN, farm director.


ARMANDO ZEGRI, news chief of NBC international Spanish section, left for Fort Wayne Grant Improper Community forum moderator, of the Washington law firm of Feldman, Austin, Williams, news editor and publisher, of NBC's Radio Represen-tatives, Washington, North Carolina.

Wayne of the Washington law firm

Feldman Labels FCC Decision On Fort Wayne Grant Improper

CHARGES that Comr. E. M. Web-sters participated improperly in FCC's final decision on the Fort Wayne 1450-ke case were filed with the Commission, in a complaint filed with the Commission, on Aug. 17 on KONO on question, "Do we have free access to all of the news?" Group included (clockwise): Lois Johnson, San Antonio Light; Clyde Wantland, publisher, Alamo Heights News; Jack Shoemaker, KONO forum moderator; Bob Ferie, KABC newscaster, and Austin Williams, news editor and 10 p.m. newscaster for WOAI.

Wakefield, who voted for Community on the proposed decision, had expired and Comr. Webster, who had not participated previously, swung the balance by vot-ing for Radio Fort Wayne on the final decision.

Community cited a Supreme Court ruling that "the one who decides must hear," in support of its claim that Comr. Webster's vote on the final decision, since he had not participated in oral argument or earlier consideration, "deprives petitioner of a full and proper hearing and the Commissi-on's decision is therefore invalid and unlawful." The company also contended it had been deprived of a full hearing because it was given no opportunity to be heard on the final decision's findings.

The petition argued that in considering local residence—one of the main grounds on which the grant was issued to Radio Fort Wayne—FCC should have noted that none of the stockholders of Radio Fort Wayne has demonstrated any close identity with the city and its activities." Community argued that two of Radio Fort Wayne's three equal stockholders, WOWO Fort Wayne Engineers Charles A. Sprague and Glenn R. Thayer, had planned to move to Milwaukee if their application for a station there had been granted. The petition contended the Rio de Janeiro stockholder, Merlin H. Smith, had previously "considered the possibility of filing an application for any community with which he had some familiarity," and originally filed as an individual for Fort Wayne after being told by his brother, George S. Smith of the Washington radio law firm of Seigal, Smith & Macneil, that a frequency was available there.

Community's Stand

Community argued that FCC's final decision did not properly evaluate the radio experience of the rival applicants. It was pointed out that Mr. Feldman, 51% stockholder, has had experience in programming with individual stations, ABC, NBC and BBC both in the U. S. and abroad, and that Mrs. Feldman, 31% owner, "also had extensive experience with radio programs, particularly of a public service character" with BBC.

The petition argued, with respect to Radio Fort Wayne owners, that "there is no showing in the record that Smith has any radio experience other than as an entertainer, which happened prior to 1936, or that he was a good or bad entertainer. Mr. Sprague and Mr. Thayer made no affirmative showing as to their radio experience, except as entertainers; in fact, the inference from the facts supports the conclusion that they are entirely unfamiliar with the aspects of programming a radio station."

To sell the 922,332 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations. These counties are the primary daytime listening area of WRF, Washington, N. C., and WRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRF and WRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRZ, known as "Goldey" and WRZ, nicknamed "Speedy," sell this prosper market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, extensive programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRF and WRZ. For further details write the Tar Heel Broadcasting System, or see your Forje & Co. representative.
Open Mike
(Continued from page 86)
broadcast Congressional sessions has long been before broadcasters. In the face of the Blue Book, plus this initial public acceptance, it seems the ideal low-budget answer to public service programming. Not only is production at a minimum, but programs of this nature would truly be "in the public interest," because of the constant focusing of microphones on national affairs and personalities in the Capitol. Of course, editing must be done to eliminate routine items and condense lengthy proceedings. The move must be made by the networks.
Gordon R. Phillips, Program Director
WROV Roanoke, Va.
Aug. 15, 1947

IEBV Views on Revision Of License Requirements
EDITOR, BROADCASTING:
Following is a copy of a communication directed to the FCC by Lu-1400 IBEW-AFL, protesting revision of Operators License Requirements. We offer this to your publication as a rebuttal to NAB in their stand on this very important matter.
To:
Federal Communications Commission

From: IBEW Lu-1400 IBEW-AFL
Subject: Protests Proposed Revision of Operators License Requirements
It is the considered opinion of the members of this body that any such reclassification as proposed would very definitely be detrimental to the interest of Radio Operators in general and to holders of First Class Licenses in particular since under this revision they would automatically become Second Class Operators. Further, the creation of a Third Class Operator, who would be permitted to operate stations of 1000 watts or less, would lower the standards of Operators of this class of station with the result that stations of this size would no longer hire First Class Men; thus, employment opportunities for First Class Men would be reduced. Further; while on the subject of Radio Operators License, we would like to point out that Radio Operators are required to serve in a position at a radio station for which a license is required for a period of three years out of the five the license covers, in order to have it renewed without re-examination. It would seem that this is entirely inconsistent with the requirements for other types of licenses; namely, Ships Officers, Stationary Engineers and Doctors, all of whom are required to take further examinations once the applicant has demonstrated his ability and is granted a license. Since the lives of hundreds of persons often depend upon the knowledge and skill of men in these professions, it would seem pertinent to inquire why Radio Operators have thus been set apart.

William C. Boreham, President
R.B.T. Local Union No. 1400
IBEW, Baltimore, Md.

(P.O. Box No. 1, Cockeysville, Md.)
Aug. 15, 1947

* * *
$10,000 FM Launching Figure Declared Low
EDITOR, BROADCASTING:
I have long been an admirer of the station policies of WEAW-FM Evanston, Ill. Therefore, when I read your story of their success in the Aug. 11th issue, I felt that I should write to you and tell you how much I enjoyed the article. Only, I fail to see how Mr. Wheeler can believe that an FM station could be launched for $10,000. We recently received a grant for a Class A, and even with rented property, our cost will be about $20,000. I respect Mr. Wheeler's contentions but I'm afraid that I can't agree with him. In fact, I'll stake him to a spaghetti dinner during the PMA Convention in New York next month if he can point out how a station could be launched for $10,000.

Henry E. Stabile, Vice President
Corner Broadcasting Co. Inc.
Bayshore, N. Y.
Aug. 15, 1947

POWLEY OBJECTS
Decrees Revision in Licensed Operator Requirements
IN A LETTER sent Aug. 15 to FCC Chairman Charles R. Denny, A. T. Powley, president of National Assn. of Broadcast Engneers and Technicians, decried the revision in requirements for licensed operators.
He pointed out that "the action of the NAB in attempting to influence the Commission in this instance is for little purpose only—to lower the standard of radio telephone operators in order that they may be hired at a decreased salary rate."
He cited the case of "...KPHO Phoenix, Ariz., where first class operators were discharged and third class operators were hired in their place. The manager of this station was taking advantage of the Commission's Order 91-C, which was then effect... We do not wish to see the present standards lowered, but suggest an up-grading which tends to improve radio broadcasting..."

WMPS Promotion
HAROLD R. KREISLEIN, general manager of WMPS Memphis, arrived in New York Aug. 19 to tell of station's program plans in connection with its move from 1460 to 680 kc pending formal approval by FCC. At a luncheon he gave for 45 timekeepers in Chicago Aug. 21 Mr. Kreislein said promotion would cost station $50,000 for 30-day celebration and would include over 3,000,000 newspaper impressions plus special transcribed greetings from major ABC stars. Full details of station plans for switchover could not be released at present, Mr. Kreislein said.

RADIO LISTENERS COMMITTEE of the San Francisco Bay Branch of the American Assn. of University Women has awarded commendation to nine programs heard over KPO-NBC San Francisco. John W. Elwood, general manager of KFO, in accepting commendations pointed out that it was noteworthy that a majority of the KPO programs selected by the committee are commercially sponsored shows.

Page 50 • September 1, 1947
DJIO G. HUDGENS, promotion manager of KMTX, Dallas Radio Theatre, has been named station promotion manager. Mr. Hudgens succeeds LION M. TAYLOR, resigned.

CHARLES L. BURROW, former assistant for the Oregon Group, Portland, Ore., has been appointed promotion manager for KDYL-FM, Portland. He succeeded BILL A. VYRIS, who resigned to join KOMO Seattle.

Music Scholarship
TO DISCOVER and give material aid to promising talent, WTRY (FM) Troy, N. Y. sponsored a piano competition during July and August, awarding a full-year scholarship to Julianne School of Music, New York, to the winner. Competition was organized into four main activities: studio auditions, competition broadcasts, final judging, and broadcast of winners' recital. Broadcasts were aired every Thursday at 8:30 p.m. for five weeks. Each contestant received a transcription of his or her performance, which was then judged. The contest was open to all persons who were 17 years old or under. KDYL-FM, Troy, N. Y., joined WTRY-FM and the National Broadcasting Company in sponsored promotion.

HIGHLIGHTS of "Sports Clinic" program heard on WTRY for the first time were presented, as KDYL plans to begin experimental video on KDYL-FM this fall. Other station, WYIS, is to be heard in early October.

FRED BENNETT featured a fun-filled program of sports jokes in his nightly 8:30-11 p.m. "Sports Clinic" on WTRY. Such fun-filled jokes featured the "It's in the Air" segment. The show is broadcast on a variety of stations throughout the United States.

Advertisements for "Sports Clinic" are presented weekly in the local papers. Such ads include "It's in the Air," "It's..." and "It's..."

-WTRY

CHARLES M. LEVY
BROADCASTING,ungevning

MEMBERShip

ONTARIO

ASSOCIATION OF RADIO TELEVISION OWNERS

If you are not a member, please contact the nearest chapter president.

STIPULATION to KDFM FCC STIPULATED Aug. 21 that KDFM Beaumont, Tex., in accepting its grant to increase power from 1 to 8 kw on 560 kc (BROADCASTING, March 3), must also accept any interference that results if 500-kc applications of WHBQ, Memphis, and WKTW, Springfield, Mo., are granted. The order was adopted on petition of WHBQ and WKTW. WHBQ has applied for a switch from 1400 kc to 2500 kw to 500 kw with 5 kw day and 2 kw night. KWTW, now on 500 kc with 5 kw day and 2 kw night, is seeking to increase nighttime power to 5 kw. FCC denied WKTW's petition to set aside the KDFM grant.

CHADWICK Testimony
I. E. CHADWICK told a House Labor Committee during a hearing on August 7 investigating James C. Petrillo that Universal International Inc., bought a compromise with the AFM boss recently. Chadwick said he had just learned that acceptance of the offer might soon be forthcoming and admitted that it might be the result of pressuring from the Congression Investigat. BROADCASTING erroneously reported on August 11, that the testimony had been offered by Milton Schwartzwald.

It will soon be
630
in Savannah

BROADCASTING • Telecasting

September 1, 1947 • Page 51
August 22 Decisions...

BY A BOARD

AM—1170 KC
Southern Bell, Co., Montgomery, Ala.—Adopted order granting petition of Joseph G. Mathews, etc., 0/0 as Southern Bell, Co., to grant application for simple renewal. Said application was granted for new station 1170 kc N 10 kW D untl. DA. (Comm. Durr not participating).

Assignment of License

KRTX-Waco, Tex.—Granted consent to assignment of license of KRTX from Bell Grant, individually and as trustee for W. W. Grant, etc., to KWTX Bosig Co., Texas corporation composed of same persons.

Modification of CP

WGR Buffalo, N. Y.—Granted mod. CP to make changes in DA and ground system, and extend completion date.

KVTH Houston, Tex.—Granted mod. CP to increase N power from 1 kw to 5 kw and extend completion date on different D arrays for N and D operations.

Petition Granted

Boulder City Bosig Co., Las Vegas, Nev.—Granted petition for reconsideration of grant of application for new station 890 kc 1 kw D.

Modification of CP

WDEW Seattle, Wash.—Granted mod. CP for approval of DA system to meet engineering code, subject to approval of proposed trans. site and antenna system, and provided applicant agrees to satisfy legitimate complaints of blanket interference occurring with in 500 m/5 contour.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

WRBI Petition Denied

Martin F. Catherwood, Commissioner of FCC, State of New York—Dismissed petition requesting deletion of call letters WRBI assigned to Peter Bosig Co.'s station of Albany, N. Y.

Petition Granted

WRUF Gainesville, Fla.—Granted petition for change in transmitter type from QWTS assigned to Peter Bosig Co.'s station of Albany, N. Y.

Petition Granted

William E. Westerfield, Del.—Granted petition for leave to amend application to specify AM 500 kc instead of 520 kc as stated.

G. Beitz, Co., Winfield, Ariz.—Granted petition for leave to amend application to specify 1 kw instead of 5 kw listed.

Amendment accepted and application approved.

WHP Harrisburg, Pa.—Granted petition to change station and authority.

WWN Wooster, Ohio—Granted petition to change frequency from 960 to 1460 kc.

AM—1500 kc

The Gate of the Gods—Eaukou, Iow.—CP for new standard station to change frequency from 1100 to 1300 kc.

AMENDED—To change frequency from 1200 to 1300 kc, and increase power to 5 kw.

AM—1490 kc

WJIB Detroit, Mich.—CP to make changes in DA and mount FM antenna.

AMENDED—To make changes in DA and for extension completion date.

Modification of CP

KSTM Silerton, N. C.—CP for new standard station to change type trans., and for approval of antenna, and change trans. location and mount FM ant. on AM tower, to make changes in DA and for extension completion date.

WFCF Miami, Fla.—Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc, has been extended.

AMENDED—To change frequency.

WVRB Jacksonville, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new DA, N, and trans., change location and mount FM ant. on AM tower, to make changes in DA and for extension completion date.

WFEC Miami, Fla.—Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc, has been extended.

AMENDED—To change frequency from 1220 to 1230 kc, and increase power to 5 kw.

WFEC Miami, Fla.—Mod. CP which authorized new standard station to change frequency from 1220 to 1230 kc, has been extended.

AMENDED—To change frequency from 1220 to 1230 kc, and increase power to 5 kw.

WYMA Glendale, Cal.—License granted to operate new standard station in area.

WMRQ Peoria, Ill.—Mod. CP which authorized installation of DA and N, and increase power to install towers, to make changes in DA and mount FM antenna.

WKSJ Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station to change frequency from 1460 to 1490 kc, located on property site of AM DA.

AM—1500 kc

The Gate of the Gods—Eaukou, Iow.—CP for new standard station to change frequency from 1100 to 1300 kc.

AMENDED—To change frequency from 1200 to 1300 kc, and increase power to 5 kw.

WFB Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station to change type trans. A, and on property site of AM DA.

AM—1490 kc

WJIB Detroit, Mich.—CP to make changes in DA and mount FM ant.

AMENDED—To make changes in DA and for extension completion date.

