NOT BECAUSE OF WHAT IT COSTS...

BUT BECAUSE OF WHAT IT EARNS

More advertisers, local and national, buy more time on KLZ than on any other Denver station.
KRNT PERSONALITIES

Hooper Rates HIGHER THAN MOST NETWORK SHOWS

Don Bell -- "With Don Bell, Jr. and the "Junior" Will keep the kids on the air.

Gene Emerald -- "All the joys of life in this happy place, looking at the world through the eyes of a child."

Betty Wells -- "Programs in Des Moines and everywhere."

Charles McCuen -- "Listen to the latest in music, comedy, andدان بنك."

Russe Van Dyke -- "The old-time radio legend, back on the air."

Jon Mackett -- "Your favorite mountain man, back on the air."

Buy "HIGHER THAN NETWORK" RATINGS IN DES MOINES

Buy RESULT-ASSURED PROGRAMS AND ANNOUNCEMENTS IN DES MOINES

Buy

KRNT

DES MOINES

The Register & Tribune Station

KRNT IS AVAILABLE WITH WNAX AND WMT AS THE MID-STATES GROUP
With eleven years of unbroken sponsorship, The Berwick Cake Musical Clock stands as another notable example of the lasting quality of Yankee partnerships. This 15-minute musical show, with announcer Bill Hahn, is habit listening with thousands of women during the 7:45-8:00 A.M. period — a habit that is reflected daily in Berwick Cake sales. Reason enough for the long continued satisfaction of the sponsor.
Toni (cold wave) St. Paul, will increase its radio budget approximately $1,125,000 with purchase of new daytime serial as yet unselected on NBC, 11-11:15 a.m., effective Oct. 27. Foote, Cone & Belding, Chicago, which preempted NBC time, has thus made Toni one of radio's top advertisers with a total of $5,000,000 for advertising of which radio takes approximately $3,625,000. Sponsor currently has five programs running on NBC, ABC, and CBS. Agency indicated proposed spot campaign for Toni has been cancelled.

SOLAR PLEXUS blow for radio critics who bemoan the growth of each city's airwaves to the extent that some stations will be replacements for old stations. Results will show only 6% of total broadcast time of all stations is devoted to daytime series. Survey, based on breakdown of logs, will show 41% of all time devoted to music, 16% to drama, 13% to news and ranging to 1% for homemaking programs.

CAREFUL scanning of Washington political front shows growing indications that ex-FCC Commissioner Ray C. Wakefield may get seat on Federal Power Commission. (CLOSED CIRCUIT, Aug. 11). Opening created when Senate passed over nomination of Burton N. Belingh, of Power Commission staff, to commissionership post opened when Vice Chairman Richard S. Nash resigned because of illness. Former FCC member's renomination was recalled in favor of Rep. Robert F. Jones (R-OHio), sworn in Friday.

WITH LIKELIHOOD that Sept. 23 target date for adjournment of International Radio Conferences will be met, tentative agreement has been reached on future conferences. Next ICT is set for Buenos Aires in 1952; next NARBA sessions on use of standard broadcast facilities on North American continent will be held in Canada sometime in August or September 1948 either at Montreal or Quebec; final stage of High Frequency Conference to determine allocations of international channels to be held in Mexico City between March and June 1948.

ULTRAFAX, RCA's new communications technique, which could transmit 20,000,000 word novels from New York to San Francisco in 60 seconds according to testimony of NBC President Niles Trammell during the White Bill hearings, will be demonstrated in Washington, probably in October.

FIRST returns from FM Assn. questionnaire on music use, sent all FM stations, show overwhelming (25-to-1) vote in favor of duplication of network music programs. Many affiliates complain networks won't let them duplicate music, FMA claims.

IP EISENHOWER Presidential booklet developed into boom proportions, it may signal

(Continued on page 86)

Upcoming

Sept. 8: AFM International Board and Network executives, Blackstone Hotel, Chicago.


Sept. 11: Group of independent NBC affiliates, Hotel Claridge, Atlantic City, N. J.

Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.


Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.

Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.

Business Briefly

SUCHARD BACK • Wilbur-Suchard Co., Lititz, Pa., has resumed spot campaign using one-minute discs and chains on approximately 12 stations starting Sept. 1, also sponsorship half-hour live show, Jake Box Jury, on WNEW New York and WPEN Philadelphia. Show starts on WWSW Pittsburgh in late September. Agency, Badger, Browning & Hersey, New York.


CONSOLIDATED RESUMES • Consolidated Biscuit Co., Wilkes-Barre, Pa., resumes Sept. 23 for 13 weeks transcribed show featuring Johnny Desmond, twice weekly on approximately dozen stations. Lynn-Fieldhouse Co., Wilkes-Barre and New York, is agency.

GRUEN SPOTS • Spot-Radio Productions, Cincinnati, Cincinnati, has completed production of new musical time spot and special jewelers jingle for Gruen Watch Co. Records made by Modernaires in NBC's Hollywood studios and will be available to Gruen dealers in all radio markets within few weeks.

SHADOW BACK • Salerno-Megowan Biscuit Co., Chicago, Sept. 7 began sponsorship of The Shadow, which returned to air after summer hiatus. Program heard Sunday, 4-4:30 p.m. (CDST) on MBS, 26 weeks. Agency, Schwimmer & Scott, Chicago.

BULLETIN NAMES EAGER • George T. Eager named assistant to the publisher, Richard W. Slocum, general manager of Philadelphia Bulletin. Position is new and is designed to supervise Bulletin's advertising promotion and circulation sales promotion as well as public service activities and in addition direct broadcast and television interests. He joined Bulletin in 1928 after long association with BBDO in new business department.
A SALE FOR YOU?

Are you getting your share of the 356 million dollars spent each year in retail stores of the Nashville market area? Since there are 12,998 such outlets, a sales call to each would be impossible. But, with WSIX's loyal audience, you can reach many of the owners as well as their customers... our message can do a good selling job with both—at reasonable listener cost—over WSIX!

WSIX gives you all three: Market, Coverage, Economy!

AMERICAN • MUTUAL
5,000 WATTS-980 KC

Represented Nationally by
THE KATZ AGENCY, INC.
SELL TWO GREAT MARKETS with WMT in Eastern Iowa.

FARMS. Thousands of them in the heart of the greatest farm country on earth and with more radio sets per farm than any other state in the U. S. A.

FACTORY. Half of Iowa's income (highest per capita in the U. S.) comes from her ever-expanding industries.

You sell both urban and rural listeners with WMT. Whatever your product you'll find a ready market in WMT land. (Ask your Katz representative.)

SELL IT with

WMT
CEDAR RAPIDS

The Station Built By Loyal Listener-ship...Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group
For One-Station Coverage of the Entire Hawaiian Islands

KULA

10,000 WATTS  690 KILOCYCLES  ABC AFFILIATE

Hawaii's Billion-Dollar Market
Is the Richest Market
Per Capita
in the United States!

Surpassing all the states, the Territory of Hawaii was FIRST in per family income for 1946 * at $5,410. New York State was Third with only $4,728.

*Sales Management estimates

Among the 200 leading cities, Honolulu was 22nd in food group sales and 21st in drug store sales.

Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA.

Maintaining mainland broadcasting standards ... staffed by popular island radio personalities plus the star attractions of ABC . . . KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

KULA

Most powerful, only full-time clear channel station in this major market

Pacific Frontier Broadcasting Co., Ltd.
Studios—1525 Kapiolani Blvd., Honolulu, Hawaii

For data on the Hawaiian market and rates and details about KULA see

ABC or Avery-Knode, Inc.
National Representatives
New York  •  Chicago  •  San Francisco
Atlanta  •  Los Angeles
SEEMS SILLY TO BRAG
ABOUT BILL GOODWIN

—when all America already knows he's certain star-stuff!

John Crosby, brilliant radio critic of the New York Herald Tribune,* made his report on Bill Goodwin, August 4, 1947, listening to Goodwin's own CBS show: "I should like to venture the prediction that Goodwin . . . will develop into one of the top comedians in the business. And now, having laid my curse on him, I'll steal quietly away."

But Crosby has just caught up with the rest of the country!

For who listens to the radio, or goes to the movies, and doesn't already know that Bill Goodwin is a comedian of highest rank?

Haven't you heard him, for years, take the microphone away from Bob Hope, Burns & Allen, and other top comedians on the air? (Everyone else has!)

Haven't you seen him in "The Jolson Story," "Wake Island," "Spellbound," or any dozen of the twenty-one pictures in which he has been featured? (Everyone else has!)

Bill Goodwin is one of the great household names in America now: friend and entertainer of millions and millions and millions of Americans.

That is what you get—already delivered—when you buy Bill Goodwin.

Plus the equally well-known fact that Goodwin is "the sales-message that walks like a man"; unquestionably one of the greatest sales-voices in America today.

Goodwin is now available for sponsorship in a program built entirely around his wonderfully-developed comic talent: a vehicle ready to deliver the extraordinary profits which top Radio brings its sponsors.

*And other papers, north, south and west

A CBS PACKAGE PROGRAM
Feature of the Week

CONSTANT warnings against reckless driving broadcast over KRNT Des Moines, especially in the last week of August, helped the city reach a new record of 106 days free from traffic fatalities. For the last two days before the old record was broken, KRNT reminded listeners every hour on the hour to drive safely.

A station newswoman was kept at the traffic bureau to report all traffic accidents, and some programs were interrupted to air the reports. Every KRNT newscast for a week featured the campaign. At midnight on the day the old record toppled, the Des Moines station put on a special program, with Newsmen Charles McCuen, Police Chief Loren Miller and Traffic Bureau Inspector D. W. Rayburn participating. A new traffic safety drive has an objective of 150 deathless days.

The morning after the midnight goal had been attained, Inspector Rayburn appeared on Mr. McCuen's early morning newscast to compliment Des Moines drivers on their achievement and to urge support of a new drive with an objective of "150 deathless days."

KRNT Manager Phil Hoffman stated that the station is already formulating plans for a renewed drive to make Des Moines streets the country's safest. Mr. McCuen will again head the planning committee.

Sellers of Sales

HANG ON to your desk when one advertising agency moves out, because another is liable to move in. If so, you're all set to work for the new tenant.

Selma Schonfeld doesn't advise the faint-hearted to follow her experience. But she says it worked at least once, in a manner of speaking. When Hillman-Shane-Breyer moved out in April 1946, Selma was timebuyer.

With arrival of Brisacher, Van Norden & Staff in the vacated suite of offices, she assumed the same function for them. After a year in that capacity she took over as media director.

Radio-wise, she oversees approximately $1,000,000 in billings for such accounts as Peter Paul Inc., 42 Products, B o h m i a n Distributing Co., Lindsay Ripe Olive Co., Wilson & Co., Los Angeles Nut House and Mode D'y.

A westerner, Selma was born in Salt Lake City, Oct. 22, 1916. Graduating from East High School in 1930, she went on to get her degree from the U. of Utah in 1934, majoring in English.

Despite her substantial education, she harbors one definite regret. It seems she was absent from school when some of the advanced arithmetic was taught. And as a result, she says she has never advanced beyond the apple stage in arithmetic.