Modification of CP

KXK Silerton, N. C.—CP which authorized new standard station to change type trans., and for approval of antenna, and change trans. location and mount FM ant. on AM tower, to make changes in DA and for extension completion date.

KOPR Butte, Mont.—Mod. CP, as mod., which authorized new standard station to change frequency from 1100 to 1230 kc.

AMENDED—To make changes in DA and for extension completion date.

Wisconsin Power & Light Co., N. C.—Mod. CP, which authorized installation of new vertical ant. and mount FM ant. on tower, to change frequency from 1100 to 1230 kc.

AMENDED—To make changes in DA and for extension completion date.


AMENDED to change frequency from 1460 to 1420 kc; power from 250 w to 1 kw D.; untl. from untl. to 5 kw.

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

$231,837,000

1970

you need

5000 DAY
1000 NIGHT
930 KC

ABO PROGRAMS

represented by BRANHAM

BROADCASTING • Telecasting
Educational Twist

“GOOD NEIGHBOR” win-
ers on Tom Breneman’s Breakfast in Hollywood program on ABC will be used as a basis for a study of the basic motivations of selfless acts. Making study is Prof. Pitirim A. Sorokin, Harvard University’s world-famous sociologist and author of recently published Society, Culture and Personality.

Drenchenal

WINX Washington, D. C.—CP new standard station on 936 mc, emission A-G and special for FM power 20 kw AM ENRTURNED—Should be submitted as two applications.

APPLICATION RETURNED

WWYQ Fairmont, W. Va.—Mod. CP which authorized new standard station to change type of trans. and for approval of DA-25 trans. and studio location and for voluntary assignment of CP to Fairmont Bcstg. Corp. RE-TURNED—Should be submitted as two applications.

TENDERED FOR FILING

AM—1450 kcs

The Enslvy-Fairfield Bcstg. Co., En-
sely, Ala.—New standard station 1450 kc 250 w unii. (Contingent on WHVR license to 1320 kc). AM—1350 kcs

KGHH Pueblo, Colo.—Change of site, to increase power 500 W N 1 kw to 1 kw N 3 kw D, install DA-1N and new trans. and change trans. location.

AM—1450 kcs

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kc 250 w unii.

AM—900 kcs

Moore County Bcstg. Co., Dumas, Tex.—CP new standard station 900 kc 250 w D.

SA—860 kcs

KSFA Nogodches, Tex.—Request for SEC. 304 additional time for regular sign off time to broadcast special events with 500 w on 530 kc.

AM—740 kcs


Transfer of Control

WBLW Lake Worth, Fl.—Consent to transfer of control from W. E. Emmerson to Claude L. Menser.

AM—1310 kcs

Panola Bcstg. Co., Carthage, Tex.—CP new standard station 1310 kcs.

AM—890 kcs

KWsT, San Antonio, Tex.—CP new standard station 890 kcs.

FM—930 kcs

Fayetteville Bcstg. Inc., Fayetteville, Ark.—CP which authorized new FM station for approval of ant. trans. and studio location.

August 26 Decisions

DOCKET CASE ACTIONS

(By the Commission)

AM—1460 kcs

Announced adoption of proposed decision as hearing examiner’s recommenda-
tion looking toward grant of application of Governor Dungst Bcstg. Corp. for CP new standard station at Albany, N. Y. 1460 kc 5 kw unii. which is facility to be relinquished by WORO Albany pursuant to FCC’s denial of li-
cense renewal to WORO. Same time Commission concurred in examiner’s recommendation to deny mutually ex-
clusive applications of Van Currier Bcstg. Corp. and The Joseph Henry Bcstg. Inc. for same facilities and additional application of The Joseph Henry Bcstg. Inc. for the location of present WORO Bcstg. Corp. filing within 60 days and approval of application for mod. CP incor-
porating DA-N system proposed by The Joseph Henry Bcstg. Inc. and selection of site which would enable it to given complete coverage to Albany. By separate order FCC extended one month for partial application under which WORO is oper-
ating.

August 26 Applications

ACCEPTED FOR FILING

KCU-AM—Stuttgart, Ark.—Mod. CP which authorized new standard station for approval of ant. trans. and studio location.

AM—830 kcs

Southern California Bcstg. Co., Pas-
adena, Calif.—CP to change frequency from 1300 to 1500 kc, install new trans. and main site and ground system; change type of trans. and change trans. location.

AM—1370 kcs

FCC Actions

(Continued from page 58)

Applications Cont.: station to be operated on 1370 kc, power of 500 w DA-1 in. AMENDR. to use DA-1400 in and 50 change trans. location. Modification of CP KSPA Santa Paul, Calif.—Mod. CP which authorized new station to be operated on 1430 kc, power of 200 w DA-1, AMENDR. To change type of trans. and fee for approval of trans. and studio locations. AM—1400 kc WINK Fort Myers, Fla.—CP to install new trans. AM—1400 kc Northeast Georgia Bestg. Co., Gainesville, Ga.—CP new standard station to be operated on 1440 kc, power of 200 w unil. AMENDR. To change type of trans. from to—be determined. License for CP WWGB Freepport, Ill.—License to cover CP which authorized installation of new vertical ant. with FM ant. mounted on top and ground system and to authorize to determine operating power by direct measurement of ant. power. License for CP WWOS Liberty, N. Y.—Voluntary assign. of CP to Sullivan County Bestg. Corp. License for CP WADE Wadeboro, N. C.—License to cover CP, as mod., which authorized new station and for change of studio location and authority to determine operating power by direct measurement of ant. power. License for CP Northwestern Ohio Bestg. Corp.—CP new standard station to be operated on 1150 kc, power of 1 kw, DA 1 unil. AMENDR. To change DA-1 pattern using non-directional for D change type, trans., studio location. License for CP WHOL Allentown, Penn.—Mod. CP which authorized new standard station for approval of ant. and trans. location and specify studio location. AM—950 kc Leaf-Chronicle Co., near Clarksville, Tenn.—CP for standard station to be operated on 1140 kc, power of 1 kw and required change of frequency from 1140 to 950 kc. License for CP WGCN Amarillo, Tex.—Mod. CP, as mod., which authorized changes in studio location and to increase operating power by direct measurement of ant. power. License for CP WFDL Farmville, Va.—License to cover CP, as mod., which authorized new standard station and to determine operating power by direct measurement of ant. power. License for CP WRWF Eau Claire, Wis.—Voluntary acquittal of CP of permittee corp. from John L. Kizer to Keith Werner.

ANNOUNCEMENT

For the convenience of the radio executives attending the NAB convention, Broadcasting Magazine will publish four Daily Newspapers in Atlantic City, Sept. 15-18.

Over 3000 copies of the tabloids will be distributed free to convention delegates. Another 1000 will be mailed daily to national and regional radio agencies and advertisers.

A complete round-up of the various meetings will be reported daily by Broadcasting’s convention staff of 14 reporters.

For the convenience of those companies who may have an advertising message to direct to the NAB delegates, limited space is being accepted. Rates are based on the 4000 circulation and are considerably lower than regular issue costs. Ad sizes are larger. Final deadline for advertising copy Sept. 8. Wire collect today for full details.

BEST IN WEST is verdict of Advertising Assn. of West relative to NBC The Fifth Horseman, public service series dealing with problems of atomic energy. Robert J. McAndrews (I), audience promotion head of Young & Rubicam Inc., Hollywood, and AAW regional vice president, presents citation to Sidney N. Strolo, vice president in charge of network’s Western Division, during meeting of Hollywood Advertising Club.

KJZJ Hobart, Ohio.—Granted license for new station 1240 kc 250 w D. WAZY Yazo City, Miss.—Granted license for new station 1250 kc 250 w unil. WDUZ Green Bay, Wis.—Granted license for new station 1400 kc 250 w unil. and for change in studio location. WBAT Marion, Ind.—Granted license for new station 1350 kc 350 w unil. WWMY McMinville, Tenn.—Granted license for new station 1350 kc 350 w unil. WRTA Altoona, Pa.—Granted license for new station 1240 kc 250 w unil. WTVK Atlanta, Ga.—Granted license for new station 1470 kc 1 kw D. and for change in studio location. WWOQ Atlantic City, N. J.—Granted license for new station 1350 kc 250 w unil. and for change in studio location. WBDN Basic, Calif.—Granted license for new station 1350 kc 250 w unil. and for change in studio location. WBBM Chicago, Ill.—Granted license for new station 1350 kc 250 w unil. and for change in studio location. WSAFE Findlay, Ohio.—Granted CP in install new ant. and mount FM on top of AM tower.

(Continued on page 64)
Local Scouts Interviewed From France INTERVIEWS with four local Boy Scouts and a Scout leader during the Boy Scout World Jamboree at Molson, France, were recorded and sent by WHP Harrisburg, Pa., through arrangements made earlier by the WHP, Inc., of the BBC, a made-to-the Molson Camp and recorded interviews with the Scouts from the Harrisburg area. The record was sent to London broadcast shortwave, and picked up by WHP's shortwave listening station 'WEP's' exclusivity of broadcast was demonstrated by BBC opening with, "This is London calling WHP in Harrisburg, Pa.," and calls, which were monitored frequently throughout interviews. Bulletin telephone calls were made, and names of participants were mailed to all Boy Scout Troops in the WHP coverage area.

Peachy Programs CHRONICLED by WHP's entertainment production has meant, and will mean to the world peace movement, all the more, for the tape was placed in a daily 15-minute program on WOR, Central New York, which is heard worldwide in August. Series, titled "In Appreciation of Peace," was planned in recognition of Southern Illinois pride and dependence on its huge mailing list. The series consists of 60 programs, programs emphasized important peace platforms which will have in world peace picture this year because of tremendous world food shortage. Day by day, the tape is given to which areas are ripe for picking and peace programs were taped for interview up to date peace news.

Not Limited to Teen-Agers BRIEFING of peace tape record shows attract listeners other than those in the teenage club scope, and announced that anyone from 1 to 60 years of age could be a member of the Peace Patrol. In fact, from the show, mails memberships cards to listeners who are, formerly only to teen-agers. Station reports that following the policy announcement, letter from two listeners were received stating that they are 75 years of age and want to know if they could stretch the limits to include us. Our friends do not appreciate swing programs, but we note that these are now full-fledged member-listeners of the show.

"The Man on the Lot" PROSPECTIVE used-car buyers are interviewed on "The Man on the Lot," which airs on WLGW Norfolk, Va., using remote pickup truck. Through the cooperation of the Bonkin Motor Co., sponsor of the program, "The Man on the Lot" now lists interviews with customers in radio form and in television broadcast time. Dick Gould, program m.c., claims to have sold a couple of cars in Philadelphia resulting from the programs. Daily safety program in the form of a question, followed by a prize in connection with accidents also are included in "The Man on the Lot," the program, produced by the Norfolk Dept. of Public Safety.

Children's Stories POPULARly with children is being aired daily over WWOOF Washington, D.C., a one-hour "Children's Story" program, heard at 5:40 p.m. Production of the program is handled by "The Pagekeeper," who tells children's stories over the air with care for knowledge. Staff installed supplies musical bridges and background to add realism. Publishing houses, authors and agents have cooperated in providing material for the shows which are not only educational but also entertaining.

Moves to Fair TO GIVE listeners a chance to see a record number of people in a bid to publicize the Indiana State Fair, WISH Indianapolis, is scheduling May 18 as the "Publicity Day" and June 1 as an "Open House," in both cases with "This is a Public Day" in cooperation with the Indiana Fair Association.

"Here Comes Harmony" TIMING of release of new transcription with that of Film Classics' film, "Sing, Sing, Sing With Bob Crosby," a benefit show for the German-American Committee, recently changed the policy on youth club programs and announced that anyone from 1 to 60 years of age could be a member of the Peace Patrol. In fact, from the show, mails memberships cards to listeners who are, formerly only to teen-agers. Station reports that following the policy announcement, letter from two listeners were received stating that they are 75 years of age and want to know if they could stretch the limits to include us. Our friends do not appreciate swing programs, but we note that these are now full-fledged member-listeners of the show.

Cold Cash WHEN Boston temperature soared to 99 degrees recently, the prize awarded on "Ourlonge Quiz," aired Mon.-Fri. at 12:15 p.m. on WCOF Boston, were presented to listeners in "cold cash." Half dollars handed out for correct quiz answers cameincased in ice cubes!
Miller Selects Members For AFRA Review Board

FOUR NAB members to serve on the industry's joint committee to review AFRA negotiations have been named by NAB President Justin Miller. With four network members, they will constitute the broadcasting segment of the joint AFRA group which originally was proposed last winter by AFRA.

At its January meeting the NAB board had deferred appointment of an industry segment for the joint committee pending further study. Naming of the group was authorized, however, at the board's meeting in Washington last May.

Appointed by President Miller were George J. Higgins, KSO Des Moines; Linus Travers, Yankee Network; Harry R. LePoidevin, WRJN Racine, Wis.; George M. Burbach, KSD St. Louis. Named by the networks as participants were Frank K. White for CBS; Robert D. Sweezy for MBS; Ernest de la Ossa for NBC; Joseph A. McDonald for ABC. Date has not been set for the committee's first meeting.

Nielsen Signs MBS

A. C. NIELSEN CO., Chicago, has announced addition of Mutual Broadcasting System Inc., to its list of Nielsen Radio Index clients. Two-year contract is effective Sept. 1. MBS is fourth major network to subscribe.

YOUR Star SALES MAN!

That's right, Mr. Advertiser . . . though your star salesman isn't on your payroll, he works for you all day long! WJW consistently promotes your product to more listeners per dollar spent . . . builds your profits higher and higher. WJW is your star salesman!
FIRST-HAND COVERAGE
Kaltenborn Resumes Sept. 15
Following World Trip

H. V. KALTENBORN returns to the air Sept. 15, and his sponsor, Pure Oil Co., Ltd. of its agency, Leo Burnett Co., believe that his all-expenses-paid vacation abroad will mean more for itself. During Mr. Kaltenborn's absence Henry Varley, UP correspondent in Moscow, has been broadcasting from New York. Also during the summer months, Pure Oil sent Clayton Utley, NBC Chicago commentator, to Europe for more background material on internal affairs. Mr. Kaltenborn was in India at time of its recent partitioning.

Idea of engaging news commentators with on-the-spot experience in events of world-wide interest is that of F. H. Marling, Pure Oil advertising director, and William Wilson of Leo Burnett Co., Pure Oil's agency.

Colton IT&T Adviser
ROBERT B. COLTON, retired major general, has been appointed radio consultant with International Telephone & Telegraph Co., with headquarters at 2727 Connecticut Ave., Washington, D. C., it was announced last week. General Colton served 35 years with the Signal Corps and for a great part of the time had charge of substantially all electronic development for the Army. Since retirement in 1946 he has been associated with William L. Foss in the radio consulting business in Washington.

HF Committees
FOUR COMMITTEES were appointed at the second plenary session of the International High Frequency Conference, Atlantic City last week to implement preliminary work begun at the first plenary session Aug. 16. Committee chairman are T. C. Loo, of China, credentialed; Dr. Halitch Van Der Pol, The Netherlands, committee 12; Leon Daumard, France, committee 13; Carlos E. Arboleda, Colombia, committee 14.

Campaign for New Pen
EVERSHARP Inc., New York, distributors of products of Kimberly Corp., through Biow Co., New York, has launched its first national campaign for the Bertha Pockette, a ballpoint pen. In radio, the product has been promoted tentatively on the current Findlay-Waldorf program. "The product is too new," a Biow Adv. agency executive explained, "to decide on its future radio plans at present."

URGES WORLD INTEREST
SIGURD S. LARMON, president of Young & Rubicam Inc., New York, declared last week that advertising should take a more active part in international affairs than it has heretofore. Mr. Larmorn spoke at a luncheon for members of the New York Council of the AIAA, held at the Waldorf-Astoria, New York. F. B. Ryan Jr., president of Ruthrauff & Ryan Inc., New York, also spoke. Both returned recently from trips to Europe.

NETWORK ACCOUNTS
New Business

WM. E. BUCKLEY Ltd., Toronto (pro- former), Nov. 5 to April 28, 1949, "Spin to Win" on CFRB CROC CFRA CFIE Wed. 8:30-9 p.m. Agency: Grant Adv., of Canada, Toronto.


BARKER FASHION Inc., New York (Charm Curl hairgoods), Aug 23 started with CHOR Vancouver, "Pick up the Flashes" movie gossip program on 27 Dominion network stations, Mon. 11:30-12:15 p.m.

GERRY DE RAVELA, formerly with K WORK & ADVERTISING, has been engaged by MacBenn, 217 West 66th St., Chicago, Ill., as advertising executive of MacBenn.

BILLEY ELECTRIC Co., Erie, Pa., has announced a new VHF crystal in the 15-100 mc range. New unit, Type B18.

Agency Changes Name
SWEETSER, Byrne & Harrington Inc., New York, effective Sept. 1 will change its name to Byrne, Harrington & Roberts Inc., and will move from 1476 Broadway to larger quarters at 10 E. 44th St. in New York. Edwin A. Roberts joined the firm recently as associate account executive and vice president in charge of art. G. T. Sweetser, former president of the firm, resigned about two months ago to join Esquire Magazine as vice president in charge of promotion.

KSO Workman Killed
CONSTRUCTION of the KSO Des Moines' new 560-foot tower had a tragic phase last week when one workman was killed and another was critically injured in a 160-foot fall. The men, employees of the Beasley Construction Co. of Muskogee, Okla., which erecting the tower, had been attaching beacon lights at the 300-foot level and were riding down on a weighted end of a construction cable when a truck-mounted winch slipped.

TRAVELLING MAN
DULUTH, MINN. - A cryptic telegram arrived at KDAL today from Otto Mattick, who is on a 3-state tour to check KDAL's new 5,000-watt.

The message read: "GETTING WONDERFUL RECEPTION WHEREVER I GO". Whether this referred to Otto's prowess with the farmers' daughters or KDAL's coverage is not yet known.

But it is no mystery that KDAL's new power increase on that favorable 610 frequency is doing big things for advertisers in the north country.

So, pending further word from Otto, we suggest you contact Avery-Knodel, and get the full story about KDAL.

September 1, 1947 • Page 57
THOMAS EMERSON, vice president and general sales manager of Ever- sharp Inc., New York, has re- placed the position of vice pre- sident and assistant to MARTIN L. STURGES, present president of Ever-sharp Inc. Mr. Emerson has been with the company for 15 years.

THE BON MARCHE, new department store being erected to open in Septem- ber, Wash., has appointed its radio director, DICK LEBLONCE, formerly with WWJ Cleveland.

DOROTHY GILLARD, editor of WSUI Iowa City, will attend the U. of Iowa, and later she did freelance radio work in Chicago. She also previously was a radio director for F. W. FIFTH Co. in Grand Rapids, Mich. The Bon Marche is planning to sponsor several shows locally.

MISS DAY

UNITED STATES TOBACCO CO., New York, in addition to spots on WICO Bridgeport and WHTM Portland, has signed with two additional Yankee Networks, WNYA New York, and WNEC Worcester, for series of one-minute advertising programs handled by Kudner Agency, New York.

FREDERICK A. KEEGAN, former vice president and general manager of the Cramer-Kraссell Co., Milwaukee advertising agency, has been named managing director of the Lever Brothers Co., effective Sept. 1. Mr. Keeegan will handle sales promotion and sales planning division and will supervise all Lever products.

CRAZ-STOLA BOTTING Co., Chicago, has appointed Christiansen Adv. Chicago, general handling advertising for its six-bottle cartons, available again in Chicago, Detroit and war-time price. Radio spots will be used on five Chicago stations. Piano illustration with full details to be announced latter.

BROWN & WILLIAMSON TOBACCO Co., Louisville, will handle advertising for its six-ounce cartons, available again in Chicago and Los Angeles. War-time price. Radio spots will be used on five Chicago stations and with full details to be announced latter.

GARDEN STATE PARK, Camden, N. J. (horse track), in a new spot campaign to sell racing as a "family sport" is appearing on six spots, which will be used exclusively during the days and nights when racing is carded. Spots will be used both before and after daytime racing. The series of spots will appear on ABC in the area. RUTH CHILTON, for- merly advertising manager of Women Broadcasters and for many years publisher of the "Women's Services" on Philadelphia stations, has been en- gaged by the agency to record the series of spots.

GILLETTE & SAFETY RAZOR Co. will broadcast the closing rounds of the U. S. Amateur Golf Association National Amateur Stroke Play Championship, starting Aug. 10 from ABC in Los Angeles. Sept. 13, as part of the "Gillette Golf- side of Sports show." In a play-by-play report, Harry Warner will do the play-by-play.

BURLSAM & HORNHANN BREWING Co., St. Louis, (beer and ale), have named ROBERT G. HAZLETON as advertising manager. Mr. Hazleton was formerly account executive for Faris & Pearl, New York.

AMERICAN SHOWER DOOR Co., Holly- wood (decorative shower doors, tub enclosures), has appointed J. BLASE ADAMS, Los Angeles, to handle advertising. Radio will be used with spot market, tests planned to precede national cam- paign.

BOWMANSON GUM INC., Philadelphia, which previously had purchased 15 minutes of time in the New York market in late July, has expanded its contract to include additional on-air programs.

MORGENSALT CO., Chicago, (smoked salt div.), through Eliu Van Petersen Advertising, Chicago, has been signed to handle advertising for the salt line through telephone spot announcements on approximately 40 stations.

MANTLE LAMP Co. of America, Chic- ago, has appointed William Ad- herer, Inc., Chicago, to handle all national advertising. Company's radio campaign consists of transmitted commercial, 5 minutes in length, on approximately 40 stations.

CHEF-BOY-AR-DEE QUACK moves to Chicago, Ill., has appointed Young & Rubicam, New York, to handle advertising plans for promoting Chef-Boy-AR-Dee packages, spaghetti dinner, sauces, and other products. In addition to new division, Young & Rubicam will continue to handle advertising for Arms Baby Food Div. of American Home Foods.

NATIONAL SALT Co., New York, (mfrs. of Gulfcraft, King Edward Silverplate, and General Sales Inc.), has appointed Grey Adv., New York, to handle advertising plans for five divisions. Sales plans are currently being set by agency.

LAS VEGAS CHAMBER OF COMMERCE, Las Vegas, Nev., has appointed Marquis Inc., Los Angeles, to handle advertising for the Las Vegas Chamber of Commerce. Radio will consume 60% of entire advertising appropriation.

CHRISTINE GREEN, formerly advertising manager of Cresta Blanc Wine Co., Los Angeles, has been appointed Buchanan & Co., that city, to handle advertising for the California wine. The campaign is nearing completion for the remainder of fiscal year set at approximately $35,000. The radio campaign is now in full operation.

DR. PEPPE BOTTLING Co., Los An- geles (beer), has a new agency, (New York), to handle advertising. Radio is being used.

ROYCE PEN CORP., Los Angeles (ball- point pen), who have recently ap- pointed Buchanan & Co., that city, to handle advertising, has signed a radio agency to handle advertising for their line. Radio will consume 60% of entire advertising appropriation.

MISSION, the Los Angeles (tanny- packed fruits), has appointed Brissett & Shaw, Los Angeles, to handle advertising. Radio, newspaper, and public relations department.

NATIONAL CHIROPRACTIC ASSN., Web- ster City, Iowa, has appointed MacGruer Adv., Denver, for press re- lations division, to conduct a three- city program. The campaign will be administered by Chiropractic Research Foundation, with $250,000 to be spent annually for radio commercials and wind up with an ad- sponse. Radio will be used with other media.

U.S.T. Receivers

PRODUCTION of United States Television, a 30-inch screen projection receiver will be limited for the present to cover only special installa- tions, it was an- nounced by Francis H. Hoge, U.S.T.'s vice president in charge of sales. Concentrated produc- tion will continue, he said, on the 25 x 19-inch receiver, which is intended for home installations and is now ready for delivery.

Top-name advertisers are cashing-in on KSFO's planned music.-merchandise. Ask your Universal Radio Sales representative.

Page 58 • September 1, 1947
Join the Parade of Westinghouse 50 kw AM Transmitters

FOR EXAMPLE

This installation of a 50-kw AM transmitter at Station KMOX previews your operating advantages with Westinghouse standard broadcast transmitters.

While already operating on 50,000 watts, KMOX engineers estimate the new Westinghouse transmitter installation increases the station's half-millivolt line to include 25% more radio homes, in a 39% larger area, while drawing 25% less power. In addition to more efficient use of power input, KMOX enjoyed a big slash in installation costs because of the true cubicle construction. This case is supported by other Westinghouse 50-kw installations that have produced savings in both installation and operating costs.

Continuous improvements have been incorporated in this truly modern transmitter...individual voltage regulator for all filament and low-voltage supplies, and a separate regulator for the main rectifier. These regulators, all modulation and power transformers and reactors are of the air-cooled, dry type.

Call your local Westinghouse office, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa., for full details on 5, 10 or 50-kw units.

UNIT CONSTRUCTION THROUGHOUT...even from the rear these transmitters are "clean", modern in design and easy to inspect through large windows. Ideal for quick, easy installation. Note that wiring duct is part of transmitter base.

Spare Tubes in Place...of course, the high-powered spare tubes are ready for instant connection right in the cubicle. But more than that, they have their own spare transformers...no hot filament leads to handle or knife switches to throw!

SERVICE...every cubicle is a completely-shielded unit. Access doors are interlocked electrically for safety. Full-opening doors, adequate clearances, facilitate inspection and maintenance. In addition, 17 Westinghouse Parts Warehouses and 35 Maintenance and Repair Plants and factory-trained sales engineers are ready to serve you at your call.

5 AND 10-KW UNIT cubicle transmitters follow the leadership of Westinghouse in standard broadcast field by utilizing the same sound design features found in 50-kw—even to the point where they have two blowers outside the transmitter proper, one for standby.
New Westinghouse 50-kw unit cubicle transmitter installation... smart, attractive design is still another feature of this powerful unit. Note how cubicles are arranged to fit station plans.

Westinghouse Electronics at Work

5, 10 and 50 kw AM Transmitters
1, 3, 10 and 50 kw FM Transmitters

AT ATLANTIC CITY...N.A.B. Convention, Sept. 15th to 19th...see the Westinghouse 3-kw FM and 50-kw AM Transmitters in actual operation at DISPLAY BOOTH 147!

AT SAN FRANCISCO...I.R.E. Conference, Sept. 24th to 26th...see the Westinghouse 1-kw FM Transmitter in actual operation!
The new Collins FM Ring Antenna scores on five points

Simple Construction—By virtue of its simplicity, the new Collins FM ring antenna offers a new and heretofore unavailable ease of installation and adjustment. Light enough to mount on most existing towers, this antenna consists of only three parts—1. supporting mast, 2. center conductor, 3. radiating rings. There are no complicated structures, no matching sections, no critical adjustment, and no troublesome end seals. Full wavelength spacing is used between rings to provide economical construction, low coupling between rings, and low angle radiation.

High Gain—Proper Impedance Match—The power gain of this antenna is slightly more than one per ring—eight rings increase the effective radiated power by a factor of 8.5. Each ring is tuned to resonance at the desired frequency. The load resistance can be chosen between 50 ohms and 600 ohms; thus a proper impedance match between a multiple ring antenna and the transmission line is accomplished without the use of tuning stubs.

Wide Range—It is possible to tune a range of 10 mc to 15 mc with any one antenna. A safety factor of about 200 kc each side of resonance is provided for variation in tuning and to allow for temperature effects on the rings and supporting pole.

This new antenna has been proved by extensive field tests. It is in actual operation at several FM stations. Plan now to use it in your installation. Write for complete information. You will be pleased with the excellent performance and low price.
film, “Naturally It’s FM,” will be shown.

C. M. Jansky Jr., of the consulting firm of Jansky & Bailey, will speak on “Potentialities of FM for Large Area Coverage.” John Wright, BBDO Boston, will demonstrate a high-fidelity transcription technique, with program content to be based on rehearsals of the Boston Symphony.

Leonard H. Marks, FMA general counsel, will review the FM music situation and outline FMA’s activities on behalf of network duplication on FM.

At the luncheon meeting Herald Beckjorden, AAAA assistant secretary in charge of radio, will be principle speaker. Following the luncheon, a demonstration of FM fidelity will be conducted by Ira Hirschmann, WAFB New York and FMA director, and Dr. Armstrong.

The commercial side of FM will provide the theme for the Friday afternoon meeting, with the topic to be “Selling FM—Here’s How.” Participating in a panel will be Joe Stovall, promotion director of WCTS (FM) and WKRC Cincinnati; E. Z. Jones, WBBB (FM) Burlington, N. C., and Guy Farnsworth, sales manager of WATG Ashland, Ohio. Other participants will be announced.

Timebuyers’ Meeting

A timebuyers’ meeting will be held during the afternoon, with Alvin Hirschmann, WAFB New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak.

Friday’s sessions will be concluded with the banquet. Saturday will be devoted mostly to FMA business discussions. Reports will be given by Mr. Bailey; Arthur Freed, Freed Radio Corp., treasurer, and others.

Should the membership adopt a proposed-by-law enlarging board membership to take care of FM’s geographical expansion, seven directors will be elected. Otherwise one-year terms of four directors will expire. The four are Wayne Coy, WINX-FM Washington; Gordon Gray, WMIT Winston-Salem; E. J. Hodel, WQCP Beckley, W. Va., and Ira Hirschmann.