So when it becomes necessary to determine cost per 1,000 listeners, or any comparable figure, everything is added, subtracted, divided and multiplied in apples.

Selma's first job was with a building and loan firm in Salt Lake. After a few months there, a transfer was arranged to the firm's office in August 1935. A variety of sales developed in Oakland once she decided to leave the loan business. She remained in the San Francisco Bay area until August 1936, then shifted to Los Angeles.

In January 1940 Selma joined The Stodol Adv. Agency, learning the rudiments of the business. In April 1946 she went over to Hillman - Shane - Breyer. She has been with her current employers, Brisacher, Van Norden & Staff, Los Angeles, since April 1946.

Selma lives in Beverly Hills. She says her hobbies are reading, dancing and ping pong. Her ambition is to be a client some day. Currently, she says she doesn't know how to manufacture anything but she is confident she'll learn. Meanwhile, she's still hanging on to that desk.
St. Louis people are proud of St. Louis and proud of their forefathers who planned so well to make St. Louis the city that it is today. As the result of the planned progress on the part of the pioneers as well as present-day residents, St. Louis is the 9th largest market in the U. S.

KWK has progressed, too...

In the 20 years that KWK has been a part of St. Louis life, every effort has been put forth to give St. Louis listeners the finest programs possible for their listening pleasure. The popularity of present-day KWK programs attests the success of this effort.

St. Louis' Own and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
As every time-buyer knows, no two stations, anywhere, are just alike. There are wide differences in "personality", and in the way each station caters to its individual market. Mark the variance in ratings even on network shows, for instance. . . .

All the top-notch stations represented by F&P, however, have one thing in common—their outstanding emphasis on good local programs for spot-radio advertisers. . . . Take KSD in St. Louis. Their 8:30 AM News has a 7.0 Hooperating* (at Class "C" rate)—and that's typical of other local programs all through the day.

How about letting F&P build a list of top availabilities for Bull's-Eye Radio, in any or all the markets at the right? We think we can surprise you with the bargains now available.

*Hooper Survey, February-April, 1947.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BEAUMONT: KFDM
BOISE: KDSM
BUFFALO: WGR
CHARLESTON, S. C.: WSCC
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KVOD
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
FT. WORTH-DALLAS: WRAP
HONOLULU-HILO: KGMB-KHBC
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OMAHA: KFAB
PEORIA-TUSCALO: WMBD-WDZ
PORTLAND, Ore.: KEX
RALEIGH: WPIT
ROANOKE: WDBJ
SAN DIEGO: KSD
SEATTLE: KIRO
SYRACUSE: WFL
TERRE HAUTE: WTHI

TELEVISION:
ST. LOUIS: KSD-TV

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TELEVISION:
ST. LOUIS: KSD-TV
Convention to Scrutinize New NAB Code

Full Cooperation of Industry Sought at Atlantic City

By J. FRANK BEATTY

ALL-OUT effort to obtain industry agreement on a program and advertising code placing broadcasters under stern but practical standards will be made at the NAB 25th Convention Sept. 15-18 in Atlantic City (see code highlights on this page).

Original plan to confine code discussion to a Thursday morning general session may be modified by convention to permit even more detailed scanning of the provisions by all elements of the industry. President Justin Miller, board members and code drafters are anxious to give the document a full airing.

At the weekend NAB had not completed its Thursday schedule. Time for further code discussion will be available in the afternoon due to transfer of the election of directors-at-large to Wednesday morning. Thursday afternoon also will include adoption of resolutions.

Certain to be offered are resolutions dealing with the all-important industry standards, and detailed discussion may develop on any proposal to express association sentiment on the subject.

NAB has not made copies of the proposed standards available to the membership, other than persons directly concerned with writing and approving them, but indicated that copies would be released at Atlantic City Sept. 15. This will give members three days to study the proposed standards prior to the Thursday discussion.

Standards Strict

Though the standards are strict in their limits on commercial copy and on high ethical planes, no provision is made for enforcement [BROADCASTING, July 28]. This phase of the code involves anti-trust aspects, especially with the Dept. of Justice now engaged in prosecuting associations allegedly maintaining fixed fees.

After the Thursday code discussion, the new board will take up the subject at its Friday meeting. Considerable doubt has been voiced that the standards can receive board approval at so early a date, though trend of the Thursday floor debate and any resolutions adopted will be factors in the decision. Final code action rests in the hands of the board, not the membership, under NAB's By-Laws.

In substance the code provides a

PROPOSED NAB CODE

HIGHLIGHTS of proposed Standards of Practice to be submitted to NAB membership at the Atlantic City Convention Sept. 15 follow:

GENERAL CODE POLICIES
- Religion—Freedom of worship should be respected, with no attacks made on race or creed; should be presented by recognized organizations, with emphasis on broad truths and avoiding controversy.
- Race, Creed, National Origin, Color—Unfair attacks or disrespectful references not acceptable.
- Profanity, Blasphemy, etc not acceptable.
- Sex—Good taste should be criterion, with double entendre avoided in dramatic continuity and dialogue. Abnormalities and sex crimes not acceptable. Divorce should be handled with due respect to sanctity of marriage.
- Alcoholism and Narcotics—Not to be portrayed as desirable or prevalent.
- Crime, Horror—Criminals should not be depicted favorably; detailed accounts of crimes, brutal killings opposed; kidnapping not acceptable; seduction and rape to be avoided unless necessary to program.
- Physical and Mental Afflictions—Should be handled in good taste.
- Simulation of News—Non-news and fiction not to be depicted as authentic news.
- Legal and Medical Advice—Not acceptable.
- Sports—Data on prevailing odds not acceptable if gambling would be encouraged.

SPECIFIC PROGRAM STANDARDS
- News should be treated fairly, accurately and without sensationalism. Commentaries and analyses should be clearly identified. Broadcaster should have complete control of news from source to microphone, with newscasters and analysts responsible only to station. Alarm and panic should be avoided. Good taste should govern. No middle commercials in news programs of less than quarter-hour. Commercial copy should be checked carefully. Limit on commercial time, whether single or multiple sponsorship, should be: 5-minute program, 1-minute limit; 10 minutes,

Opening the three-day agenda of general convention sessions Tuesday morning will be Campbell Arnow, WTAR Norfolk, member of the NAB board and chairman of the convention committee. Mr. Arnow will introduce President Justin Miller, who will deliver the convention keynote speech. Others on the morning program are Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, and Goar Mestre, owner of CMQ Havana and vice president of Inter-American Broadcasters Assn.

Lea to Speak

Added to the Tuesday luncheon program, at which Rep. Clarence F. Lea (D-Calif.) will be the featured speaker, is a five-minute address by Adm. W. H. F. Blandy, Commander-in-Chief, Atlantic Fleet. A special music feature under direction of BMI will be on the luncheon program. Rep. Lea will review the musical problem and steps taken under the Lea Act to curb the power of James C. Petrillo, AFM president.

At 2:30 Tuesday afternoon the Assn. of Women Broadcasters will be in charge of the opening half-hour. AWB will present a program featuring Robert Wason, chairman of the board, Nations Assn. of Manufacturers. Mary Margaret McBride, WNBC New York, will bring a five-minute greeting from AWB. Mr. Wason is to be introduced by Ruth Crane, WMAL Washington, AWB acting president. Dorothy Lewis, NAB Director of Listener Activities, will preside.

The rest of the Tuesday afternoon meeting will be devoted to the discussion of "Radio Management Tomorrow—Problems of Service and Survival." J. Allen Brown, in charge of the NAB Small Market Stations Division, last week completed plans for the program, which covers all phases of station operation such as community leadership, programming, sales, music, office management, station promotion, news and operator requirements.

Dramatic episode will be staged by the division with the presentation of seven Powers models in scanty costume. They will represent segments of station operating costs such as music, engineering and other elements. Each model will tear a section from a gigantic perforated dollar bill.

As revised, the tentative agenda now provides a "Facts for Management" session at 10 a.m. Wednesday. Eugene B. Terry, chairman, will head a panel of the NAB board, will preside. Among speakers will be Kenneth H. Baker, NAB Director of Research, speaking on "Radio's Balance Sheet." A panel is being

(Continued on page 14)

September 8, 1947 • Page 13
Jones Begins Term As Member of FCC

Commissioners Other Notable Present for Sweating In

IN AN IMPRESSIVE ceremony witnessed by several hundred persons, including his family, members and staff of the FCC, legislators and friends, former Congressman Robert F. Jones was sworn in last Friday as a member of the FCC for a seven-year term dating from July 1.

Commissioner Jones, who had resigned from the U.S. House of Representatives, is a Republican representative from Ohio to accept the Commissionership, succeeding Ray C. Wakefield.

Oath of office was administered by Associate Justice Harold H. Burton, of the U.S. Supreme Court, former Ohio Governor and Senator and a lifelong friend of the new Commissioner. Preceding the administering of the oath, Justice Burton bespoke the "pride we feel in Ohio in the appointment which has been made." He traced Mr. Jones's career and praised his integrity and his stewardship in county prosecutor in Lima, Ohio, and as a member of Congress for nearly a decade.

All members of the Commission saved their remarks for the West Coast on hearing assignment, attended. Chairman Denny and Commissioners Jett and Webster returned from the International Broadcast Conference at Atlantic City for the event. Commissioner Webster

(Continued on page 85)

Rep. Kearns to Address FMA New York Sessions This Week

First industry appearance of Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee investigating James O. Petrillo, AFM president, will feature the FAM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Representative Kearns has taken active interest in efforts of FM stations to obtain AFM permission to duplicate network musical programs and has conferred with Mr. Petrillo on the subject. He has just returned from the West Coast where his subcommittee has been probing broadcasting and motion picture contracts of AFM. Appearing at the Friday luncheon meeting of FMA, Representative Kearns is expected to review his efforts to persuade Mr. Petrillo to encourage development of the FM industry. The speech comes a few days after the AFM president's Chicago meeting with network presidents on their appeal for reconsideration of his August decision banning FM duplication (see story on page 79).

FMA's first annual convention will draw an attendance of 400, Bill Bailey, executive director, predicted Thursday on the basis of an advance registration of 209 delegates. All convention exhibit space has been reserved, with more than a score of manufacturers planning to show latest model transmitters and receivers.

Speaking at the convention banquet Friday evening will be Max F. Balcom, Sylvania Electric Products, RMA president, and FCC Commissioner Paul A. Walker, who will deliver the annual address. Mr. Denny, unable to participate, Rev. Hofheinz, KOPY Houston and FMA president, will be toastmaster. Commissioner Walker and Mr. Bailey will be heard on Continental Network, which will carry the proceedings.

Sponsored Show

During the banquet Continental will carry the first sponsored FM network broadcast [BROADCASTING, Aug. 18]. Main portion of the program will be the announcement of the home of Stromberg-Carlson Co., the sponsor, and will be picked up off the air for the banquet. The sponsored half-hour, 8:30-9 p.m., with the AFM president, is sponsored by H. Armstrong, FM inventor. Everett Dillard, WASH Washington, FMA vice president, will review development of Continental. Mr. Dillard's name has been mentioned frequently for the FMA presidency.