Formal convention meetings will end at noon. Dr. Armstrong will take delegates at 2 p.m. on a tour of his Alpine plant. The FMA board will meet at 6:30 Saturday evening.


Big Newark Store Named
Intra-Video Sales Agent

SOL SAGALL, president of the Intra-Video Corp., New York, announced last week that L. Bamberger & Co., Newark, has been appointed as the first sales agent for the Intra-Video master antenna system for apartment houses.

Other department stores in the New York metropolitan area soon will be added as sales agents, Mr. Sagall said. The system was demonstrated for the Television Broadcasters Assn. earlier in the summer and approved by TBA at that time.

The Intra-Video antenna at Bamberger’s permits 20 video sets to be demonstrated simultaneously without any switchovers, firm officials said. In the case of an apartment house, they said, several hundred individual receivers can be operated through a single Intra-Video master antenna system.
APPLICATION RETURNED
Assignment of CP
KRRK Col. Mont., Wyo. 1516
To McClure Bost, Co., Returned 8-24-47, Filed on wrong form.

Remote Deleted
Northwest Bost, Co., area of Fort Dodge, Iowa—Deleted remote pickup station KQCC.

License Renewal
Applications for renewal of standard broadcast license filed by following stations: WSFA KPHO WPX KOCO.

TENDERED FOR FILING
AM-890
South Bay Bost, Co., Hermosa Beach, Calif.—CP new standard station 180 kw 250 D.

August 28 Decisions
By a Board
FM Grants
Cond. grants for three Class A and eight Class B FM authorized by FCC.

FM Cancellations
Revised frequency assignments approved in lieu of previous assignments for Laredo, Tex., and Council Bluffs, Iowa. CPs were authorized with following conditions:

August 28 Applications

Other and roast hot dogs on organized outings. They sing and conduct their own court system, which metes out punishment such as a match with the club's best boxer.

Once this is done from the boys' understanding—one not patterned after the King James Version.

Padre's "Kids' World" not only has Dallas "by the ears," but it has gained national recognition as a vital and moving force in turning delinquents into citizens. Attorney General Tom Clark was so impressed with the idea that he consented to appear on the program last June 24. Since that time the program has snowballed.

Now KRLD is backing a million-dollar "Kids' World Inc." to do on a grand scale what has already proved a tremendous step in rehabilitating young boys. The "Padre" thinks calmly in terms of a million dollars, saying "every kid is worth a million in his own right."

Meanwhile, KRLD is rightly proud of its part in starting this project. And radio has an answer to the hackneyed charge that it makes criminals out of youth.
**FCC Actions**

(Continued from page 65)

**Applications Conf:**

- KHIN Reward, Alaska.—Mod. CP which authorized new standard station to change type, trans., and station location and to specify studio location.
  - AM-1490 kc
- KYOS Merced, Calif.—CP to change frequency from 1460 to 1480 kc, increase 250 w to 1 kw and install new trans. and AMENDED to change frequency from 1350 to 1460 kc, power from 1 to 5 kw, change type trans., change DA and ground system and change trans. location.
  - AM-1340 kc
- KCBQ San Diego, Calif.—Authority to determine operating power by direct measurement of ant. power.
  - AM-1496 kc
- KLK San Diego, Calif.—CP to change frequency from 1380 to 250 w, change hours of operation from D to UU, increase 250 w to 5 kw D and 5 kw S, change locations DA-DA and change trans. location. AMENDED to change frequency from 250 to 1450 kw, power from 1 kw to 250 w, change type trans., change in ant. from DA-N to vertical ant. and change studio location.

**Modification of CP**

- WRLW Lake Worth, Fla.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.
  - License for CP
- KHRN Honolulu, T. H.—License to cover CP which authorized change frequency, increase power and install new trans. and trans. location. Authority to determine operating power by direct measurement of ant. power.
  - AM-1093 kc
- WCIL Carbondale, Ill.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

**Modification of CP**

- KVRB Wichita, Kan.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.
- KROF Abbeville, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.
- WMYI Blox, Miss.—Mod. CP which authorized new standard station for approval of ant. and trans. and studio locations.

**License for CP**

- WBRC Jackson, Miss.—License to cover CP as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

**Modification of CP**

- KESO Beaverton, Ore.—Mod. CP which authorized new standard station for approval of ant. and trans. location.
  - AM-1390 kc
- WAMT Sembler, Cal.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

**Modification of CP**

- KYTX Texas City, Tex.—Mod. CP, as mod., which authorized new standard station to change type trans. and for approval of ant. and trans. location.
- KTLW Texas City, Tex.—Mod. CP which authorized new standard station for approval of ant. and trans. and studio locations.
  - AM-1280 kc
- WNNM Neenah, Wis.—CP to mount FM ant. on AM tower.

**Modification of CP**

- KROC Rapid City, S. D.—Mod. CP, as mod., which authorized new FM station for completion of complete.
- KIDF-REM Reese, Idaho—Same.
- WGBH Boston, Mass.—Same.
- WMZI-MF St. Paul, Minn.—Same.
- WWDF-WF Kankakee, III.—Same.
- WPNT-FM Lake Park, N. D.—Same.
- CP for Trans.
- WNMO Pittsburgh, Pa.—CP to specify type trans. and specify ant. system.

**License Renewal**

Applications for license renewal standard broadcast stations filed by: KDYF KDKW WERK WINE WORX WQNY

**TENDERED FOR FILING**

- AM-790 kc
- KVLU Lubbock, Tex.—Mod. CP to increase power from 1 kw to 1 kw-D or 1 kw-W on 790 kc.

**Hearings Before FCC**

**SEPTEMBER 2**

- AM—Hearing
  - C. Thomas Patten, Oakland, Calif.—CP which authorized new 10 kw D. during tests before Coast. N. D. is heard in Super

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**FCC Box Score**

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,354 licensed, 500 construction permits, 698 applications pending, (of which 572 are in hearing) FM—53 licensed, 881 conditional grants, 675 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (56 in hearing) television—six licensed, 61 CPs, 11 applications pending, (three in hearing) non-commercial educational FM—six licensed, 36 CPs, six applications pending.

**Plan to Cut**

(Continued from page 15)

commends that if no opposition is filed by any party within five days after receipt of a petition, the Commission may approve it without using the Motions Calendar procedure.

Should there be opposition to grant of a petition, or should the Commission have objections, then the matter would go to Motions Calendar.

**Pre-Hearing Conferences**

Another new plan proposed by the committee is mandatory holding of pre-hearing conferences in which agreement would be reached on routine matters. Section 1212 of the rules provides that examiners call pre-hearing conferences to clarify issues, obtain stipulations of fact and expedite presentation of testimony. The committee would make this compulsory rather than discretionary.

The committee was deadlocked 3-3 on a proposal to require exchange of exhibits by parties in advance of hearing date, and so notified the executive committee. It held that civil service procedural rules covering discovery do not apply to matters before the FCC.

To slash red-tape the committee urged that Section 1316 of the rules be changed to provide program tests for an indefinite period, subject to cancellation by the Commission on 10 days’ notice. At present, program tests are limited for 30 days, but actually the Engineering Dept. seldom is able to consider license applications during the period and constant ex-

**Recording?**

in chicago

on top of the OPERA BUILDING

in chicago

transcription master • reference recording

broadcasting • telecasting
Music Crises

(Continued from page 15)

ment is expected soon of an outstanding national figure to address the convention at that time. The Program Manager's Clinic will be conducted by the Asso. of Women Broadcasters who has been shifted from Thursday to Tuesday afternoon, occupying a half-hour immediately following the luncheon at which Rep. Lea will speak.

Four Clinics Monday

Last-minute details remain to be cleaned up for the four specialized clinics, scheduled Monday. The Program Manager's Clinic will be in charge of Joe DaMond, B. T. Program Director. Morning speakers will be John M. Butler Jr., WSB Atlanta, on "The Program Manager's Clinic"; Ralph Hardy, KSL Salt Lake City, on "Selecting Time for Local Programs and Spots" (open discussion). Edgar Bill, WBMD Peoria, will chair a discussion of Public Interest Programming, aided by Robert Sau- dek, ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Co. Herb Flannack, WHO Des Moines, will direct a discussion of Farm Service Programming. Participating with him will be John J. Gillin, WOW Omaha; Glenn Snyder, WLS Chicago, and Layne Beatty, WBAP Fort Worth.

Joint luncheon will be held with Sales Managers Group (see below). The afternoon program clinic will be devoted to disc jockey programs and use of music. Charles Crutchfield, WBT Dearborn, and William Adams, WHEC Rochester, will lead the disc jockey discussion. Mr. Kaye will speak on Copyright Problems. Mr. Whiteman will talk on Selecting and Producing Popular Music.

The broadcasting advertising clinic will be divided into three sessions, a retail advertising program in the morning; joint luncheon with program managers; afternoon session on current advertising problems. Presiding at the morning session, to be titled "Case Histories Come to Life," will be Elmer Ramadl, KDAL Duluth, chairman of the Sales Managers Executive Commit-

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest
Half-Hour Radio Show
Is Available

It's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by
Marshall & Chipman
Plymouth & De Soto

1. The Highest Hooper, six nights weekly, of any talk show in radio.
2. Biggest Individual Hits from local radio, over 10,000 listeners.
3. More than 1,000,000 listeners nightly, of which 92.2% are females, homemakers, etc.

The entire Pacific Coast, with the ex-
ception of Los Angeles market, is immediately available.

JOE HERNANDEZ AGENCY
954 So. Los Brea St.
Los Angeles 36, Calif.

tee. Frank E. Pellegrin, Director of Broadcast Advertising, is in charge of the day's meetings.

The case histories will cover successful use of radio by retail stores, with several executives of depart- ment stores, including Willard, T. White, sales manager, Wieboldt Stores, Chi-

Next month, will be Myrtle B. Stimpson, store manager of L. H. Foster, sales promotion manager, The Fair, Chicago; Julian Trivier, publicity director, William Hengerer, lumber grazier discussion.

The afternoon advertising-program luncheon, designed to emphasize the close relationship between the two phases of promotion, Barbara Welles, WOR New York, will speak on "The Women's Interest in Radio Programming." Harold White, KSDK St. Louis and an NAB director, will talk on "How to Build Programs for Sale." Gordon Gray, WIP Philadelphia, will speak on "Direct Effects of Advertising Between Sales and Program Departments."

At the afternoon advertising-program luncheon, steering committee will be selected by the day's meetings. Ms. Peterson announced that the NAB Recording and Transcription Standards Committee would meet in Room 15, Convention Hall, at 16, 2 p.m. Tuesday (Sept. 16).

WNBW Uses 2 Microwave
to Transmit to distant audience.

WBAP Dallas, WSB Atlanta, and others were among the stations.
WOKO
(Continued from page 20)

it is to be made public and filed with the docket involved. It also is to be appended to a relative proposed decision.

Three Exceptions

The recommended decision of the hearing examiner, Jack P. Blume, in the Albany proceeding was adopted by the Commission as its proposed decision with but three exceptions. All of these related to suggested operation of the WOKO facilities by the proposed grantee, Governor Dongan Broadcasting, in the same manner sought by Joseph Henry Broadcasting. The form of the recommended decision, outlined in the amended rules (Sec. 1851 (d) ), follows the usual proposed-decision format by embodying a preliminary statement, findings of fact, and conclusions and recommendations.

There are instances in the findings where credibility of testimony was questioned and certain conflicts in the evidence were resolved. This was done through detailed footnotes and citations. These features of the recommended decision system were stated by FCC to be generally possible now as the person presiding at the hearing would also prepare the report.

The recommended decision was handled quickly. It was completed only eight working days following conclusion of the hearings and within another two days had been acted upon by the Commission.

Van Curler Plea Excluded

Conclusions of the Commission's proposed decision specifically excluded the consideration of objections by Van Curler to legality of the proceeding. Van Curler last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO, had petitioned for immediate disposal of its request for the WOKO facilities. But in April of this year, the Commission in memorandum opinion denied this petition and opened the field until June 1 for acceptance of competitive requests. [Broadcasting, April 14]. It was in this period that Governor Dongan and Joseph Henry entered.

Regarding Joseph Henry the conclusion stated that on the record "it cannot be concluded that the public interest would be served by granting" the requests. "The principles of this applicant," it said, "Deuel Richardson, its president, treasurer and a director, and Raymond Curtis, its majority stockholder and a director, are, and have been, officers and directors of WOKO Inc., and as such, they are legally responsible for the fraudulent representations to the stock ownership" found by the FCC in the WOKO renewal case.

In developing this point further the report said that neither "are there any assurances that applicant corporation under this same management can be relied upon to accurately report pertinent facts to the Commission in the future." The report continued that in Joseph Henry's very first document, its application for construction permit, "there is misrepresentation and false statement under oath." Reference is made to an exhibit "which purports to be the text of a resolution adopted by the applicant's board, and it was stated that the "record shows that no meeting" was held on the specified date nor was a "resolution in the form set out... ever adopted" at any time. In addition, the report cited that the firm's corporate minute book, "a most important corporate record, is replete with inaccuracies and omissions."

Report Slaps Curtis

Then entering a discourse on the qualifications of Mr. Curtis, two-thirds owner of Joseph Henry, the report stated that there "would still be no reason for preferring." Joseph Henry over the others "even if the above facts were not present." It continued that even aside from the local ownership issue, Mr. Curtis being termed a non-resident—there was the more important consideration of "the complete indifference to both the community and to the proposed station which has been exhibited by Curtis." The report said this indifference had pervaded Mr. Curtis' past association with WOKO and WABY and that he "has clearly indicated that his future connections with the community and station will be the same as in the past."

The Commission curtly summed up its stand: "In view of what may properly be characterized as Curtis' attitude of crass indifference to any of the obligations inherent in his position as a director of a licensee corporation it can hardly be expected that he would discharge these obligations with the zealously and conscientiousness which may reasonably be expected of officials of broadcast licensees."

CP Application Sidetracked

At the examiner's request, a memorandum of law was submitted by the FCC general counsel relating to Sec. 319 of the Communications Act of 1934. This precludes the Commission authority over the Joseph Henry request for a license to operate the present facilities of WOKO. Shortly before the close of the hearing the applicant submitted another request, asking for a CP instead. This was not...
designated for hearing with the proposed Governor Dongan under construction there, plus the proposed Governor Dongan station.

FCC also pointed out that Mr. Curtis would not suffer financial loss in the denials to Joseph Henry since his total investment in WOKO to date has been $80,000 and "he expects to realize approximately $150,000 if the corporation's assets are liquidated." His WOKO dividends over the years further were noted.

Local Ownership

With reference to Van Curler and Governor Dongan FCC based its decision on integrated local ownership and operation. The report found that five stockholders of Van Curler, representing 53% ownership, were non-resident and hold business interests in four other states. "In contrast," the report went on, "each of the 30 stockholders of Governor Dongan *** is a long-time resident of the Albany area and most are prominently identified with that community and its civic affairs."

Governor Dongan is headed by James T. Healey, president and 18.7% owner, who has been associated with radio in the Albany area since 1932. He is director and 5.3% owner of WSNY Schenectady, but proposed to give up that interest should Governor Dongan be granted.

The engineering condition of the proposed grant to Governor Dongan provides that the applicant within 60 days file a modification of its request to specify the nighttime directional array proposed by its competitor, Joseph Henry. This would effect complete coverage to

Five AM Outlets Authorized Including Two for Torrington

FIVE NEW local standard stations and two 1 kW daytime-only outlets were granted construction permits last week by the FCC. Two of the authorizations went to Torrington, Conn., 27,000 population.

James F. Alexander, Chief Justice of the Supreme Court of Texas was invited there while the Torrington Broadcasting Co., former proposed grantee, was awarded 250 w, unlimited hours, on 1490 kc.

The new AM authorizations, and respective ownerships are:

Pittsfield, Mass.—Berk Ery Broad- casters, 1940. 250 w, unlimited. Equal partnership: R. A. Largent, owner and general manager; H. M. Kay Jr. and R. M. McKay Jr., stockholders of WKBK Mass., each 25%.

Quincy, Fla.—Quincy Broadcasting Co., 1942. 250 w, unlimited. Principals: Richard J. Gardner, attorney, president and 15% owner; Joe W. Dade, manager; and William W. Whalen, sales manager.

San Juan, P. R.—Electronic Enter- prises Inc., 1940. 250 w, unlimited. Principals: Virginie H. Meador, maintenance technician of GAA over- \nmitter station at San Juan, president 44%; his wife, Gloria A. Meador, vice president, 1%; Bernard Rubelt, manager of the San Juan Creamery Products, secretary 49%, and his wife, Elizabeth, treasurer 6%

The Litchfield County Radio Corp. was granted 990 kc, 1 kw daytime and the group receiving new 1 kw daytime grant on 1370 kc at Austin, Tex.

The FCC granted 990 kc, 1 kw daytime only to the WOKO Broadcasting Co., Inc., 25% owned by the former assistant manager of the Texas State Network, through J. KNOW Austin and KASB San Antonio, now engaged in publication of the Austin Shopper. All hold 11% interests excepting donors, Harris and Harvey, who each hold 25% interests.

Holliston, Mass.—Holliston Broadcasting Co., 1945. 250 w, unlimited. Principals: Millard C. Westrata, general manager; John W. Meyers, director; John R. Butler, director and with family 20% owners; R. K. Dickson, entertainment manager; John W. Meyers, director.

Torrington Interests

Torrington, Conn.—The Torrington Broadcasting Co., Inc., 1940. 450 w, unlimited. Principals: Joseph R. Schi- fini, owner hairdressing and the G. S. Barbier Co., president, 25%, president-treasurer and 41.5% owner; his son, Gerard Schifini, 25%.

All of the grants involve engineering conditions excepting those made to Electronic Enterprises and Torrington Broadcasting.

Torrington Broadcasting earlier had been recipient of a proposed grant for Torrington in a competitive proceeding with Berkshire Broadcasting Corp., Danbury, Conn. [BROADCASTING, March 10]. Berkshire subsequently amended its request and was granted a new license there 190 w, 25% daytime [BROADCASTING, June 30].

Master Antenna System For Apartments Devised

RCA VICTOR engineers have devised a master antenna system for apartment house television and other multiple dwellings that is now ready for commercial use, the engineering committee of the RCA Television Broadcasters Assn., Inc., reported last week.

The system is known as the RCA Television-FM-AM Antennaplex System. It provides for standard radio, shortwave and FM reception, in addition to video reception, RCA officials said.

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WINR
(Continued from page 80)
advance, to the Associated Press for the news service to be furnished hereunder, the assessments as fixed and apportioned from time to time by the Board of Directors of the Associated Press, as provided in the By-Laws thereof.

Well, here's that principle of the Boston Tea Party again. "Assessments as fixed and apportioned" for radio stations by a Board from those stations as such, are barred! And the only remedy any radio station associate member is granted in the contract is to resign from AP and to get out with all the members within 90 days. This puts radio in the role of step-child with a vengeance.

3—Article Five of the contract specifies: "The news service may not be suspended except by reason of... the suspension or expulsion of the Member for cause, as provided in the By-Laws of the Associated Press."

WINR certainly will not permit the suspension or expulsion of the Associated Press under any set of by-laws written for radio stations without participations and right to vote on those By-Laws by proper representatives of the radio industry.

4—Article Six of the contract reads: "The Member shall promptly furnish to the Associated Press, upon request, all the spontaneous news material suitable to the Member's role in the Member's district which is fixed as the said city in which the Member's radio station is located and the territory adjacent thereto within a radius of thirty miles."

This may be perfectly reasonable demand upon a full member of The Associated Press. It is certainly an unwarranted obligation to the Member imposed upon a station which doesn't have a genuine membership. WINR might be quite willing to comply with this provision if it had a full membership in AP, with rights equivalent to the rights of newspaper members who have agreed to this provision. But as an associate member, with no voice in the councils of the Associated Press, we see no reason why the news developed by the WINR News Department should be handed over to The Associated Press for request.

5—Article Eight of the contract reads: "In the event that any of the terms and conditions of this agreement shall be or become contrary to or inconsistent with the By-Laws of The Associated Press, the By-Laws shall prevail."

This is close enough to a well-known provision of AFM contracts to have been written by Jimmy Petrillo, himself.

6—In the first paragraph of the contract, it is specified that WMBG shall be "hereinafter called the 'Member.'" In a brochure issued by AP, this statement is made: "Radio broadcasters who insist upon placing the indelible stamp of quality upon their newscasts now have an opportunity of saying to their listeners: 'This station is a member of The Associated Press.'" Furthermore, I have heard one radio station announce: "This station has become the first full member of the Associated Press in the radio field."

None of the above statements is strictly true and one of them is not only misleading, but false. If WINR had accepted the contract you sent me, it would have announced, in strict accuracy: "This station is an associate member of the Associated Press." No associate member has the right to make the misleading announcement the AP brochure offers. Without qualifications the implication is certainly present that the radio station is a full member. And this is a privilege denied to radio stations.

For all the above reasons, WINR is compelled to decline the associate membership offered.

WINR now has a contract for the purchase of Press association news which is in effect until August 5, 1951. For the duration of that contract, we prefer to remain strictly as purchasers of the Press Association service; a client, rather than an associate member.

I remember that you once told me that Press Association contracts would be honored by the Associated Press until their normal termination, and that you did not wish to re-negotiate his contract on the basis of associate membership and I am assuming that WINR's present contract will remain in effect until its stated expiration date.

Gram, I am genuinely sorry I cannot go along with you on this and I hope that one day soon the Associated Press will work out a plan that will establish a condition of membership a proper partnership of newspapers and radio stations in The Associated Press.

E. R. Vadeboncoeur, Vice President
WINR Syracuse 8, N. Y.
Aug. 8th, 1947.

Research Bureau Enters Into Transcription Field

NATIONAL Research Bureau Inc., Chicago, a sales organization specializing in services to radio stations, this week announced its entry into the transcription field.

Frank R. Kendall, executive vice president and merchandising director, said the firm's transcription plan would permit small, independent producers to get national distribution on their open end programs without the expense of maintaining a sales force. The firm already have several hundred programs of all types available and expect to increase the library substantially," he said.

Menser Buys New Lake Worth Outlet

FCC Asked to Approve Transfer Of WBLW, Assigned 1490 kc

CLARENCE L. MENSER, who signed Aug. 1 as NBC vice president in charge of programs, has purchased WBLW Lake Worth, Fla., new local outlet under construction, for $10,621.40. Deal is subject to FCC approval.

The application tendered for filing at the Commission requests consent to transfer of control of Lake Worth Broadcasting Corp., Inc., WBLW, permits, from present owners to Mr. Menser. The former NBC executive has owned and operated agricultural properties in the region for some years and is familiar with the Lake Worth area.

Lake Worth Broadcasting is composed of: James K. Edmundson, president and 40% owner, who must retire to only a light practice of law on the advice of his physician; his wife, Charlotte Edmundson, vice president and 10%; Frank E. Knutti, secretary-treasurer and 40%; and his wife, Elaine Knutti, 10%. The transaction requires that Mr. Menser make an employment agreement with Mr. Knutti as station manager for a year and renewable on certain conditions.

The $10,621.40 is to be held in escrow pending FCC approval of the transfer. At this time the sum will be paid to Mr. Edmundson who in turn will pay a note of $1,515 made by Mr. and Mrs. Knutti for purchase of their stock; and likewise $1,400 to pay a note made by himself and Mr. Knutti. Mr. Edmundson will retain the balance to cover his stock and that of his wife, plus his advances to the firm.

WBLW is assigned 1490 kc, 250 w, unlimited.

Mr. Menser

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg
CHICAGO 4, I.LL: 228 S. Wabash Avenue

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg
CHICAGO 4, I.LL: 228 S. Wabash Avenue
TV Outlets Owned by Papers Talk Chicago-N.Y. Network

OFFICIALS of newspaper-owned television stations, meeting at the Palmer House in Chicago Aug. 28-29, urged immediate formation of a network to supply both television communication and programming for major cities between New York and Chicago. At the same time, the group emphasized that stations themselves would have no financial interest in the formation of such a network, which the television executives agreed, would result in a tremendous demand for television in smaller communities. Envisioned was a network of microwave and multiplex relays that would connect New York and Chicago via Albany, Cleveland and Detroit, via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis.

This was predicated on information supplied in a surprise appearance before the meeting of E. C. Ziesel, sales manager of the Communication Division of Western Union in Chicago.

Mr. Ziesel revealed that Western Union had progressed sufficiently in plans outlined earlier in television hearings before the FCC that such a network would be available in six months. He said that Western Union's projected microwave teletype network would provide 1000 channels, of which several hundred would be over and above the company's needs. "These surplus hands we propose to sell," he explained.

He described the physical characteristics of the microwave relays as using the super frequencies between 3,000 and 4,000 Mz, with towers 30 to 120 feet high located from 30 to 60 miles apart.

"The sites have all been acquired and material ordered," he added.

Western Union's present plans call for microwave systems between the above named cities, with service to any subscriber desiring to establish television stations in cities along the route.

The company would supply service to video broadcasters or to networks either on a leased basis or for short intervals. Such a service would be offered at rates sufficiently low as to encourage further applications for television licenses, Mr. Ziesel said.

Kenneth Stowman, general manager of WFLD-TV, Philadelphia, after prayers, television station, said broadcasters urgently need the services and variety of programming which could be attained only by network television.

Representatives of AP, UP, INS and Acme told the group that their services could supply 16 to 35 mm newsreels as well as copies of wire-photo and contact prints of news pictures, which are both part of television news broadcasts.

Purpose of the meeting, called by the Philadelphia Inquirer, was to explore mutual problems that would affect both network-owned and operated television stations. These, Mr. Stowman said, included studio lighting (incandescent vs. fluorescent lamps), live vs. film programs, direction techniques, studio construction, microwave links for remote pickups, selling and programming, Zoonar lens and its use in television, radio store television retransmission techniques, studio equipment, and methods of selling the station, as well as continuing studies of television audiences, according to income.


Five Film Stars in New Production-Station Firm

FIVE movie stars have combined with Arthur Kurlan, radio producer, to form Radio Repertory Theatre Inc., Hollywood, with plans for regular dramatic series. Stars include Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy, Ray Milland, with increases up to nine during the year. A radio station is planned to broadcast previously unavailable properties, to make recordments, purchase and develop story properties, produce radio programs, and possibly purchase and operate stations.

They Say...

"DESPITE all these . . . drawbacks, some 60 advertisers are sponsoring television shows, paying heavy bills to get experience in television methods and franchises on the best broadcasting time—all in preparation for the inevitable day when television finally fulfills its early and greatly publicized promise. And as receiving sets sell, advertisers will be brought in by program sponsors; in one station, the station will be built. At least, this is the hope of the television people and it seems to be working out that way."

From "Today on Television" in Kiplinger Magazine for September, 1947.

"JAMES CAESAR PETRILLO has released a notice on the broadcasting companies which is simply a holdup . . . . The absurdity of this demand (that musicians be paid double if same broadcast is aired over AM and FM networks) is illustrated by the fact that relatively few families have FM receivers at the present time, that most of them have the other kind as well, and that nobody is going to get the same program simultaneously on two different types of receivers in the same house. In other words, there will be just one broadcast in each house, and that is not the same thing as two different broadcasts in one house."

From editorial on "Mr. Petrillo and FM Broadcasters" at The Bridgeport (Conn.) Post.

"YES, THE SCIENCE and art of the radio has gone far. Now, instead of two chicanes in every pot, or two cars in every garage, families accept two radios in every home, or one in every room, without much thought. Every girl wants to take a radio-phonograph back to school. It provides entertainment and a way of entertaining. It provides knowledge and soft music while gaining knowledge. Also... if you are a new student, it's one way to get into the swim and make friends easily..."

From article headed "A Radio Set Is a Must for College" in Norfolk Virginian-Pilot, Aug. 17.

Northwest Iowa's Mutual Station

KICD
SPENCER-ESTEVILLE, IA.
A TAYLOR-HOWE SNOWDEN STATION

Baltimore's Listening Habit

"What are you WAITING for?"

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KICD
SPENCER-ESTEVILLE, IA.
A TAYLOR-HOWE SNOWDEN STATION

Baltimore's Listening Habit

"What are you WAITING for?"
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 15c per word. All others, 15c per word. Count 3 words for blind number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted

Excellent opportunity for woman com- mercial announcer! The woman who will qualify for this position must be between twenty-eight and forty; experienced in radio drama, and able to deliver a believable character. Please send your resume to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted (Cont'd)

General sales manager for new 250 watt station located in Amsterdam, New York. Must have local station experience and executive ability, but must be interested in central station as well. This is a real opportunity for the man who wants to make his own mark and stands ready to push. Man must be young, energetic, and must be a good shot. This is a terrific position for the man who wants real opportunity. Please send resume to Arthur Carter, WCSB, 119 Stewart Ave., Lewiston, New York.

Announcer-south Alabama station wants announcer who can run ad-bit show and do a good job on news. Please write, wire or call WMST, Mobile, Alabama, telephone 555.

Unusual opportunity for woman writer! Here is your chance to work for a highly respected publication. You will be working with a group of people who are interested in the latest in music and entertainment. Please send resume to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

COMMERCIAL CONTINUITY & SALES SERVICE. Michigan AM-FM operation wants man in late twenties or early thirties who has experience in both commercial continuity and sales service for at least three years at the radio station. Good salary and commission. Box 401, BROADCASTING.
Situations Wanted (Cont'd)

Good station can always place a good man with fresh ideas and disc show where new ideas are being utilized. Call or write Chief Engineer, WKB, Des Moines, Iowa.