The two-day program will include a practical panel on FM station operation. Participating will be Bill Bailey of KBFW, Okla.; E. Z. Jones, WBBD-FM, Burlington, N. C.; Joel Stovall,

(Continued on page 85)

Proceeds NAB Code

(Continued from page 18)

1.45 limit; 15 minutes, 2.15 limit. Commercial should be clearly distinguished from program content.

2. Politics—Allocated in conformance with FCC rules and Communications Act. This includes public proposals subject to ballot. Dramatization opposed. Though not a censor, broadcaster should check for compliance with libel laws.

3. Public Problems—Allocation of time should respect program balance and public interest, with fair presentation of issues. Specific periods are advised for controversial issues, with clear identification. Equal time advised for opposing viewpoints, with dramatic treatment, announcement copy and solicitation of funds or memberships opposed.

4. Religion—Attacks on religion or religious opposed, with programming by responsible groups; major emphasis on broad truths; controversy avoided, as well as solicitation of funds or sale of publications.

5. Crime and Mystery—Commission of crime should not be made attractive, with violence and horror avoided; law and enforcement officers should be treated with respect; criminals should not be depicted sympathetically; details of crimes not desirable; murder, brutality and torture opposed; no kidnapping; suicides should not be treated as solution to individual's problems.

6. Child Programs—Careful control of content advised, with adherence to high social standards and respect for parents, law and high ideals. Programs should entertain; contribute to development of personality; avoid depicting criminals as heroes; avoid torture and supernatural if likely to arouse fear; avoid profanity and vulgarity; no kidnapping; program should not end with such suspense that listener may have bad reaction; no appeal on behalf of character or company program through bopax offers; avoid contests which might send children to strange places.

Commercial Policies

Broadcasters should check advertiser's integrity, along with product and claims.

7. Not acceptable—Liquor, illegal products and services; obscenity, fortune telling, mind reading, etc.; matrimonial agencies; homework offers unless by responsible firms; dopester, tip sheet or race track publications; speculative financial projects, reducing agents, including reducin, foods and beverages; products claimed to relieve chronic or incurable ills or diseases, or which do not exist; certain professions in which advertising is unethical. Cemetery and mortuary services should be given highest standard. Products not discussed in mixed company not acceptable; nor are laxatives, deodorants unless of highest copy standards.

8. Time Limit—Maximum commercial time for all programs, including sound bites, 25 minutes after program; no program or segment, or division into segments. Maximum commercial time single sponsorship (except news) 5 (4.30) minutes, 10.00 minute limit; 10 (9.30) minutes 2.00; 15 (14.30) minutes, 2.50; 25 (24.30) minutes, 2.45; 30 (29.30) minutes, 3.0; 45 (44.30) minutes, 3.50; 60 (59.30) minutes, 6.

9. Participation and multiple-sponsor programs, subject to general limit (see above), 5 minutes, 1.00; 10 minutes, 1.45 minutes. These segments are exclusive of station breaks, 15 (14.30) minutes, 2.95 (24.30) minutes 15 minutes, 6; 30 (29.30) minutes, 5.25; 45 (44.30) minutes, 8.30; 60 (59.30) minutes, 8.30.

10. News programs, etc.—If less than 15 minutes should have no middl commercial. Maximum time (single or multiple sponsorship) 5 minutes, 1.00; 10 minutes, 1.45 minutes, 2.15.

11. No restriction on number of programs mentioned by a single sponsor.

12. Sign-on must come before announced announcement (cow-catcher) announce-off at hitch-hike announcement. References to products or services by trade name are commercial copy unless a mere courtesy identification. More than one commercial between two programs not permitted.

13. Offers and Contests—These should not be used in lieu of good pro grabing or other audience attraction. Contests should be submitted in advance and approved; will be closely reviewed. Final, with duplicate prizes in case of ties; reasonable facsimile should be permitted in bopax offers; quick decisions desirable; details of winners available if not too long to broadcast.

14. Premiums should be inspected before announcing offers; premium should not be of type appealing to superstition. If consideration is re quirer, advertiser should honor complaints by returning consideration station should be free of liability; offer should not be described as gift. Sufficient premiums should be available. Description of items should not be exaggerated.

Thomascolor SEC Hearing Sept. 16

Television and Movie Expert To Testify Before Agency

COUNSEL for Thomascolor Inc. whose registration statement cov ering a proposed stock issue has already been questioned by the Securities and Exchange Commission, told BROADCASTING last week that "host" of independent experts would testify to the technical application of the Thomascolor system of pho
tography.

W. Theodore Pierson, the Thom ascolor attorney, said that the ex pert witnesses would testify at hearing before the SEC in Philadelphia at 10 a.m. Sept. 16. He was not prepared to disclose the identities of the experts, he said but indicated they would represent both motion picture and television:

According to Mr. Pierson, the SEC, which set the hearing to de termine whether a stop order should be issued to suspend th registration of the stock issue, sought a determination of b independent experts of the tech nical worth of the new color system.

The registration statement covering the stock issue lists a st 0,000,000 shares of $5 par value common stock to be offered thou gh officers and employes of Thomas color Inc., Los Angeles corpora tion, at $10 a share.

Advertising companies to be consider is: at the hearing the SEC listed som
Wide Range Noted in Advertising Rates

Station Practice Study Shows Cost of Reaching Audience

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<th>TABLE A</th>
<th>Cost Per Thousand BMB</th>
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*Station rates are rounded to the nearest $20.00 to avoid disclosure.

FCC Urges Intercity TV Relay Plan

Western Union's Proposal Denied; Solution Suggested

INDICATION of FCC's interest in spurring the advance of television through development of intercity relay facilities was shown last week in the Commission's prompt reply to an experimental radio relay circuit proposal of Western Union Telegraph Co. Although denying the specific request for a relay experiment involving WCBS-TV New York and WPEN-TV Philadelphia, the Commission stated that it "looks with favor upon the establishment of such a service" and proceeded to outline a program upon which it "would be disposed to look with favor."

In its letter, answered by the Commission in just a week, Western Union proposed to establish the experimental microwave radio relay circuit between the CBS video outlet in New York and the Philadelphia Evening Bulletin TV station. Since March 1945 has been using radio relay between New York and Philadelphia for telegraph purposes and proposed to adapt unused channel facilities for video use in a cooperative investment with the Bulletin.

It was the exclusivity of this cooperative arrangement which FCC dislikethat the Commission urged in its reply that Western Union file appropriate applications for experimental facilities upon its own, request waiver of those rules relating to commercial use of such facilities and file an appropriate effective tariff to support the additional investment.

A Western Union spokesman in Washington immediately stated that his company would carry out the Commission's suggestion. Despite the telegraph company's financial condition it holds strong faith in the future of its proposed video relay project which would eventually network the country.

It also was pointed out that through actual tests the system has been proven 95% effective from a technical standpoint. Furthermore such a system would be far more economical than the coaxial method [BROADCASTING, June 9, 16, Aug. 25, the spokesman stated.

In a public notice Western Union last "hopes to be the first to provide television service by radio beam" and outlined briefly its progress in that field. The notice stated that after the initial use of the New York-Philadelphia leg the beam system would be extended to Washington and from there to Pittsburgh with eventual extension of service to Albany, Cleveland, Detroit, and Chicago.

The Philadelphia-Whitehall and Washington-Pittsburgh links are ready for operation but for minor installations, it was said.

(Continued on page 78)
New Way to Measure Coverage Told

MBS Method Involves Use Of Engineering Analyses

MUTUAL last week unveiled a new method of measuring network coverage based on engineering analyses and said to be capable of producing timely computations that can keep pace with facilities improvements.

According to its own measurements, Mutual ranks fourth among the networks in daytime coverage of radio homes, but there is less than 1,000,000 difference between NBC, the leader, and Mutual.

Mutual estimates that by winter the figures will be: NBC, 29,275,000; radio homes; CBS, 28,668,000; ABC, 28,412,000, and Mutual, 28,393,000. The Mutual figure excluded those stations with which it shares affiliation with other networks. If it included dual affiliates, it would be 29,089,000 radio homes.

The Mutual measurement considered two questions in determining the area effectively served by a station: (1) Is the signal strong enough to be heard, and (2) Is it free from objectionable interference?

Contending that power alone does not represent an adequate measurement of coverage, Mutual bases its determination by a station, MBS engineers consider ground conductivity, frequency and type of antenna in plotting coverage.

Three limiting factors—interference from other stations, man-made noises and atmospheric static—were also considered. Using data collected by the FCC, Mutual prepared station maps showing the signal intensity required to provide three grades of service, the best of which, grade 1, provides reception free of objectionable interference at least 90% of the time.

In support of its contention that power alone may be misleading in describing a station's coverage, Mutual compared the .5 mv/m contours of a 50-kw station on 1210 kc and a 250-w station on 1240. The contours in this instance were almost the same size, due to the fact that the lower power station is located in an area of very high ground conductivity.

Contour Comparison

As another example, Mutual compared the contours of a 50-kw station on 1200 kc and a 5-kw station on 560 kc in the same city. The lower power station, there has a larger contour area because of the more favorable propagation characteristics of its frequency, Mutual said.

A third example compared two 5-kw stations on 859 kc and 1420 kc in the same city. The area served by the station on the less favorable (higher) frequency is greater than that served by the one on 859 kc because the latter uses a directional antenna that radiates much of its signal over water, according to the MBS calculation.

Mutual engineers also mapped variations of average atmospheric interference throughout the country and variations in ground conductivity. Thus, they judge the incidence of man-made noise interference, which exists in proportion to population concentration, were correlated with signal data to compose the measurement of effective coverage.

The Broadcast Measurement Bureau 1946 estimate of radio homes was used in the Mutual analysis.

E. P. H. James, MBS vice president in charge of advertising, promotion and research, who described the new method at a press luncheon in New York, said that it had proved that the "four networks today, are offering about the same physical capacities to deliver audiences."

The Mutual coverage data is offered, Mr. James said, "as a standard that can be adopted by anyone."

Mr. James said that Mutual's growth within the past two years had brought it into the running with other networks as far as facilities were concerned.

Edgar Kobak, MBS president, who introduced Mr. James, said that now that the first major phase of Mutual development—the construction of a network which could reach a large audience—had been accomplished, the emphasis would be on program improvement and promotion.

Mr. Kobak pointed out that Mutual had already undertaken a vigorous campaign of program improvement and cited the recent acquisitions of Information Please and the Kate Smith Show as indications of progress in that direction.

Western Auto Renew Reiews

WESTERN Auto Supply Co., Kansas City, Mo. (auto accessories, household appliances), Oct. 5 reviews for 52 weeks Circle Arrow Show, originating at WLW Cincinnati and heard Sundays at 9:30 a.m. (CDST) on 57 NBC stations. Agency is Bruce B. Brewer and Co., Kansas City, Mo.

Mc Cann Erickson Makes Kemp a Vice President

ARTHUR J. KEMP has been named vice president of McCann-Erickson, it was announced last week. Mr. Kemp, who has been with the agency for the past two and one-half years, now becomes group head in charge of service to the Columbia Records account.

Prior to joining McCann-Erickson, Mr. Kemp was manager of CBS Detroit for two years and sales manager of the Pacific Network for five years. He was with KNX and KHJ Los Angeles and the Don Lee Network from 1933 to 1934 and in the agency business on the Coast for 10 years preceding that.

Borden Replacement

THE BORDEN CO., New York, named a Kenyon & Eckhardt show featuring Mark Warnow, his orchestra and chorus [Broadcasting, Sept. 1] as its sponsor for Arthur's Place Fridays 9-9:30 p.m. on CBS effective Sept. 19. The advertiser was considering another show through King & Rubicam but decided to continue under the K & E banner with the new program.

Gough Sponsors Dons

GOUGH Industries, Los Angeles (Philo Distributors), on Sept. 12 starts sponsoring 7 home games of Los Angeles Dons on KTLA Hollywood. In addition firm is sponsoring for 20 telecasts series of 15 minutes Meet the Dons on that station through Noble Advertising, Los Angeles.

Gibson to Sponsor


Belding to New York

DON BELDING, chairman of the board of Foote, Cone & Belding, Los Angeles, is scheduled to move to New York on Oct. 1 for four or five months to assume acting direction of the joint committee of Assn. of National Advertisers and the American Assn. of Advertising Agencies on a campaign with the Advertising Council for better understanding of the American economy.
Slide-rule your Richmond costs!

Take the June and July Hoopers for instance. Check them station by station. Cost by cost. You'll wake up to the fact that W-L-E-E is a whopping big value, no matter how you look at it.

You'll see costs exceeding W-L-E-E all the way from 10% to 100%!

Yes . . . W-L-E-E is the accurate, economical buy in Richmond, the depression-proof city that's at the top of the South! The facts prove it. And the facts prove W-L-E-E belongs on that list of yours!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President
IRVIN G. ABELLOFF, Gen. Mgr.

BROADCASTING • Telecasting

Represented by Headley-Reed
September 8, 1947 • Page 17
By RALPH TUCHMAN

SOUND radio buying has played an important role in the growth and expansion of Hunt Foods Inc. since the entry of its present management in 1942. Radio's importance looms large when it is realized that this organization is already entrenched as the West's second largest canned food firm.

To date, Hunt has concentrated its radio sales effort in the 11 western states where its dominant distribution exists. But its planned national distribution is certain to provide transcontinental programming in the near future to support in markets selected as sales targets in the expansion move.

Of its annual advertising budget, disbursed by Young & Rubicam, Hollywood, radio is assigned

CONSPICUOUS in West Coast advertising is the success of Hunt Foods Inc. in promoting its products by careful use of radio. The story of Hunt's expansion and its careful attention to how its advertising dollar is spent provides another in the success stories started in the June 23 BROADCASTING, Hunt is looking eastward and plans to build into its distribution to match that in the West, where it is the second largest food firm.

The largest portion of this is concentrated in one regional program broadcast five times weekly. Although, spot radio is and has been used, its place has largely been in the early stages of exposure in any given market. Newspapers and billboards have been the supporting media in the past. With national distribution getting underway, magazines are coming into the budget.

At present, its prime outlet is ABC's What's Doing Ladies carried by 26 stations to listeners on the Pacific Coast and in Rocky Mountain states. This program is scheduled to go over Honolulu. Extension to Texas is under current study. Audience participation in format and featuring Jay Stewart as m.c., the series normally originates in Hollywood.

On the air since September 1949, the program has served as flexible advertising vehicle allowing constant identification of the name Hunt, as well as specific mention of some of the line of over 50 separate food products.

During first year of its broadcast existence, the program keynoted the sales push behind Hunt's Tomato Sauce. Recognizing that its dominant sales potential existed largely in the buyers group below 25 years of age, audience participation was considered a telling sales format.

STRATEGY SESSION of Hunt Foods Inc. includes (l to r): Frederick Weisman, firm's president; Arthur L. Winston, its advertising manager; Don Barr, account executive of Young & Rubicam.

Hunt Foods Discovers a Way to Expand

Half Its Advertising Budget Is in Broadcast Campaigns

flared in the latest annual report of Hunt Foods Inc. Stockholders are advised that nationally, as regionally, Hunt's Tomato Sauce is serving as "the spearhead product." This approach was "a carefully considered choice" the report continues because "tomato sauce is a low-priced, high quality cooking ingredient capable of achieving sales volume."

Radio's regional success is clearly borne out in this report. For one solid year, tomato sauce was constantly promoted along with Hunt family of food products. Without ceasing emphasis on tomato sauce, new attention was next sought for Hunt's CHB Meat Sauce as well as pickles. Since February of this year, Hunt's CHB Pickles, dill and country style, have been receiving unceasing commercial attention.

Tomato Sauce Angle

Key constant to all commercial copy, however, is tomato sauce, with variety of usage emphasized. New uses are always being brought to attention of listeners. One telling effect of this line of commercial copy appeared in the audience at a recent broadcast. A woman brought a cake which had been made with tomato sauce as well as the more conventional ingredients.

In addition to straight commercials, repeated references are made to sponsor and specific products in stunts worked out with audience. A recent script called for one woman to make a sound effect like a cucumber growing. After her effort, the m.c. advised, "That's great Mrs. Smith. And when those cucumbers have ripened to perfection, the Hunt folks will pick them, prepare them carefully, and pickle them with lots of wonderful spicy spices."

Noise Like a Cucumber

She was next asked to produce the sound of a cucumber being picked, and finally one of biting into a pickle. After each attempt, there is further reference to quality, flavor and uses of pickles. After being asked to make the sound of a very pleased lady, she received a gift and a jar of pickles. Interspersed in each program too, are such references to sponsor identification of Hunt as "They've been putting up fine fruits and vegetables since way back in the 1890's."

And the commercials have not been broadcast without professional plaudits. The Los Angeles Women's Advertising Club cited Ruth Reynolds and Marian McClintock in their 1947 awards for pair's commercials on What's Doing Ladies.

Has it paid off? Ladies Hooper weighs in with a 3.0. Alongside of the top 15, the result appears trivial but alongside of its comparable daytime opposite numbers, the result is formidable.

Dollar-wise, its cost is lower than that of any other regional audience participation show heard in its area. Proportionately, it is also less expensive than any of the transcontinental audience formats.

Although the sponsor is reluctant to disclose the precise price of the package, it is known that the total is well over $60,000. Six other audiences shown range from $1,750 to $6,000 weekly. Surprisingly too, the highest price competing program barely exceeds Ladies rating in the West. Two have been rated lower and only one exceeds it by a wide margin.

Since it is universally recognized that considerable sales potential exists in non-Hooper cities, a special survey was conducted in 22 such communities during March of this year. Based upon 4,615 telephone calls, the following results were obtained on an over-all unweighted arithmetical average: Rating, 3.7; sets-in-use, 18.6; and dollars spent, $20.03.

Brightest finding in terms of the program's commercial effectiveness is a sponsor identification of 61.7. This result placed Ladies ninth among all daytime shows and the tenth of non-continental programs.

They Buy the Sauce

Applying the 3.7 rating result to total of radio homes in primary areas of ABC stations carrying program, there appears listening potential of 4,002,967 homes which yields total $49,408 listening sets (based upon program's rating).

Taking Hooper's Pacific Reports for December for Listeners Per Listeners, this is 1.84 for 2-3 p.m. (PST) period, an average age of 228,296 actual listeners daily or an average weekly total of 1,140,490. Couple with a 27.6 share of audience in Coast non-Hooper cities and a formidable circulation story is evidenced.

More detailed research among the program's listeners through a special Gallup study disclosed that approximately two-thirds of them have bought Hunt's Tomato Sauce. In sharp contrast to this, only 40% of non-listeners have used the product.

Some use of the tomato sauce is reported by 85% of the program's listeners. This speaks favorably for use of sauce contained in commercials. Among regular listeners, 92% report regular use of the sauce. These Gallup figures were derived from a sample of 1,916 interviewed in 30 western communities.

Among those queries, 35% reported their last purchase as Hunt's Tomato Sauce, placing it at the top. Its closest competitor showed 25% on this count.

Promotion is also a key to program's interest as result of agency's aggressive efforts in this direction. This summer, the

(Continued on page 72)

BROADCASTING • Telecasting
WEED gives
“SERVICE” plus

"...you may look the world in the face and say: 'I belong to the best firm of reps in the country,'" writes Clarence Leich of Station WGBF-(Evansville-on-the-Air)

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK-BOSTON-CHICAGO-DETROIT-SAN FRANCISCO-ATLANTA-HOLLYWOOD

Convention Address—Ritz-Carlton Hotel, Atlantic City

Broadcasting • Telecasting
Multiple Grants Prompt WOK Sale

Wholesale Authorizations Causing 'Difficulty' Say Drohlich

MOTIVATED by economic factors and management void left by elimination of other new-station competition, Drohlich Bros., licensee of WOK Flint, Mich., has decided to relinquish its broadcasting venture. Application has been filed at FCC seeking consent to assignment of license to Cooperative Radio Co., a Texas corporation, for $106,000. WOK is assigned 1 kw on 1470 kc.

Applications also have been filed which seek approval of license assignments of WABJ Adrian, Mich., for $92,000, and WFTC Kinston, N. C. and transfer of control of FM station KRCC Richmond, Calif. In addition applications concerning transfers of two other standard stations and one FM have also been tendered for filing at the Commission. Most of these involve incorporation by existing owners.

Received First Grant

Albert S. and Robert A. Drohlich, equal partners owning WOK, stated in their application that at first WOK was one station in the area but before WOK was approved two other outlets had been granted and then another following. In addition, they stated, construction permits soon were authorized for five more stations in outlying districts. This "reflected on the economic operation of . . . WOK. The participa-
ed commercial revenue did not fully materialize, thus causing difficulty in the station's operation," the application said.

It was pointed out that at first estimated costs had been $31,312.12 but because of lengthy delay and rises in cost of equipment and labor the total construction cost of the station was $82,489.15. The

transfer request stated that this tool from what was to be working capital and left the grantee un-financed. Furthermore WOK lost out to a preceding grantee on expected network affiliation which would have added some $12,000 per month in revenue, it was said. Robert Drohlich, injured in World War II, also may be aided by mov-
ing to another climate, the application stated.

Cooperative Radio Co., composed of Houston businessmen, also includes Harold B. Rothrock and George W. Brown, 15% and 15% respectively. Wellington consulting radio engineers, and Franz O. Willenbacher, Washing-
ton attorney, 4%. Howard C. Ey-

ans, former salesman at KRPR Houston, is vice president and as-

stant secretary and is to be gen-

eral manager of WOK if the trans-

fer is approved. President and 65% owner is the assignee, Herbert L. Crate, director of sales of Hodell & Co., Houston real estate firm.

The WABJ transaction, Gail B. Griner and Aiden M. Cooper, co-partners doing business as The Adrian Broadcasting Co., sell to James J. Gerity Jr., president and chairman of the board of Gerity Michigan Die Casting Co. The application stated that the assignee believed that through the availa-
bility of non-working capital it will be possible to improve both the service and facilities of WABJ. The outlet is assigned 250 w on 1500 kc.