Control room operator. Few months experience on turntables, recorders, con-

Situations Wanted (Cont'd)

Transmitter and control room operator. Reliable, married, presently employed, Western Pacific Coast. Box 362, BROADCASTING.

14 years New York radio. Thorough knowledge of operation. Familiar with public re-

Speaker. “Asset” and can say if you believe it! Literally. Interview and audition arranged. All re-

Program director. 30, five years experience. Excellent experienced operation. Excellent musical background. Good travel. Box 355, BROADCASTING.

Newman—Thoroughly experienced, intelli-

gent rewrite—good, capable announcer. Will work anywhere. Box 362, BROADCASTING.

Chief engineer. Fifteen years experience in broadcasting. Know installation, op-

NF 518, MS(EE) Model, eight years FM and Radio ex-

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Announcer, 26, single. Will travel. AM, FM, and television engineers, tech-

Program director—Chief announcer. Available after September 15. Two years experience as manager, idea man. Recommendations available. Box 362, BROADCASTING.

Young man, enthusiastic, fully qualified. Ideal for Manager or Station Manager. Will work on or near, Pacific Coast. Will consider Chicago or New York for period of 2 years. Box 355, BROADCASTING.

Young woman with three years experience in continuity, women’s programs, desires position in east. BA, radio major, trained veteran. No Clay, Shirlie’s Forest, 117 Carter Street, Creve, Virginia.

Manager—Intimate knowledge of all de-

EL-922, MS(EE), senior member IEEE, eight years FM and Radio experi-

Attention station managers—I’m through with this ad. I’m looking for a good man with fresh ideas and disc show where new ideas are being utilized. Call or write Chief Engineer, WKB, Des Moines, Iowa.
BROADCASTERS!  

Brush up on your technique through resident or correspondence courses.

WOMEN!  

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!  

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.  
3338 16th Street, N. W.  
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED TO BEGINNERS AND PROFESSIONALS

G-I APPROVED

BROADCASTING GUILD OFFERING PREVIEW PLAN TO BROADCASTERS

BROADCASTERS GUILD INC, which launched a new program exchange service July 1 [Broadcast- 
ing, May 19], is inaugurating a plan for soliciting new members who would pay a small fee to join a preview board whose principal job would be to discover good trans- 
scribed shows that could be sold to local sponsors.

The plan, outlined in detail in a letter to broadcasters not located in cities where Broadcasters Guild already has subscribers, provides that preview board members would have the privilege of applying their membership fee toward purchase of any of the preview programs they might want.

Letter asks potential subscribers if they "would pay a small membership fee annually to have a preview of from 12 to 25 trans- 
scribed programs which might be available to you exclusive of sale or sponsorship in your community . . . ?"

The Broadcasters Guild, the letter continues, "would send you pro- 
grams for audition—either liked one or more of them, you could buy them and apply your membership fee toward the pur- 
chase price. If, after auditioning, like a certain program, send it back, without 
out obligation. If, after 12 months' time, you auditioned all the pro- 
grams sent you . . . by the Guild, and you purchased none of them, the 
Guild would refund your fee."

Prompt Auditions

The Guild in turn, the letter points out, would expect those par- 
ticipating in the preview plan "to audition promptly and report im- 
mediate effect on shows. Tent for you for preview plan. Tell us the Guild your opinion of the program (its quality and suitability for your station), and your suggestions or criticism of program (its program format, the advertisement, etc.). At the same time, you 'price' the show—report to the 
Guild your estimate of the program price which would make it easy and practical for you to sell the show locally. The Guild then 
undertakes to market the program at that price or lower."

Pointing out that it is a cooper- 
ating marketing association which does not produce programs itself, the 
Guild declares its belief that the "preview board" idea is some- 
thing new in broadcasting. "You, as a practical station operator," 
the letter to broadcasters states, "have through this plan an opportu- 
ity to test a broadcast program to learn what sort of programs you need . . . what you think of the programs they build . . . how to improve or change the show that fits your needs . . . and at what price the program represents a good buy for your station."

Guild Executives

President of Broadcasters Guild Inc. is Donald Dwight Davis, WHB 
Kansas City president and commer- 
cial manager, who has originated and developed many programs that 
rose to national prominence and 

popularity. Vice president is James Parks, who opened the WMB 
Morris Agency radio department in Chicago 12 years ago, went to 
Gardner Advertising Agency, St. 
Louis, in 1939 to handle radio, and a year later transferred to Chicago, to organize the Chicago radio de- 
partment for General Amusement.

GUILD'S ADVISORY BOARD INCLUDES:
Glenn Snyder, vice president and 
general manager, WLS Chicago; 
S. S. Fox, president and general 
manager, KDY Salt Lake City; 
John J. Gillin Jr., president and 
general manager, WOW Omaha; 
Gene O'Fallon, general manager, 
KFEL Denver; Linus Travers, ex- 

eutive vice president, Yankee Net- 
work, Boston; Fred Weber, partner 
in WDSU New Orleans; King H. 
Robinson, general manager of 
KATL Houston; Dean Sanders, 
general manager of KIKA Tucson, 
and Ben Strouse, manager of 
WWDC Washington.

The Guild's letter explaining the "preview testing" plan was signed by President Davis. In addition to outlining in detail how the plan would work, the letter stressed the two-fold purpose for which the organ- 
ization was founded: "(1) To make available to broadcasters a group of transcribed program fea-
tures at an hourly or finer rate than any transcribed shows yet pro- 
duced . . . programs that are 'sure fire' audience builders . . . pro- 
grams that will help you get new and keep audience and sponsors; (2) To make these programs available 
at reasonable prices . . . for program fees that the average station or sponsor can afford."

Annual membership fee for the "preview member" would be "your one-time Class A hourly rate, as shown in Cost Rate and Data, plus $5.00, to which the letter explains. It adds that you "join for only one year. When you buy Guild shows, your membership 
fee is applied toward the pur- 
chase price. Thus, in effect, your membership costs you nothing."
Too Many Conventions
(Continued from page 13)

members also attended than went to any other meetings. Among attending stations an average of two staff executives attended the NAB convention—whether the manager went along or not.

NAB regional meetings (84%) and district meetings (73%) ranked second and third respectively in the roster of meetings to which station executives are invited. Both are well attended by top executives (70% and 75%) and by other staff members.

Although 65% of the stations are invited to attend meetings sponsored by educational institutions, only 16% of the managers reported personal attendance and only 37% indicated attendance by one or more other staff members.

Invitations to attend network sponsored meetings were extended to 59% of the stations (consistent

WITH station managers showing signs of convention fatigue, BROADCASTING decided to devote the ninth ballot in its series of surveys to industry feeling on the subject of conventions. A representative sample of station managers was selected by Audience Surveys Inc. Questions were submitted in July. The results indicate just how they feel about industry conventions.

with the fact that many members of the panel are not network affiliates), and were attended by 75% of the managers invited, as well as additional staff members sent by 57% of the stations (averaging attendance by 1.7 persons per station).

State or regional broadcasting association meetings were also well attended by top management (71%) with 52% of stations invited sending along other staff members.

FMA meetings, to which 53% of the stations are invited, are attended by only 11% of the managers invited, with 11% of stations sending other personnel.

While approximately half of the stations (52%) are invited to attend technical or manufacturers’ expositions, only 14% of the invited managers attend, but 43% send other station representatives, presumably engineers.

Only 31% of the stations reported that they had been invited to attend advertiser or agency association meetings within the last 12 months. Of these, 46% of the managers went to the meetings themselves and 33% either took along or sent other staff members.

12% of the managers invited to attend television sessions (30% of the total panel) attended, with 19% sending other staff members.

Half of the managers invited to attend NAB Special Committee meetings (28% of all stations) attended, and 22% sent other executives.

The next question asked the panel to evaluate these meetings on two counts—what value they themselves and their stations got out of them; and what value they produced for the industry as a whole.

“Would you rate the value of these meetings—to you and your station?” (See Table III.)

Table III

<table>
<thead>
<tr>
<th>Listed in Rank Order</th>
<th>% Replying</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network sponsored meetings</td>
<td>61%</td>
<td>61%</td>
<td>22%</td>
<td>17%</td>
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<tr>
<td>NAB district meetings</td>
<td>79%</td>
<td>64%</td>
<td>26%</td>
<td>12%</td>
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<tr>
<td>NAB regional (area) meetings</td>
<td>73%</td>
<td>56%</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>State or regional broadcasting association meetings</td>
<td>55%</td>
<td>53%</td>
<td>22%</td>
<td>20%</td>
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<tr>
<td>Technical or manufacturers’ expositions</td>
<td>43%</td>
<td>36%</td>
<td>11%</td>
<td>7%</td>
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<td>34%</td>
<td>33%</td>
<td>21%</td>
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<td>NAB convention</td>
<td>38%</td>
<td>50%</td>
<td>43%</td>
<td>7%</td>
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<tr>
<td>FMA meetings</td>
<td>28%</td>
<td>32%</td>
<td>29%</td>
<td>11%</td>
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<tr>
<td>Educational institute meetings</td>
<td>27%</td>
<td>33%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>TBA or other television meetings</td>
<td>26%</td>
<td>39%</td>
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Tentative...
RCA to Aid Other Video Set Makers

Details of Plan to Give TV Industry Boost Told At Clinic

By HERMAN BRANDSCHAIN
TELEVISION INDUSTRY was given an unprecedented shot in the arm last week when RCA Victor not only invited 52 other manufacturers to compete in the production of receivers but offered to help them get started.

The offer was made at a clinic attended by top radio and television manufacturers last Wednesday and Thursday in the Warwick Hotel, Philadelphia. Field trips were made to RCA plants in Camden, N. J., and Lancaster, Pa.

The meeting was held only a few weeks after the top command of NBC, an RCA subsidiary, was re-aligned so that Niles Trammell, NBC president, and Frank Mullen, executive vice president, could devote more time to television, and was interpreted as another step in the all-out drive of RCA to pour its resources into the television industry.

Folsom Keynotes

Speakers at the clinic emphasized that the problems of television are difficult, yet not insurmountable, and that the future is great.

Keynote was sounded by Frank M. Folsom, executive vice president of RCA in charge of RCA Victor Division. After explaining RCA's plans to share its experiences with the manufacturers, all of whom also were licensees of RCA, Mr. Folsom said:

"Television will continue to develop and blossom into one of the most enormous businesses this country has ever known. While the initial details may look discouraging, the future possibilities in the business are so overwhelmingly favorable that there should be no hesitation in your decision to get into television in a big way."

The extent to which RCA is willing to help its licensees get into television receiver manufacturing was set forth by Joseph B. Elliott, vice president in charge of the Home Instrument Dept. He disclosed that complete technical data on the RCA Victor 630-TS table model would be made available to licensees manufacturing the set. He said further that RCA plans to continue to manufacture this model well into 1948, so that in launching others in variations of the set the company would not be embarking on them making sets soon to be obsolete.

Mr. Elliott outlined a seven-point program of RCA help for manufacturers who wish to get into receiver production: (1) Providing them with sample models of 630-TS at distributor's prices; (2) Furnishing them with the "Blue Book" containing the engineering description of 630-TS; (3) Giving them a bill of materials for everything in the set; (4) Supplying complete sets of drawings together with lists of vendors of parts; (5) Selling them RCA-made parts in unlimited quantities up to RCA plant capacity; (6) Permitting RCA vendors to use RCA-made parts to supply parts at the vendors' prices plus 10% to RCA for compensation for tooling expenditures; (7) Engineering assistance on 630-TS.

"We believe a large television market exists and that it will be for the best interests of the industry to have a great many more manufacturers in the field," said Mr. Elliott, and he added, "RCA welcomes your competition."

A picture of rapid expansion of television broadcasting facilities was presented to the manufacturers by Ted A. Smith, general sales manager of the RCA Engineering Products Dept. He pointed out that there are now 12 regularly-operating TV stations and that by the middle of October five additional stations will be telecasting, and by January there will be ten more for a total of 27. He called attention to the fact that a number of the stations will be operated by wealthy newspapers capable of pouring great sums into programs, thus assuring a high standard of entertainment and audience acceptance of the medium.

Mr. Smith revealed that RCA has supplied eight television transmitters this year to stations that production of transmitters has been stepped up to three a month and that this rate is expected to continue until the end of the year. S. Nathan Lev, Home Instrument Plant manager, set forth the complexities of TV set manufacturing but at the same time dispelled "any impression that television production is a mysterious or difficult sort of thing." Although the techniques of television set production are no different from those of radio manufacturing, he said, problems are more numerous because of the complexity of the video receiver. Because of the more complicated structure of sets, he said, the incidence of rejects is greater in television than in sound radio sets. He explained that more inspectors must be used along the routes of assembly lines. More testing equipment also is necessary, he stressed.

Repair Problems

William J. Zahn, manager of the Home Products Service Division of RCA Service Co., cautioned the manufacturers on repair problems. Because of the much larger number of replaceable parts in a television set, it may be expected to give 3 1/3 times as much trouble in maintenance, he said. For that reason, RCA started the policy of charging a fee when the set is sold to cover maintenance. He indicated that manufacturers would find it necessary to set up a maintenance service.

Among other speakers were: John K. West, RCA public relations director; Leroy A. Goodwin, manager of RCA Test and Measuring Equipment Sales, who spoke on the company's requirements for test equipment in receiver production; L. W. Teegarden, vice president in charge of the RCA Tube Dept., who spoke on availability of component parts for video receivers, and Stuart W. Seeley, manager of RCA's Industry Service Laboratories.

During the afternoon of first day of the clinic, the manufacturers were taken to the RCA plant at Camden where they saw how the company builds sets. At the conclusion of the first day's session, all the manufacturers were given folders containing technical data on 630-TS, the immediate steps to take to launch production along the lines of the RCA invitation, and a kit containing much other material.

Second day's program was devoted almost exclusively to a tour of the Lancaster Tube plant of RCA, where the latest automatic machinery for mass production permits the company to turn out television picture tubes at the rate of one a minute.