The WPTC assignment constit-
tutes ownership reorganization. Jonas Welland, licensee, is presi-
dent and treasurer of the new as-
signee corporation, WFTC Broad-
casting Co. Inc. Together with his wife, Lenore A. secretary of the firm, he holds 88.5% interest in WFTC Broadcasting. The remain-
ing interest is divided among 21 other individuals in that area. The Wellands receive $14,400 plus ac-

counts receivable at the time of the consummation of the agreement in addition to the interest in the assignee. In addition Mr. Welland receives a Cessnor airplane valued at $6,000. WFTC is assigned 250 w on 1230 kc.

KRCC Transfer

The KRCC case involves transfer of 101 shares (26%) from John F. Galvin Sr. to John F. Gal-
vin Jr. for $10,000. Galvin Sr. has been holding the shares in trust for Independent Publishing Co., in which they are interested, and transfers the stock to his son who is more active in the affairs of the station and already holds 24% in-
terest. Independent Publishing owns remaining stock. KRCC fa-
racs are Channel 261, WFTC has 500 w effective radiated power.

WHR and WFR-HFM Wiscon-
sin Rapids, Wis., requests assign-
ment of license CP (FM) from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm of which Mr. Huffman is president and 98.8% owner. Pur-
pose is to place the broadcasting interests on a self-sustaining basis and to separate them from George T. Freehette, vice presi-
dent; William F. Huffman Jr., sec-

retary, and Alma E. Peters, treas-
urer. WFR operates on 1340 kc with 250 w.

Transfer of control of Red River Broadcasting Co., Inc., licensees of KDAL Duluth, Minn., is requested from Charles LeMasurier to his son, Dalton LeMasurier through gift of 100 shares (40%). Dalton LeMasurier, licensee of KILO Grand Forks, N. D., presently holds one-half interest in KDAL and is general manager. Charles LeMasurier is president. KDAL is assigned 1 kw on 610 kc.

FM station WFTM Tiffin, Ohio, requests assignment of CP from Jay R. David to Tiffin Broadcasting Co., a new firm of which Mr. David is 50.56%; others include Wayne Byers, president and 24.67%; L. H. Harry, secretary, and R. T. Roll, treasurer and 24.67%. Neither the consideration nor agreement was included with the application.

WFTM is under construction and is assigned Channel 252, 98.3 mc, with 450 w ERP.

Work Begun on New York To Albany Coaxial Cable

CONSTRUCTION of the first coaxial telephone cable between New York and Albany has been started, it was announced last week. Cable will be owned by New York Telephone Co., the New

York Telephone Co. and the AT&T. The cable will provide new chan-
els for radio broadcasting and may be adapted to carry television, the companies said.

RWG Holding Four-Day Conference in New York

A FOUR-DAY strategy conference of the Radio Writers Guild Na-
tional Executive Council was called last week in New York after re-
sumption of negotiations between the Guild and the four major net-
works. The meeting, to be held Sept. 6, 7, 8 and 9, is the first of this kind since the one held in

September 1946, in Hollywood.

Attending the meeting are: Sam Moore, president; Paul Franklin, past president; Pauline Hopkins, delegate, West coast region; Louis Scofield and Rod Holmgren, delegates from the Mid-West region; Peter Lyon, vice president of the Eastern region; Robert Newman and Stuart Hawkins, delegates from the Eastern region; Michael Davidson, Eastern secretary, and Roy Langham, national secretary. The

WQOW May Try New Experiment

Stockholders Considering Public Contributions To Keep Going

PROSPECTS of another "noble ex-

periment" in station operation—

defraying of overhead through di-

erect public contribution—faced stockholders of the beleaguered WQOW Washington, after two ef-

forts to find a buyer has failed.

At what was reported to have

been a heated session last Wednes-
day, stockholders of the so-called Blue Book station, now dripping red in the face of controversy, were faced with the alternative of raising operating funds or of turn-

ing in their license. A special com-

mittee was appointed to nominate seven additional members to the board, bringing the total to 18, with the board presumably to de-
cide at a meeting scheduled for

Friday night whether the virtually unprecedented "subscription radio" plan would be pursued.

It was presumed that if a bid

was received, it probably would be accepted with alacrity by a ma-

jority of the stockholders. The sta-

tion represents an investment of about $180,000, in physical equip-

ment and in operating losses since it began operation eight months ago.

Edward M. Brecher, former FCC employe who participated in the drafting of the Blue Book, wound up as general manager of the sta-

tion. He was there on Tuesday night. It was he who was largely instru-

cental in selling the idea of a "Blue Book station," which would rigidly limit its commercials and attempt to follow a fine music and quality programming theme.

Staff Slashed

The station staff has been re-
duced sharply since stockholders

wereed of advancing operating funds. Assigned to the 570 kc chan-
nel, the station has operated with 1000 watts daytime but has a full-

time potential since the channel is a regional Fulltime operation,

however, would entail installation of an intricate antenna array to protect WMCA in New York and WWNJ in Asheville, on the same frequency.

The subscription radio plan, it is understood, was advanced by a committee members who chanced to have an

everlasting desire to keep the sta-
tion going for realistic reasons.

The station is owned by some 76 business and professional men in Washington, D. C., many of whom are labeled extreme liberals.

If the public contribution plan is pursued, the nature of contribu-

tions probably will be closely scrutinized because of politics of the project and also because questions have been raised about the ideologies of certain of the stockholders, and of its former management under Mr. Brecher.

It is understood that the stockholders committee estimated that the station could be carried on with a budget of $5,000 per month. On a pledge basis, it is said.

(Continued on page 71)
LET'S GO AMERICA

PHOTO BY N. H. HAMMERL.

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

CBS.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Represented by
PETTY

OWEN T. URIDGE
V. P. and Gen. Mgr.
Better to Hear

TREND in Eastern Iowa is toward second or extra radios for the home, according to the results of a recent survey by WMT Cedar Rapids. Radio dealers reported old radios acquired as trade-ins were being sold for “Junior’s room” or for “the sun porch.” While on farms the extras are being used in barns and outbuildings. Moreover, the survey revealed, most people are keeping their old sets when buying new ones.

KNOX Debuts This Week

KNOX, Grand Forks, N. D., a new est station, takes the air this Friday (Sept. 12) as an MBS affiliate with 250 w on 1400 kc. Located just north of the city limits in the new Dr. Pepper plant, KNOX studios will cost approximately $20,000 when completed, according to the station.

General Manager Frank W. Kaull announced the following staff: Jack Kennedy, program director; Dick Charles, assistant sales manager and sports announcer; Eugene Zobel, chief engineer, and Mary Kelly, traffic director. KNOX is owned by the Community Radio Corp. and represented by Universal Sales Inc.

CFRB Expected to Move To 1010 kc in Early ’48

CFRB Toronto, on clear channel 860 kc with 10 kw, is expected to move early next year to 1010 kc with same power. The 860 kc frequency has been seized by Canadian Broadcasting Corp. for its key Dominion Network station, CJBC Toronto, now on 1010 kc with 5 kw and scheduled to increase power to 50 kw. New CJBC transmitter is being built at Hornby, Ont., site of other CBC 50-kw Toronto station, CBL.

Change in CFBR frequency has been subject of Parliamentary debate for over a year, but CBC, following Parliamentary Radio Committee findings, has been authorized to go ahead with expansion plans and loaned $2,000,000 to do so. It is understood CFBR’s present license for operation on 860 kc has been renewed to year end.

BMB Adds 45

A TOTAL of 178 subscribers have joined Broadcast Measurement Bureau under the new 15-point program, an increase of 45 since the previous week, BMB announced last week. Subscribers not previously announced are: WBRC KCOL WBMZ KRLC KTPI WJBC WCIL WEEQ WTAX KDTH WCTT WKBY RNNO KLOU KNOD WRDO WMEX WDAT WYTO KGHL WALL WTR WEGO WWNF WBBG WGLT FTGC WRAL WAWN WING WPAY WWIN WLBR WJAR WMAX WJHL WSM KEEC KGKB WCAX WFFG WGH KIRO WKBH.

AD SERVICE

Oklahoma City Consumer Panel

Made Available

A NEW SERVICE, the Oklahoma City Consumer Panel, was made available last week by the Oklahoma Publishing Co. to advertisers of its newspapers, the Oklahoman, the Times, the Farmer-Stockman, and its station, WKY.

The panel, according to Promotion Manager I. Meyerson, is the result of several years of careful study and months of testing methods and establishing the sample. “In seeking to provide the most usable and the most reliable data possible,” said Mr. Meyerson, “we were led to adopt the Consumer Purchase Record technique, despite its higher cost, because of its many obvious advantages.”

Mr. Meyerson said that Audience Surveys, of New York, headed by Robert H. Salk, has been engaged to set up and conduct the panel “to assure accuracy and the greatest possible acceptance.” In addition, Mr. Salk has retained Dr. Paul Edwards, head of Rutgers University’s marketing dept., to advise in J. Walter Thompson National Consumer Panel, and Dr. Raymond Frazen, New York, adviser on statistical and sampling procedure.

In addition to reports, the publishing company says it will be equipped to provide studies of brand loyalty, brand switching, and multiple product use.

Keystone Lists Rates

KEYSTONE BROADCASTING SYSTEM, New York, last week announced issuance of its rate card No. 66, effective Sept. 1. New basic rates: Class A time—one hour, $6,760; half hour, $4,066; quarter hour, $2,794. Class B—one hour, $5,750; half hour $3,432; quarter hour, $2,288. Five-minute periods, $1,495; one minute, $741. The new rates represent price decreases ranging from 14% to 26%, according to Michael M. Sillerman, Keystone president. In addition to rates, the new Keystone card contains a station reference guide, call letters, locations and market data.

Weston H. Settlemier

WESTON H. SETTLEMIER, 46, for the past 12 years member of Briaacher, Van Norden and Staff, San Francisco office, died Aug. 26. Prior to his joining the advertising agency he was assistant to the president of the California Citrus Growers Assn. and sales and advertising manager for the M.J.B. coffee company, San Francisco. He is survived by his wife and two sons.

COORDINATION of radio coverage of “National Employ The Physically Handicapped” will be handled by the hands of the radio division of the Veterans Administration Public Relations Bureau, Washington, D. C.

Broadcasting • Telecasting
No matter how you break it down

WRC is Washington's First Station

BMB measured six stations in Washington—the four network outlets and two leading independent stations. No matter how you break down these BMB figures—by audience levels or geographical areas—WRC has a greater audience day and night than any other Washington station.

By Audience Levels

WRC leads all other Washington stations in all audience levels at night—and in 8 out of 9 audience levels in the daytime.

By Geographical Areas

WRC leads all other stations in the District of Columbia...!

And in the Total Station Audience Area...

The above chart shows WRC leadership at the basic BMB 10% level. Complete decile comparisons available on request.

WRC

980 KC.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY
Again the People’s Choice

...KMOX, “THE VOICE OF ST. LOUIS”

The new 1946 KMOX-CBS Listener Diary Study proves that KMOX is the way-in-front favorite of an overwhelming majority of listeners in St. Louis and throughout mid-America.

This KMOX study is an accurate measurement of listening habits and preferences throughout the KMOX 62-county Day-Night Primary Area. The most comprehensive ever undertaken in this territory, it uses the CBS Listener Diary technique with balloting conducted by C. E. Hooper. According to this independent research organization...

From 6:00 a.m. to 6:00 p.m., KMOX has the largest audience during 185 of the 324 daytime
quarter-hours...29% more “firsts” than any other St. Louis station! From 6:00 p.m. to midnight, KMOX has more listeners than any other St. Louis station during \( \frac{1}{97} \) of the 168 nighttime quarter-hours...192% more “firsts” than its closest competitor!

During the entire week, KMOX has the lion’s share of the audience during more than half of the total 492 quarter-hours...is in first place more often than all other St. Louis stations combined!

Once again KMOX is the people’s choice. Which is why KMOX should be your choice.

Get in touch with us or Radio Sales to pick the KMOX availability that will make your product a mid-America favorite.

*CMB Study No. 1, March 1946. Since April 1947, "The Voice of St. Louis"—mid-America’s first choice—has been reaching more listeners than ever before. With a new 470-foot antenna, at a new, more strategic site, and a new 50,000-watt transmitter, KMOX's half-millivolt line now embraces 25% more radio homes throughout a 39% larger area.

[Represented by Radio Sales, The Spot Broadcasting Division of CBS: New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta]
'CBS Views the Press' Gets Favorable Comments From New York Daily Papers

FAVORABLE newspaper comment on CBS Views the Press, the WCBS New York program criticizing news publications, was reported last week by the network headquarters as the show rounded out its 14th week on the air.

Among comments released by CBS were:

From the managing editor of the New York Herald Tribune: "Newspapermen are convinced that criticism is good for politicians, preachers, engineers, actors, industrialists, plumbers, labor leaders and in fact, all other trades and professions. How then can we complain about taking a sip of our own medicine?"

From the New York Times: "...There seems no valid reason why the newspapers should be immune to continuing review, if only because their admitted influence and importance in modern life is a wholly appropriate matter of public interest."

From a New York Post editor: "I am utterly in favor of critical comment whatever its source and welcome the WCBS program."

The WCBS program, prepared by the CBS news staff, features Don Hollenbeck as spokesman and is heard Saturdays 6:15-6:30 p.m.

NAB REQUESTS HEARING ON OPERATOR LICENSES

INFORMAL hearings on proposed revision of broadcast operator licenses has been asked by NAB in a petition filed with the FCC. The proposed new requirements were announced Aug. 1 (Broadcasting, Aug. 4).

Three classes of broadcast operator licenses would replace the one type of license now required for technical operation of a broadcast station.

Four points raised by NAB member stations are cited: Desirability of assuring highest possible technical operating standards; necessity for licensing enough broadcast operators to meet needs of a growing industry; necessity for prescribing duties of each class to permit small stations to operate on limited budgets; desirability of protecting status of operators licensed under existing rules.

Open hearing at which various viewpoints can be fully aired was requested by NAB. Signing the petition were Don Petty, general counsel, and Bryce Rea Jr., attorney.

Yankee Football Games To Have Video Sponsor


The Puerto Rican game schedule on Sept. 5, playing a night game at Yankee Stadium, New York. The remaining games will be played on Sunday afternoons at Yankee Stadium with the exception of the final game on Dec. 7 which is to be played with Brooklyn at Ebbets Field. Bill Slater will call the play-by-play action of the team. This is the initial entrance of Springs Mills into television.

GOT YOUR SCRUFF UP OVER BRISTLETOWN (Ky.)?

Quit growling about business in Kentucky, friend, and leave us scratch out a few facts for you.

First, Kentucky is a big State which has a lot of communities like Bristletown, Goforth and Stab, but only one Louisville. Second, Louisville and its Trading Area do more business than all the rest of the State combined. Third, the entire Louisville Trading Area is covered—and we mean covered—by one low-cost station (which is low-cost because it doesn't cover Bristletown, etc.). Fourth, we guess you see what we mean...

If you want dog-gone good business in Kentucky, all you have to do is nose around, where the business IS. But brother, that ain't in Bristletown.
Sweetest STORY ever told! —

Never—we believe—has any independent station had an opening so truly grand as ours. All Southern California welcomed us. Our appreciation to AFRA and Musician’s Union (Local 47) for their gracious co-operation. And we want especially to thank these and others who participated in our Official Opening Program:

Gene Autry
Warner Baxter
Sheriff Eugene W. Biscailuz
Mayor Fletcher Bowron of Los Angeles
Vanessa Brown
Ken Carpenter
Charles Carroll
Cass County Boys
Spade Cooley
Raymond V. Darby
Brian Donlevy
Tommy Dorsey
Larry French
Reginald Gardner
Mayor Mark T. Gates of Santa Monica
Ann Gillis
Page Gillman
Ferde Grofe
Jon Hall
Bill Hay
Cong. Don Jackson
Gordon Jenkins
Frances Langford
Rosa Linda
Lee McGregor
Marilyn Monroe
Gene Nelson
Guy Bates Post
Lina Romay
Roy Roberts
Robert Walker
Helen Wills
Ray Whitaker
and his orchestra

Sweetest COVERAGE ever sold! —

5000 POWERFUL WATTS—MORE powerful because of a minimum of distortion (2.8, unbelievably low)—MORE powerful because of Progar (first installation in California) which keeps modulation at constant level—MORE powerful because of lack of side band interference—MORE powerful because there is not a used or composite piece of equipment in the entire plant. It’s all new—Western Electric Transmitter—Langevin Speech Input—Truscon Tower—only the best. This powerful coverage includes not only Greater Los Angeles of 4,000,000 people, but far beyond that—Santa Barbara over 100 miles to the north, Big Bear over 100 miles to the east, San Diego over 100 miles to the south. All bonus coverage to the regional or national advertiser at LOCAL RATES.

Sweetest BUY in Radio!

There’s something new in the air over KOWL—sweet middle-of-the-road music—no jive—no double spotting—no paid religious. And the rates are refreshing too—¼-hour as low as $15.00 each. But get the complete story. For buying satisfaction refer to Standard Rate and Data NOW.

5000 WATTS CLEAR CHANNEL

KOWL

Covering the GREATER LOS ANGELES Market PLUS!

Represented By THE WALKER CO.
Coast Oil Firm’s 22nd Season As Football Sponsor Heaviest

USING 98 STATIONS, Tide Water Associated Oil Co., San Francisco, this fall will sponsor college football game broadcasts for the 22nd consecutive year. Broadcast schedule will include 100 radio stations to broadcast the Southern California-Notre Dame classic Dec. 6.

Lineup of Stations

Stations scheduled to air the Tide Water sports programs in Arizona are: KOOL and KTAR Phoenix, KCNA and KVOA Tucson, KWDB Globe- Miami, KYCA Prescott, KGLU Safford and KYUM, Yuma.

The lineup in Nevada will be KATO and KOH Reno and KBNE Boulder City.

Utah stations will be KVNY Logan, KLO Ogden, KOAL Price, KVO Provo and KALL Salt Lake City.

In Hawaii Tide Water will use KHON and KGMB Honolulu, KTOH Lihue, KMVI Waialua, and KIPA and KHBC Hilo.

In Idaho KRLC Lewiston, KWAL Wallace, KIDO Boise, KBIO Burley, KVNI Couer d’Alene and KRPL Moscow are on the Tide Water list.

Stations to be used in Oregon, Washington and California include:


Washington—KXBO Aberdeen, KELA Centralia, KREX Everett, KWKW Kennewick, KPMW Yakima, KEIR Olympia, KCPM Pasco, KJRX Richland, KITK KITK Yakima, KPKW Pasco, KING Seattle and KOMC Yakima.

California—K-FRAN and KFRO San Francisco, KYLH Chico, KMVJ Bakersfield, KMYO Marysville, KSB Sonoma, KOKX Monterey, KEVQ Redding, KXOA and KFPR Sacramento, KXOG and KEG W Stockton, KCOK Tulare, KGL and KROW Oakland, KESB Salinas, PFJ KLAC and KMPG Los Angeles, KWWK Pasadena, KEVF and KFAY Bakersfield, KXO El Centro, KPRP Paso Robles, KFJW San Bernardino, KVEQ San Diego, KVEC San Luis Obispo, KGRA Santa Maria, KZSA and KBZ Santa Barbara.

Use Veteran Sportscasters

A number of veteran Tide Water sportscasters will be heard again this season, Mr. Deal announced. Seattle sportscasters Tom Bell and Pat Hayes will team to present the games. Broadcasts originating in Spokane will be handled by Loyd Salt and Don Thomas. San Francisco stations will hear Dr. Frigon and Hal Byer. In Southern California Frank Bull will start his 19th year at a Tide Water station. The week will also include Welsh and Sam Balter, San Francisco area microphones will be manned by Ernie Smith, Lee Giroux, Carroll Hansen and Jack Sigler.

Nearly half a million bracket-sized Tide Water Associated Western football schedules will be distributed free through Tide Water dealer outlets. Car cards will also promote the broadcasts, as will 42 x 46 poster boards at all Tide Water gasoline stations. There will be 3,300 window posters. These will be posted each week by Tide Water dealers calling attention to the sportscasts of that week and stations carrying them. Weekly newspaper advertisements in papers in metropolitan areas of the Pacific Coast and Hawaii also will be utilized, Mr. Deal stated.

In addition, Western newspapers and several magazines will carry advertisements announcing Tide Water’s 22nd year of football broadcasts. Also 1400 24-sheet posters will display “Drive to the Game with Arotone” copy, with illustration showing a typical football stadium scene.

Agency handling the Tide Water Associated account is Buchanan & Co., San Francisco.

Bride and groom receive recording of wedding broadcast at reception. L to r: Bill Howard, WWOD announcer; Norman Simpson, WWOD chief announcer; the bride, Mrs. Nelson; the bridegroom, First Baseman Nelson; Jack Weldon, manager of WWOD; and G. Everett Weaver, station’s sales manager.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today
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*EXPLANATORY NOTES*

**ABC**

- 12 to 1 PM Sunday, Club Sandwich. Preceded by a special six-hour broadcast of "The Breakfast Club." 1 to 5 PM Sunday, Club Sandwich. Preceded by a special six-hour broadcast of "The Breakfast Club."

- 1 to 5 PM Sunday, Club Sandwich. Preceded by a special six-hour broadcast of "The Breakfast Club."

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Radio doesn't stand still. Vigorous new things keep happening in its solid maturity, as in the days of its youth. Yet in all of the swift confusions of radio's growth and changes some simple basic yardsticks remain, with which to measure radio network values.

What are these yardsticks?

1. Completeness of coverage
2. Balance of facilities
3. Balance of program schedules

These combine to give a sometimes-overlooked (but very basic) measure of network efficiency:

**How many listeners delivered at what cost?**

We have applied all these yardsticks to all the networks in a new CBS study; a useful measure of the coverage and economies of the networks.

The figures show, simply and clearly, that CBS is the most effective network in America, today.

To see the study—and to get the utmost in radio values...