Companies Represented

Companies represented at the clinic were:


NATIONAL NETWORK HOOPERS

E A S T E R N  A U G U S T 1 5 - 2 1 , 1 9 4 7

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<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
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<tr>
<td>Mr. District Attorney</td>
<td>133</td>
<td>Bristol-Myers Co.</td>
<td>Doherty, Clifford &amp; Shenfield Inc.</td>
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<tr>
<td>Take It Or Leave It</td>
<td>160</td>
<td>Everhart Inc.</td>
<td>The Blaw Co.</td>
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<td>Man Called X (CH)</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>Your Hit Parade</td>
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<td>American Tobacco Co.</td>
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<td>Crime Doctor</td>
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<td>Philip Morris Co., Ltd. Inc. The Raw Co.</td>
<td>Batten, Barton, Durstine &amp; Osborn Inc.</td>
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<td>Inner Sanctum</td>
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<td>Emerson Drug Co.</td>
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<tr>
<td>Big Story</td>
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<td>American Cigarette &amp; Cigar Co.</td>
<td>Foote, Cone &amp; Belding</td>
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<td>This Is Your F.B.I.</td>
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<td>Equitable Life Assurance Society of U.S.</td>
<td>Warren &amp; Legser Inc.</td>
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<tr>
<td>Adv. of Sam Spade</td>
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<td>Wildroot Co. Inc.</td>
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<tr>
<td>Break the Bank</td>
<td>183</td>
<td>Bristol-Myers Co.</td>
<td>Doherty, Clifford &amp; Shenfield Inc.</td>
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<td>Manhattan Merry-Go-Round</td>
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<td>Sterling Drug Inc.</td>
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<td>Dr. J. O.</td>
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<td>Mars Inc.</td>
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<td>Bob Hawk Show (CH)</td>
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<td>R. J. Reynolds Co.</td>
<td>Wm. Esty &amp; Co. Inc.</td>
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<tr>
<td>Can You Top This?</td>
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<td>Colgate-Palmolive-Peet Co. Ted Bates Inc.</td>
<td>7.9</td>
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<tr>
<td>Crime Photographer</td>
<td>145</td>
<td>Anchor Hocking Glass Corp. Wm. H. Weintraub &amp; Co. Inc.</td>
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<tr>
<td>Meet Corliss Archer</td>
<td>146</td>
<td>Campbell Soup Co.</td>
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<td>Wider World of Science</td>
<td>68</td>
<td>Wine Growers Guild of Honig-Casper Co.</td>
<td>3.3</td>
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<tr>
<td>CH—Computed Hooping.</td>
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† Includes first and second broadcasts.

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BROADCASTING • Telecasting
KTL in Tillamook, Ore. Launched as Independent

KTL, 250-w independent on 1590 kc, fulltime, at Tillamook, Ore., started its regular broadcast schedule Aug. 16. Dedication program, with Art Kirkham of KOIN Portland as m. c. was presented Aug. 16.

The new outlet is licensed to the Tillamook Broadcasting Co. Inc., whose officers are: Florence A. Brown, president; Robert W. Harris, vice president; Geraldine H. Guyton, treasurer, and Mary R. Harris, secretary. Mr. Harris is manager of the station.

KTL employs an all-veteran staff including Ralph I. Brown, chief engineer, formerly of KWIN Ashland, Ore.; Robert C. Glass, announcer-operator, formerly of KSLM Salem, Ore.; Randy Liebmann, announcer-operator, new to radio; and Mary R. Harris, traffic manager, formerly executive assistant to Ben. Warren G. Magnunson (D) of Washington. Station's facilities include World and Cole library services and the AP radio wire. A Western Electric transmitter has been installed.

WCAO Baltimore Moves Into Five-Story Building

WCAO Baltimore is operating from its new five-story studio and office at 1102 N. Charles St., Baltimore, according to L. G. Milbourne, vice president and general manager. The structure, originally built under supervision of Stanford White in 1886, has been completely remodeled as a radio center.

Studies are arranged around a central control room, according to Mr. Milbourne. The main hallway is carpeted by a circular stairway, Atof the staircase is an aluminum railing carrying a WCAO scroll.

Sarnoff in Select Group

BRIG. GEN. DAVID SARNOFF, president and board chairman of RCA, is listed as one of “The 64 Whips,” a group of top radio and TV men. Gunther writing in the Sept. issue of ‘47 Magazine. In the article Mr. Gunther takes issue with a list compiled by James W. Gerard in 1930 and set forth his own ideas about who runs the U. S. in 1947.

22 FM Construction Permits And 11 Conditions Granted

22 FM Construction Permits And 11 Conditions Granted

ALL U. OF IOWA football games this fall will be carried on KSO Des Moines under sponsorship of the Central National Bank of Des Moines, which also sponsors high school basketball, Iowa Girls State Basketball Tournament and Western Amateur Golf Tournament. On hand as arrangements were completed for football sponsorship were: Seated (1 to r.)—Frank M. Wardan, William J. Goodwin and F. E. Buckly, bank's vice president, chairman of board and president, respectively; standing (1 to r.)—Max Friedman, KSO account executive; Gene Shumate, KSO sports director, who will handle broadcasts, and A. T. Donhove, Central National vice president.

CONDITIONAL grants for three Class A and eight Class B FM stations were authorized last week by FCC. Construction permits were issued for two Class A and 10 Class B outlets while CPs in lieu of previous conditions were issued to cover 10 Class B outlets.

The applications for grants were two persons having interests in two different applications. Edward Ianelli, part owner of Cardinal Broadcasting Co., Palo Alto, Calif., Class A conditional grantee, also holds interest in Redlands Broadcasting Co., similarly awarded a Class A facility at Redlands, Calif. York Wilson, identified with Class B grantee Cinncinati Broadcasting Co., Miami, Fla., also holds a major interest in Cinncinati Broadcasting Co., successful Class B applicant at Cincinnati.

Two authorizations were made for cancellation of existing CPs and dismissal of relative applications. Rouge Valley Broadcasting Co., licensee of KWIN Ashland, Ore., was granted cancellation of its FM CP because of inability to proceed with construction. L. B. Wilson Inc., licensee of WCKY Cincinnati, was granted authority to cancel its FM permit for a Class B station because of a combination of circumstances over which the permittee stated it had no control. Because of such, L. B. Wilson feels it wise to incur an outlay for an FM installation and operation over a considerable period on a nonsustaining basis, the Commission reported.

The conditional Class A grants made by the Commission were:


For Channel 239, 96.5 mc, for its new FM station. Likewise Nonpareil Broadcasting Co., permitted KSU Council Bluffs, Iowa, received Channel 241, 96.1 mc, for KSU-WF.

The following were authorized Class B permits: conditions given are effective radiated power, antenna height is height above average terrain, AM affiliation is given within FM call in parentheses:


KKEG Tulare-Kings County Radio Broadcasting, Fresno, Calif.—Class B, Channel 268, 99.5 mc, 2 kw, 325 ft.

WLAG-FM Chico, Calif.—Grange Broadcasting Co., La Grange, Ga.—Class B, Channel 261, 101.4 mc, 40 kw, 500 ft.

KROS-Clifton Broadcasting Corp., Clifton, Iowa—Class B, Channel 261, 91.6 mc, 10 kw, 430 ft.


Demond W. Bynum (KFXA), Okmul- gee, Okla.—Class A, Channel 282, 95.5 mc, 415 w, 800 ft.

WLED Broadcasting Corp. (WHLU), Erie, Pa.—Class A, Channel 283, 95.0 mc, 20 kw, 500 ft.

KFBC-AM North Dakota Radio Stations Inc., Fort Wayne, Ind.—Class B, Channel 224, 100 mc, 2 kw, 300 ft.

WAFB South Bend Tribune (WBST), South Bend, Ind.—Class B, Channel 259, 101.3 mc, 20 kw, 500 ft.

KWDK-FM Red Oak Broadcasting Co., Red Oak, Iowa—Class B, Channel 257, 100 mc, 50 kw, 430 ft.


KUPL Santa Barbara County Chalmers Inc., Santa Barbara, Calif.—Class B, Channel 263, 99.4 mc, 20 kw, 500 ft.


The following were authorized CPs in lieu of previous conditions:


WTHT-AM The Hartford Times Inc., Hartford, Conn.—Class B, Channel 257, 101.6 mc, 2 kw, 400 ft.

WQRX-AM Heartland Radio Stations Inc., Fort Wayne, Ind.—Class B, Channel 224, 100 mc, 2 kw, 400 ft.

WBFF South Bend Tribune (WBST), South Bend, Ind.—Class B, Channel 259, 101.3 mc, 20 kw, 500 ft.

KBXK-FM Red Oak Broadcasting Co., Red Oak, Iowa—Class B, Channel 257, 100 mc, 50 kw, 430 ft.

WTCB-AM Twin City Broadcasting Co., Chicago, Ill.—Class B, Channel 230, 99.9 mc, 12 kw, 350 ft.

KXAN-AM San Antonio Broadcasting Co. Inc. (WTBY), Troy, N. Y.—Class B, Channel 224, 100 mc, 1 kw, 985 ft.

WATO Beer—Kooli (WATO), Ashland, Ohio—Class B, Channel 267, 101.3 mc, 2 kw, 350 ft.


FCC last week granted a CP to U. of Houston, Tex., for a new noncommercial educational FM station. Facilities: Channel 219, 91.7 mc, 9.6 kw, 260 ft.

Albany Station Agrees To Drop Its WNYS Call

PATROON BROADCASTING Co., Albany, N. Y., has agreed to forego use of the call letters WNYS as a result of formal protest by New York State to the FCC, according to Nathan L. Goldstein, the station's manager.

The state contended use of the call would lead listeners to believe the station was either an official voice of the state or reflected official state government views. Petition was filed with the FCC June 9, with Patroon filing an opposition.
C. E. Hooper Offers Service to BMB

Would Involve Getting And Compiling Data On Listening

C. E. HOOPER has submitted to BMB a proposal that his organization be engaged to collect and compile the station and network listening data for BMB's next nationwide survey. He estimates he can handle the work about half the cost figured by BMB, since the Hooper firm is experienced in handling radio listening statistics and since the processing of the BMB data can be fitted in with Hooper’s other organizations. BMB would continue to handle the general functions of sale, publication, distribution and policing of the reports.

“If the broadcasters want the advertisers and agencies of this country to have complete radio station and network coverage in their possession inside of our survey,” Mr. Hooper declared, “we believe that an organization like BMB should make it available. What we have to offer is a barometer that can be applied for radio stations individually or in groups and which will provide uniformly comparative information.”

And so we are making it available to stations direct,” Mr. Hooper said, “it is our hope that our service will be acceptable to BMB which in turn, by organizing its underwriters, may persuade all networks in convenient to BMB’s underwriters, may persuade all networks in convenient its underwriters, may persuade all networks in convenient

Major part of the Hooper proposal is a suggested change in the questions on the BMB ballot to produce what he terms a “high standard” measure, that is, higher than the 1946 BMB study. This change and the basis for it is that the results of the Hooper ballot were found to be more accurate than the BMB ballot because BMB was the securing of broadcasting advertiser-agency approval of the idea that there should be a uniform method of expressing a station’s or a network’s service area in terms of “listener” rather than “transmitter” performance.

Says Principle Is OK

“If there has been expressed dissatisfaction with BMB’s indexes,” Mr. Hooper avers, “it is with the looseness (low standard) of the measurement, not with the principle of using a uniform measure of listener performance to express a radio station’s or network’s coverage. The result of the looseness, which has caused some stations to limit their areas of effective service to those in which BMB reported listening by 50 percent or more, was that the results were meddled with by simple changes in the questions used in BMB’s 1946 study.

Under a bold-face question—

“What radio stations do you listen to?”—Running across the width of the ballot, BMB had three sections. The first asked respondents to list below: the call letters of all the stations which you or someone in your family listen to at home—any time.

In the other section, respondents were asked to check the number of people in their family who listen to the stations in the column (and class) on the ballot. It was suggested that the ideas be compiled into a uniform comparative index.

Brooklyn Test Reporting on a test made last spring in Brooklyn, when the BMB form was checked with another ballot which omitted the first questions and asked directly “to what stations do you and your family listen at least once a week in the daytime (evening)” Mr. Hooper states that the average number of stations reported on the BMB ballots was 6.2, compared to 4.5 on the once-a-week form. On the listener diaries, used as a control for the week, showed an average of 4.5 stations reported, an almost perfect correlation with the once-a-week form. “The flaw, apparently, was not in the once-a-week listening concept, but in the technique of applying it,” Mr. Hooper commented.

The form proposed by Mr. Hooper for use in subsequent BMB surveys asks: (A) To what stations do you and your family listen most frequently for the most time? (B) Write in other stations listened to at least once a week.” Room is provided for entering three stations under (A) and three under (B) for each of the time segments—morning, afternoon and evening—in place of BMB’s daytime and night. This change, Mr. Hooper explains, secures reports on equal time periods and eliminates erroneous results obtained from trying to compare listening in a nighttime span of six hours at the most with a daytime period of twice that length. At some length and with many illustrations, he points out that the new ballot is more effective in showing differences between day and night station audiences and that answers correspond more closely to station operating reports, which he takes as “top standard” in audience measurement figures.

Called More Accurate Another advantage claimed for the proposed ballot is that it will produce more accurate measurements of listening in small areas remote from its transmitter. “If actual listening to a station in a given city or county is so low as to be gobbled up by numbers of listening stations, as in the case of New York City, the size of its listener coverage index should also be insignificant,” Mr. Hooper claims. To prove his point he cites examples of reports of listening to New York stations in two Pennsylvania cities shown to be much higher, as reported by both BMB and the proposed ballot. The proposed method is also more accurate, he asserts, in measuring audiences of big city stations with specialized appeals to a class or foreign language group.

A third question on the proposed ballot asks respondents to “write in stations, if any, you would like to hear better but which do not come in well because of static, fading in or out or interference.” This ballot item is provided for listing two stations day and two evening. This question should, Mr. Hooper believes, provide valuable information to stations about their physical coverage, which might be used to support applications for facilities changes to the FCC, and to networks about gaps in their overall coverage picture.

Recommending the adoption of his method for future BMB studies, Mr. Hooper states that meanwhile he is preparing to conduct listener coverage surveys for BMB on stations and networks at a rate of $250 a county, plus $250 for any city where augmented sampling is necessary.

COURSES in radio broadcasting will be offered in the spring quarter at the University of Pennsylvania College, Philadelphia. John Menville has been named director of radio education, and control rooms will be run under construction at the college. The school plans to apply for an experimental station in the near future.

But BMB Rejects Hooper’s Plan

Research Group Spurns Offer to Conduct Next Survey

BROADCAST Measurement Bureau last week rejected in detail the proposal by C. E. Hooper Inc. to conduct the next nationwide survey of station and network listening for BMB (see story this page). In a letter to Mr. Hooper, president of the research firm, Hugh Feltis, BMB president, advised that the BMB Board Research Committee, at a special meeting last Thursday, had unanimously decided “not to recommend to the BMB Board that the bureau identify itself with your proposed listener coverage index.”

The Research Committee is composed of D. E. Robinson, vice president in charge of research, La Roche & Ellis, New York, chair- man, Hubert W. Jr., director of research of NBC, and Albert S. Dempewolf, assistant to the director of advertising of the Celanese Corp. of America.

The BMB Research Committee asserted without qualification that the audience figures to be derived from the proposed Hooper method of measurement were “not as valid as those of BMB study No. 1” and that

“economies claimed for the proposed measurement are not substantiated by the cost figures in the (Hooper) memorandum.”

Mr. Feltis’ letter to Mr. Hooper, nine pages long, included a list of other reasons for the Research Committee’s rejection of the Hooper plan.

The committee, wrote Mr. Feltis, was “disappointed that they were unable to find any . . . evidence” of possible improvements in present BMB methods to be gained from the Hooper proposal.

Mr. Feltis detected “confused thinking,” “misrepresentation of BMB measurement,” “disregard of statistical integrity,” “conclusions drawn from false premises” and “distorted research” in the Hooper memorandum.

Criticizes Ballot Design

He criticized the design of the ballot which Mr. Hooper proposed to use in his survey, pointing out that the presence on it of four call letters in each group of call letters for each time segment limited the number of stations that could be listed and “depressed the audience figures.”

The Research Committee, according to examples of the method in the Hooper memorandum, said Mr. Feltis, was shown in the ratings of New York network stations.

The Hooper memorandum showed nighttime audiences of these stations as “quite similar” as measured by BMB and the Hooper ballot. But the Hooper figures for audiences in densely populated places were much lower than BMB’s.

“Evidently,” wrote Mr. Feltis, “New Yorkers listed the four New York network stations first; distant remnants lacked space in these stations after listing their local outlets.”

The letter accompanying the Hooper ballot asked the respondent to “take a minute right now if you will . . . fill in and answer the postcard.” Mr. Feltis said the BMB objection to this was that it discouraged “family consultation” and limited stations listed to “those about whom the respondent alone knows are listened to.”

“This,” said Mr. Feltis, “can make an important difference, especially in multiple-set homes where often the individual call letters are used.”

Mr. Feltis also asserted that Mr. Hooper, in his memorandum, “fails completely to explain either the size or control of your proposed sample.” He charged that the Hooper proposal included even the feature of economy which you attribute to it.”

Mr. Hooper’s own figure of $250 a county and measured city where
New 552-Foot Antenna Tower Planned For Philco Television Station WPTZ

CONSTRUCTION on a new 552-foot antenna tower at the transmitter of Philco television station WPTZ Philadelphia has been started. The tower will be the highest structure in the Philadelphia area and one of the highest antenna towers ever built for television. It will quadruple the area served by the station and bring better signals to four million people. The tower will be triangular and so situated that one side will face the WPTZ relay station in Morrisville, and other important points from which television programs originate such as Shibe Park and Franklin Field.

Another side of the tower faces toward Mt. Rose, N. J., intermediate relay station for the Philco microwave television relay system linking New York with Philadelphia. Set in concrete foundation 19 ft. deep, the tower will be topped by antenna structure 49 ft. high, including three "turnstile" television broadcast antennas, and a three ft. beacon light at the 250 ft. level will be a platform designed to aid in research now being conducted by Philco engineers on microwave television relaying and other communications at extremely high frequencies.

On the other hand there have been city areas in the shadow of tall buildings of downtown Philadelphia or "shaded" by intervening hills where reception has been borderline. The new transmitter is expected to eliminate the weak areas.

2 Outlets Get Underway Sept. 12 in Rocky Mount

WCEC AND WCEC-FM, new stations at Rocky Mount, N. C., will take the air about Sept. 12 or as soon as structural work on the tower is completed, it was learned last week. Owned by Josh L. Horne, Jr., publisher of the (Rocky Mount) Evening Telegram, WCEC will operate with 1 kw daytime on 810 kc, while WCEC-FM will begin with a six-hour daily schedule and 3 kw power on Channel 264, 100.7 mc. Studios for both are located at 115 N. Church St. in Rocky Mount.

Melvin J. Warner, formerly with the advertising dept. of the Evening Telegram, will manage the stations. Other staff members include Raymond Wilkinson, formerly with WMAQ Chicago, WAKP Key West, Fla., and WFRP Savannah, Ga., program director; Warren Palmer, previously with WGTG Greenville, N. C., chief engineer; Betty Washburn, in charge of continuity and script; Grover Taylor and E. P. Elmore Jr., engineers, and Richard Bradshaw, Bill Ramsey and Carl Lamm, announcers.

SUIT AGAINST WFIL DISMISSED BY COURT

A suit to stop WFIL Philadelphia from broadcasting in Whitemarsh Township was dismissed last week by Judge William F. Dannehower in Montgomery County (Pa.) Court of Common Pleas, Norristown.

The action was brought by G. Harrison Frazier, Jr., a nearby resident, attacking a zoning amendment which reclassified 60 acres of land from Class A residential to industrial. He called the zoning change "arbitrary, unreasonable, discriminatory, unconstitutional, void," and said it constituted "spot zoning." The judge held the zoning amendment was constitutional and directed that Mr. Frazier pay litigation costs.

Triangle Publications, through WFIL, also offered to give the township 11 acres of land in the plot and to donate $5,000 toward improving the land for a recreation center, an offer attacked by Mr. Frazier. Said Judge Dannehower: "This offer was dishonorable or corruptly made, but rather was made innocently, for the advantage of the young men of the township."

92 Plan to Attend CBS Promotion Clinic in N. Y.

CBS announced last week that 92 station managers and promotion managers have thus far accepted invitations to its promotion clinic to be held Sept. 8-10 at CBS New York headquarters. Indications are that this will be the biggest gathering of CBS promotion men yet held, the network said.

Scheduled speakers include Lowell Thomas, Edward R. Murrow and Howard P. Abrams, sales promotion director of the National Retail Dry Goods Assn. The clinic will be conducted by Tom Connolly, CBS program promotion director.

Pacific Campaign


Speedy Service

ABC EXECUTIVES attending the NAB convention will fly to Atlantic City in the network's recently-purchased airplane, twin-engine Beechcraft piloted by Frederick G. McNally of ABC's Station Relations Dept. The plane will operate in a shuttle service, taking off Friday, Sept. 12 and ending Sunday, Sept. 14, the network said. Mr. McNally is a former AAF lieutenant colonel.

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2. SAN ANTONIO OUTLETS GET LICENSE RENEWALS

APPROVAL given Friday by FCC to license renewal of KMAC (1240 kc, 250 w) and KONO (1400 kc, 250 w), both San Antonio. Pair had been cited on programming issues and over-commercialization. Commission also granted construction permit to KONO for new Class B FM station.

FCC conclusion, KMAC stated "examination of the evidence adduced in this proceeding reveals that the licensee has not at all times observed the responsibility to serve the public" and that prior to 1946 station had aired few educational broadcasts, few live talent sustaining shows and no programs on local controversial issues. Very large number of commercial spots also noted. Conclusion cited, however, that after careful review of proposals for future operation and performance during last year license renewal is warranted.

Likewise FCC concluded from record that KONO's performance over past several years has not constituted well-rounded and balanced program service. And likewise Commission felt from past year's progressive performance and future proposals KONO license should be renewed.

FM grant to KONO calls for frequency to be assigned, 48 kw effective radiated power and antenna height above average terrain 410 ft.

License renewals for regular period ending Aug. 1, 1950, also granted Friday by FCC to KTFS Texarkana, Tex.; WDEF Chattanooga, Tenn.; KRE Berkeley, Calif., and KEBE Jacksonville, Tex. Extensions on temporary basis given KALF El Paso, Tex., and WORF Farmington, Conn., to Dec. 1, 1947, and WCAU-FM Philadelphia for 90 days. WOKO Albany granted extension of special service authority for 30 days from Aug. 31 to operate facsimile station WZWXW concurrently with WOKO (see story page 20).

RWG HITS NBC SNAP

ATTEMPTS of Radio Writers Guild to organize continuity writers at NBC Chicago hit snag Aug. 28 when union was unable to show it had obtained majority. (NBC employs four continuity writers in Chicago.) ABC indicated it would be willing to listen to any RWG proposals when union is able to meet the conditions of Taft-Hartley bill as to closed shop.

KENTUCKY STATION SOLD

ASSIGNMENT of license of WNGO Mayfield, Ky., from present partnership to new corporate group including one of present partners approved Friday by FCC. P. M. Mullins, retiring partner, receives $25,000 cash for his 49% interest. H. M. Suthard, 51% owner, gets $200 shares (par value $26,000) in Signee Inc., West Kentucky Broadcasting Co. Inc.

JONES TO TAKE OFFICE

REP. ROBERT F. JONES will be sworn in as FCC Commissioner Friday, Sept. 5 at 10 a.m. in Room 6121, FCC headquarters, Supreme Court Justice Harold H. Burton will administer oath. All commissioners will be present except E. M. Webster.

U. S. SUBMITS REQUIREMENTS FOR INTERNATIONAL SERVICE

UNITED STATES requirements for international broadcasting presented to High-Frequency Broadcast Conference at Atlantic City. U. S. seeks 355 transmitter hours per day for 39 transmitters, operating 10.1 hours per transmitter, or an overall transmitter utilization of 42%.

This is minimum requirements of U. S. call for number of transmitters with 19 on East Coast to serve Europe and Africa and 11 on West Coast for Asiatic Australian service. Latin America served from both coasts.

HOOPER REPLIES TO BMB FOR REJECTION OF OFFER

IN REPLY Friday to BMB rejection of his offer to do BMB's next nationwide survey of station and network listening, C. E. Hooper said, "Much can be gained and nothing lost" by doing it anyway, and that work "already has been authorized" in several areas.

Mr. Hooper repeated earlier statement that he had heard "more than a few" of BMB's, and that results would be on sample exceeding that of 1946 BMB survey for everything except network timebuying.

GENERAL FOODS TV STUDY

GENERAL FOODS, New York, will drop Friend of the Family, last half of its Thursday night-hour-long television show on WNBH NBC video station, New York, and will use money for research television project to determine its 1948 television budget. Advertiser has assigned both Young & Rubicam and Benton & Bowles, New York, to handle research job for which it has reportedly appropriated $8,000. Both agencies will maintain first half-hour, 8-8:30 p.m., on WNBH. Benton & Bowles is agency for Leave It to the Girls, and has been placing Friend of the Family. Advertiser is Silver Gate Broadcasting Co.

WLS SIGNS GUILD PACT

WGN Chicago became lone holdout among Chicago stations following signing Aug. 28 by WLS of contract with Chicago chapter of Radio Directors Guild. WLS said contract called for 10% increase over present scale with a minimum of $82.50 for five-day, 40-hour week. Only four directors employed at station on fulltime basis.

REHEARINGS DENIED

FCC denied Friday KSOO Sioux Falls, S. D., petition for rehearing on grants to Big Sioux Broadcasting Co. for new 1kw outlet there on 1270 kc and to KELO Sioux Falls for power increase from 250 w to 5 kw and shift from 1230 kc to 1320 kc. KELO new construction 76% complete, according to station.

JAMES HURLBUT, special events director of CBS Chicago, joins NBC Central Division as reporter-commentator. Mr. Hurlbut was first Marine combat correspondent to see war action, landing with assault troops at Guadalcanal.

BITNER GROUP APPLIES FOR WOOD AT $850,000

APPLICATION covering resale by ABC of Wood Grand Rapids, Mich., to group headed by Harry M. Bitner, Kent County, Michigan, applied to federal court. Group owned by Mr. Bitner and members of his family, 50%; Ralph S. Euler, executive vice president, Mellon National Bank & Trust Co., Pittsburgh, 30%; his wife, Bertha G. Euler, 8%, and Frank R. Ball, 12%, vice chairman of the board and chief executive officer, Mellon National Bank.

Transaction, in compliance with FCC mandate issued last year when ABC purchased King-Trendle Broadcasting Corp. for $2,650,000, would leave network owning WXYZ Detroit as well as Michigan Radio Network.

Previous attempt to dispose of WOOD, to Liberty Broadcasting Co., was never completed although approved by FCC. Present deal compares with that transaction. Grandwood Broadcasting Corp., would purchase $2,936,326 of King-Trendle for $850,000 cash. Upon completion of part liquidation of Xing-Trendle purchaser would surrender King-Trendle holding for physical assets, WOOD, including profits held in trust since last July. These profits are said to be about $100,000.

Mr. Euler is 5% owner WBFM Inc. which operates WEOA Evansville, Ind., Mr. Bitner, and son Harry Jr., WBFD manager, also owns WBFM. Mr. Bitner, A. N. H. Application for sale of WFEA to local merchants group for $170,000 pending [Broadcasting, Aug. 25].

Mr. Bitner with Arthur Treanor, former Flint newspaper executive, has also contracted to buy WYFD Flint from Loeb Bros. for about $650,000. Transfer pending at FCC.

KYOR GETS 5 KW FULLTIME

KYOR San Diego, Calif., was authorized last week by FCC to increase power from 250 w daytime to 5-5 fulltime on 1130 kc. with engineering conditions. Silver Gate Bestco. is licensee.

Closed Circuit

(Continued from page 4)

tion tests. Plane already has been flight tested, with one piece of radio equipment said to be holding up tests scheduled this autumn. Last Stratovision tests from plane completed year ago. Understood NAB desired demonstration of plane's ability to send signals at Atlantic City convention but Westinghouse refuses to be rushed in developing engineering phases of new art.

COCA COLA Co., Atlanta, reportedly negotiating with CBS for D'Arcy Adv. Co., New York, for Monday through Friday, 11:15-11:30 p.m. network spot for showing Morton Downey.

PRODUCTION delays at Ford Motor Co. reportedly caused firm to seek reduction of weekly hour program The Ford Theater, scheduled to start on NBC Oct. 5 to half-hour show and to request postponement of starting date. After high-level talks last week between NBC and Ford, however, contract remains firm.

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Broadcasting • Telecasting
Food buying and preparation constitute one of the housewife's major responsibilities. Here broadcasting is of invaluable assistance. The KMBC "Food Scout" takes listeners direct to the Kansas City Food Terminal for valuable advice on the day's best buys. The KMBC "Happy Kitchen" provides timely information on meal planning and food preparation. Yes, in the Heart of America KMBC presents two daily programs, authoritatively conducted by its graduate home economist, June Martin, to aid the housewife in carrying out her responsibilities.

—KMBC of Kansas City
Free & Peters, Inc.
Down the program list beyond the 'First Fifteen', beyond the runners-up, are scores of programs which at best are merely so-so. Every station faces this problem and WKY is no exception, yet 96.6% of the time WKY programs attract a greater share of audience in the 30 counties around Oklahoma City than those of any other Oklahoma City station according to a diary study by Audience Surveys, Inc.

Program promotion is the answer. WKY adds listeners, adds points to program ratings by intensive, continuous promotion.

Programs and promotion, in fact, have been so closely linked in its thinking and planning for so long that WKY telescopes the two words into one. WKY's perpetual "programotion" keeps listeners listening, dealers happy, products moving ... profitably.