**SEE CBS...THE COMPLETE NETWORK**
CBS MAKING GREATER USE OF VIDEO PICK-UPS

BEGINNING Sept. 4 for the next five weeks, CBS television programs began operating at actual location, reporting events as they occur by means of mobile pick-up equipment.

A flying school course coming directly from an airport. A cooking program brings the audience into the kitchen of a famous New York restaurant. An audience participation program titled Party Line is being televised from the main offices of an industrial organization with John Reed King as m.c. of the series, which permits the audience to take part in the show via telephone. Bill Leonard, m.c. on This is New York is traveling with the WCBS-TV mobile crew around the city to interview people.

In announcing these new programs, Worthington Miner, CBS director of television said, "We anticipate that this equipment in our programming will accomplish important objectives. It will lift the mobile pick-up from its present status as a technical device for special events broadcasts to one of full-fledged entertainment and educational values."

McNeil Says Television Helps Sports Attendance

"DESPITE warnings of some promoters and their dire predictions of effects of televising their events, every sports arena is enjoying vastly increased gate receipts over last year," John McNeil, general manager of WABD New York, Du Mont video station, stated last week. He pointed out that attendance at Jerome Stadium, Bronx, N. Y., has increased 25% since bouts were telecast and that baseball paid admissions are making new records this year, despite the absence of free pocket money.

"Radio gives sports promoters the identical jitters," Mr. McNeil concluded, "but now radio is generally credited with the phenomenal rise in interest."

CBS Lists New Co-op

CBS last week announced that beginning Oct. 6 Winner Take All, current quiz sustainer, would be available for co-op sponsorship, now that one of its current cooperative programs, House Party, will be sponsored in its entirety by General Electric Co. effective Dec. 1. House Party, currently heard Mon.-Fri., 5-5:30 p.m., will shift to 3:30-4 p.m., on Oct. 6 and Winner Take All now heard 3:30-4 p.m., five times weekly, will shift to 4:30-5 p.m., on Oct. 6.

Who Said That?

WHEN a station receives word from two distant parts of the country that listeners have picked it up, it ordinarily is most pleased. Well, that's what happened to KGAF Gainesville, Tex., but it's a reaction strictly bewildering, for KGAF is still under construction and doesn't even have a transmitter as yet. Letters from Parkville, Mo., and Eland, Texas, N. Y., said "Moonlight and Roses" at 3:40 a.m. on Aug. 21, followed by "Station KGAF Gainesville, Tex., broadcasting on 1680 ke with a power of 250 watts." The station plans to take the air Sept. 15.

Increased Number of Stations Fail to Augment Listenership

THE INCREASE in the number of radio stations within the past year has failed to bring about a corresponding increase in radio listening, a special analysis prepared for Broadcasting by C. E. Hooper, Inc., revealed last week.

The analysis was based on studies of listening in 17 of the 36 Hooper checking cities where a total of 26 new stations have taken to the air during 1946-47. Although the number of stations in the 17 cities has increased by 31.7%, sets-in-use have risen only 5.9%, the survey showed.

Daytime average sets-in-use in January-July, 1946, showed a 3.7% gain over 1945; January, July, 1947, showed a 4.7% gain over 1946 and an 8.5% gain over 1945.

The Hooper analysis further indicated that the 8.5% increase in listening may have been traceable to the increase in the number of "available homes" in 1946-47 as compared with 1945 and not to the increase in stations.

Support for that contention was seen in figures for average sets-in-use for all 36 Hooper checking cities where listening seemed to increase at a higher rate than it had in those 17 cities where new stations had gone on the air.

In the 36 Hooper cities, Janu-ary-July, 1947, sets-in-use showed an 11.5% gain over 1946 as compared with the 8.5% rise in the 17 cities with new stations.

NBC Presents 83 Hours Of TV in 11-Day Period

CLAIMING to have broken all previous television records, NBC last week announced that it presented more than 83 hours of television programs during the 11-day period from Aug. 22 through Sept. 1.

During this period NBC Television reports that it set a week-long record when its video station WWBT New York was on the air 60 hours from Aug. 26 through Sept. 1.

Four days' coverage of the American Legion's 29th annual convention accounted for approximately 30 hours of telecasting, and, in addition, NBC Television also covered the N. Y. Giants baseball games, the Davis Cup finals, boxing bouts and trotting races.


The plan was approved at the association's last meeting, with the committee instructed to make arrangements. Compilation will be handled by the administrative reporting firm of Pike & Fisher, Washington. Service will be started until 100 three-year subscriptions at $120 a year have been received.

Notices of the service will be distributed at the FMA and NAB annual conventions. Members of the special committee in charge of the service are Neville Miller, Arthur W. Scharfeld and Russell Rowell.

Volume I will contain a complete and amended reprint of all relevant statutes, FCC Rules and Regulations pertaining to radio, all engineering standards, and miscellaneous material such as appellations and rules and sections of the Urgent Deficiencies Act.

Statutes, rules and standards will be annotated with legislative history, policy statements and interpretations by the Commission, with liberal cross references. Volume II will serve as a current reporter of administrative and court decisions relating to the FCC as well as contracts, fair trade and anti-trust litigation.

Volume III will consist of a digest of Commission decisions and all relevant court decisions. Federal Radio Commission decisions will be included along with court decisions. The digest will be kept current.

Cole Back

H. COLE MILLING Co. (Omega flour), Chester, Ill., which last summer cancelled Smlin' Ed Mc-Connell because of the wheat shortage, will return to network radio Oct. 4 with program as yet unselected. J. W. Adwood, Jr., New Orleans, has signed 26-week contract with MBS for 3-3:30 EST, Saturdays.

MINNEAPOLIS City Council unanimously adopted a resolution commend- ing WCCO-Minneapolis for its series of programs, "Neither Free Nor Equal," a point-blank attack on racial and religious discrimination in North- west.

REPORTING Service Started by FCC Bar

Will Keep Latest Information On Commission Rules

ADMINISTRATIVE reporting service has been projected by Federal Communications Bar Assn. to provide and keep up to date the FCC rules, engineering standards, pertinent statutes and orders of the FCC and the courts. The association's Executive Committee, of which John H. Midlen is secretary, last week sent out notices inviting attorneys, consultants, station owners and others to take the service.

The plan was approved at the association's last meeting, with the committee instructed to make arrangements. Compilation will be handled by the administrative reporting firm of Pike & Fisher, Washington. Service will be started until 100 three-year subscriptions at $120 a year have been received.

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Great moments in the life of a radio station

WWL

25 YEARS OF SERVICE

1st Broadcast from WWL: Father Edward A. Cummings, S.J., president of Loyola, speaks over WWL—a 10-watt transmitter, made from $400 worth of spare parts from a Government War Surplus ship. The studio audience—20 Loyola students—gave a spontaneous cheer at conclusion of historic broadcast.

1923—10-watt power
1924—50-watt power
1927—500-watt power

One of the first WWL studios

5,000 Watts
—and this was the WWL transmitter

WWL’s FM affiliate begins operations

WWLH

New "Silver Anniversary" Studios opened
1922...  

**1st MUSIC BROADCAST IN THE SOUTH**

A recording of John McCormack singing "When Irish Eyes Are Smiling" is broadcast over WWL.

THOMAS A. EDISON: The great inventor's first address to the American people was "transcribed" and carried over WWL.

THE BOSWELL SISTERS: New Orleans' famed music trio played and sang over WWL while still in high school.

---

1924...  

**1st Mass Broadcast from Holy Name Church**

This program is still broadcast every Sunday over WWL—one of the oldest continuous programs in the nation.

---

1931...  

**10,000 WATTS**

1935...  

"We take you to the Columbia Broadcasting System"

---

1938...  

**50,000 WATTS**

The greatest SELLING power in the South's greatest city... 1st in retail sales... 1st in wholesale sales.

---

**Today...**

1st in Public Service

1st in Merchandising

1st in the Hearts of All the People

---

**WWL**

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
CBS Realigns Fall Sustaining Schedule
To Make Room for Football, Other Shows

WITH the impending football season and the return of many commercial programs this fall, CBS last week announced a realignment of its sustaining schedule.

When the football season opens on Sept. 27 for CBS with the North Carolina-Georgia game, four regularly scheduled Saturday afternoon programs will go off temporarily. Columbia’s Country Journal, currently 2:30-3 p.m., will be off the air Oct. 4-6, but Don Lerch, CBS farm editor, will continue active and there are plans for a special program set up for him.

Other Saturday programs to be discontinued from Sept. 27 through Dec. 6 are Adventures in Science, 4:30-4:45 p.m.; Of Men and Books, 4:45-5 p.m., and Cross-Section U. S. A., 5-5:30 p.m.

The Robert Q. Lewis Show will be expanded to 45 minutes and shifted to 2-2:45 p.m. Sunday, and Bob Reid’s quarter-hour song program is being cancelled due to the expansion of the Lewis show. Mr. Reid’s songs will be integrated in the Lewis program.

CBS Is There and Escape, which were discontinued Aug. 18, will return to the air in October. CBS Is There will return on Oct. 7, Tuesday, 10:30-11 p.m., and Escape will replace Doorway to Life Oct. 1, Wednesday, 10:30-11 p.m. Doorway to Life will switch, effective Oct. 5 to Sunday, 1:30-2 p.m.

Invitation to Music, currently heard Wednesday, 11:30 p.m.-12 midnight, Oct. 12 moves to Sunday at the same hour.

SHORTWAVE broadcasts to Europe and Far East on fight against cancer have been started by American Cancer Society in cooperation with State Dept. of Health.

UP, ACME INAUGURATE PICTURE-NEWS SERVICE

A new picture-news service for television stations was announced last week in New York by the United Press and Acme Newspictures Inc.

The service, which was to begin yesterday (Sept. 7) with WNBT New York and WRGB Schenectady as its first clients, will provide 26 programs a week. Weekdays it will distribute two five-minute spot news shows for evening audiences, one five-minute woman’s show and one five-minute documentary. Two five-minute spot news shows will be sent Sundays.

Pictures will be received at stations on Acme telephoto receivers; scripts coordinated with the pictures will be delivered by UP wire.

The service was described as at least a temporary answer to the difficulties of putting spot news from world-wide sources on television.

One station blankets the Upper Midwest

One station ... KFYR ... gives you complete coverage of the Upper Midwest with one message—one rate. No other station in America gives you such a vast primary coverage area.

KFYR’s happy combination of favorable frequency (550 kc.), high ground conductivity, and masterfully engineered antenna system results in a 10% BMB area embracing 160 U. S. counties plus 51 Canadian census subdivisions ... an area no alert advertiser can overlook.

Even more important, KFYR’s 22 year policy of building programs to suit the special tastes of the Upper Midwest has created an audience loyalty that pays off where it counts—at the sales counter.

KFYR can build sales for your product.

Ask any John Blair man for availabilities.

NBC SAFETY PROJECT
Helicopter Spots Congestion;
Motors Warned

NBC’s CENTRAL Division newsroom, Chicago, set what it thinks was a precedent Labor Day in providing public service to its listeners. To assist an estimated one million vacationers in returning to Chicago safely, NBC chartered a helicopter and enlisted the aid of the Cook County Sheriff’s Office to make an aerial survey of congested areas. As the helicopter sighted particularly dangerous traffic bottlenecks it relayed the information to William Ray and his staff of NBC newsmen who reported the traffic warnings at 15-minute intervals over WMAQ from 4-8 p.m.

The Cook County Traffic Dept. said thousands of cars were observed following the instructions they got through their car radios.

INITIAL ISSUE OF BMB QUARTERLY OFF PRESS

INITIAL issue of the BMB Quarterly, dated September, has been published by BMB. Two of its six feature articles analyze BMB audience data, another describes the Bureau’s forthcoming interim audience measurement and the remaining articles are contributed.

Daniel Denholz of the Katz Agency, New York, has written on uses to which a station representative puts BMB data., E. P. H. James, MBS vice president in charge of advertising, promotion and research, wrote on the MBS engineering measurement of station coverage and the third is a reprint of an article by Alfred Polits and Richard Brunbach on the reliability of mail surveys. Lead article of the issue is based on the Bureau’s analysis of its own station audience measurement.

The quarterly carries the first description of BMB’s interim station audience measurement, which will be made in March, 1948. The issue also contains several pages of questions and answers about various phases of BMB.

BMB Extends Deadline

DEADLINE for earning BMB “early subscription” discounts has been extended from Sept. 15 as previously announced to Oct. 1, the BMB executive committee announced last week. Renewal subscriptions mailed prior to Oct. 1, 1947, are entitled to 10% discount on the first 12 months fees, new subscriptions to 5% discount.

BROADCASTING • Teletcasting
ANNOUNCING

the

APPOINTMENT of

J. S. "JIM" AYERS
MANAGER

ATLANTA OFFICE
120 MARIETTA STREET
CYPRESS 1323

TAYLOR - HOWE - SNOWDEN
Radio Sales, Inc.

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco
Atlanta
HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

What is the Effective Buying Income of Memphis and the Mid-South Market?

1. $1,150,000,000?
2. $1,300,000,000?
3. $1,500,000,000?
4. $2,150,000,000?

ANSWER: Memphis is the hub of a market with an Effective Buying Income of over $2,150,000,000! Tell your story to this rich market over WMC, the favorite of 684,460 Mid-South families!

WHLI SHOWS THE WAY
Month-Old 250-w Daytime Independent Prospers

"As Many New Stations Falter"

THE MORTALITY RATE among new stations which have hoped to keep up blueblood standards has been notably high, but last week it looked as though a 250-w daytime independent on Long Island had learned how to be aristocratic and solvent almost at birth.

WHLI Hempstead, L. L. N. Y., on the air only a month, was near the point of breaking even, despite a stringent policy that forbade the use of such commercial devices as jingles and double spot announcements.

Before WHLI had taken the air, 70% of its available commercial time was sold. The rest went two days later. Soon the station issued a new rate card, raising its ante.

Staffed and managed by experienced broadcasters, WHLI may attribute its success to a number of factors—its location being one—but probably its pre-debut promotion was a principal reason for station’s financial robustness now.

For months before WHLI went on the air, Elías L. Godofsky, president and general manager, addressed local merchant or civic groups. The station sent 100,000 postcards to Nassau County residents, advising them that "The Voice of Long Island" was about to be heard.

Bus Cards Used
Car cards were posted in busses, advertising space was taken in 35 weekly newspapers, brochures on "How To Increase Your Business" and "Let The Voice of Long Island Speak for You" were distributed to prospective sponsors.

WHLI gave away $1,000 in prizes in contests every hour during its first day of broadcasting, took teaser ads three times a week prior to that in the two local daily papers.

In a four-day period of "testing" before its actual debut, the station asked listeners to call and report on reception; 8,000 calls, letters and telegrams were received, according to the WHLI management.

The WHLI programming concentrates on music (no jive) and news with a local slant. Its own news bureau retains a staff of 11 reporters; seven of them work exclusively for WHLI, the others also are with weekly newspapers.

Maxson Corp. Acquires Langevin Common Stock

W. L. MAXSON Corp., New York, engineering and manufacturing company, has acquired all of the common stock of Langevin Mfg. Corp., New York. Carl C. Langevin, president of Langevin, has become a member of the Maxson board of directors.

Maxson has taken over all of the property and business of the Langevin Corp., with the exception of the latter’s West Coast offices which will act as distributors in a sales and engineering service for Langevin products. The new corporation will retain Langevin management and personnel and will continue the manufacture and sale of audio amplifiers, transformers and other apparatus used in sound systems and industrial control equipment.

Files Objection

OBJECTION has been filed with FCC by WIPS Inc., Evansville, Ind., to the earlier request of Tri-State Broadcasting Corp. for reconsideration by the Commission of its 1380-kec grant to WIPS Inc. The Evansville grantee in its petition stated Tri-State had entered in the record the fact that Robert H. Hinckley, ABC vice president, would retire from Tri-State should his connection put Tri-State at a disadvantage, and therefore use of this fact as basis for the Tri-State reconsideration petition was without substance. Tri-State filed its reconsideration petition after Mr. Hinckley sold his 25% interest to President W. John K. Jennings for $6,250 [BROADCASTING, Aug. 25]. Proposed decision in case had been to grant Tri-State but in final ruling the facilities of 5 kw on 1380 kc went to WIPS Inc.

FIRST PLACE award for 1946-47 in the public education division was made last week by the U. S. Junior Chamber of Commerce to WPDQ Jacksonville, Fla., for its forum program Jacksonville Unlimited. Program is produced by WPDQ under sponsorship of the Jacksonville Junior Chamber of Commerce.

Page 34 • September 8, 1947
276 Counties in 9 States Prove
WOAI Has Superior Daytime Coverage

DAYTIME MAP
Based on BMB Study No. 1—March 1946
Showing all counties in which 10% or more of the radio families
listen to the station at least once a week in the daytime

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<th>1946 Radio Families</th>
<th>BMB Radio Families</th>
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<td>66</td>
<td>255,640</td>
<td>215,330</td>
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<td>Counties with 10% to 29% BMB</td>
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<td>Total</td>
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WOAI San Antonio
50,000 Watts Clear Channel
THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC - TQN

BROADCASTING • Telecasting
September 8, 1947 • Page 35
Open Mike

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

skills Science and Sanity, and put into practice a little non-Aristotelian thinking.

Ted Leitzell
Zenith Radio Corp.,
Chicago, Ill.

Julian F. Skinnell,
Operations Manager,
WLBK Lebanon, Pa.

WLOW, Too, Presents City Council Sessions

EDITOR, BROADCASTING:
I have just read in your August 25th issue of BROADCASTING that WKBK, La Cross, Wis., believes it is the first station which has scheduled actual proceedings of city council meetings.

Just for the records, we would like BROADCASTING to know that WLOW in Norfolk, Va., has been carrying city council meetings since June 3rd of this year. WLOW has been given the opportunity to carry these meetings whenever issues of sufficient general importance are on the agenda.

In this letter to BROADCASTING WLOW is not making any claims relative to being first. We are merely interested in straightening out the records.

Robert E. Wasdon,
General Manager,
WLOW Norfolk, Va.

Tomkins Says WKBN Also Aired Council

EDITOR, BROADCASTING:
In the August 25th issue of BROADCASTING, page 52, column 4, you have a small article which states that: "It was believed to be the first time that an American city council has ever permitted its proceedings to go on a public record."

It may interest you to know that WKBN, Youngstown, Ohio, made several wire recordings of city council meetings last January. At that time I was with WKBK as a news editor. There was considerable excitement at the time over the seating of a councilman. We recorded the meeting and, after editing it and inserting a running commentary, had it on the air two hours after the meeting was over.

I’m sure that Don Brice, present news editor at WKBN and Paul White, special events director used the wire recorder at other meetings prior to the January date.

Just thought I’d make an attempt to clear the record — and let you know, too, that WKBK is a live-wire outfit:

William H. Tomkins,
State Publicity Agent,
Radio Bureau
N. Y. State Commerce Dept.
Albany, N. Y.

Communications Course To Begin at New School

A NEW COURSE titled “Freedom and Control in the Communications Industries” will begin at the New School for Social Research, New York, on Oct. 3.

Milton D. Stewart, director of research of the President’s Commission on Civic Rights is chairman of the board among the guest speakers are Hon. James E. Murray, U. S. Senator; Archibald MacLeish, former Assistant Secretary of State and now member of U. S. National Commission for UNESCO; Hon. Clifford Durr, FCC member; Cass Canfield, chairman of the board, Harper & Bros.; Morris L. Ernst, author and lawyer; Harold D. Laswell, professor, School of Law, Yale U; Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia U; Arthur Webb, Washington Correspondent London Daily Herald.

Co-ordinates Given

FCC tonight ago issued a complete list of the geographical co-ordinates of standard stations in the U. S. The information concerns the precise location of station transmitters and has been compiled as mutually agreed by countries party to NARBA. Hereetofore such information related only to location of directional arrays. The data also is published by the Berne Bureau of the International Telecommunications Union.

CBS to Record Talks

IN ORDER to fulfill requests from staff members of CBS affiliates for copies of talks to be given at CBS first promotion managers clinic scheduled for New York, Sept. 19-20, Thomas D. Cobry, CBS Director of program promotion, announced last week that he would have transcriptions of the talks made and copies sent to CBS affiliates.
Everybody knows how Oregon industry zoomed in war time.

But look what’s happened since the war:

- 173 new industries organized in the city of Portland alone
- Further expansion of established industries... at costs up to $15,000,000 per plant
- Consolidation of long-range advantages: cheapest hydroelectric power, unlimited raw materials, easy transportation

If you have a product or service for the people of this ever-growing Northwest, stake out your claim in Portland—through the popular voice of KEX. Get the benefit of a ready-made audience, plus the promotion-ability of the Westinghouse organization! Our national representatives have the details ready for you.
today's the day
Tommy DORSEY
DISC JOCKEY SHOW ON TRANSCRIPTION
FIVE FULL HOURS A WEEK!
starts delivering
...new audience ratings to stations
...new sales highs to advertisers
...new entertainment peaks to listeners
(that takes in everybody, doesn't it?)

The Tommy Dorsey Disc Jockey Show drops the needle today. Are you one of the lucky ones? Don't say we didn't warn you. We said: "If you don't book it, you'll have to buck it!"
(There's a chance your territory is still open. It won't hurt you—or us—to find out.)

NOW AND FROM NOW ON
LOUIS G.
NEW YORK: 485 Madison Ave.,
These are some of the lucky ones: top NBC, CBS, ABC, MBS, and leading independent stations ... and many stations are 100% sold out for not five, but TEN hours a week!

You know all about the show by this time: Dorsey, the boss bandsman of them all, on transcription personally emcees the show, picks the best records by top recording artists, and—get this!—brings on the most glittering line-up of guest stars ever!

Here's the Disc Jockey Show for wonderful sales results!

And you can sponsor it too! You share the cost with hundreds of other sponsors in every neck of the woods. You pay only for your listening area ... and you get your area delivered ... because Tommy Dorsey on transcription means top drawing power five full hours every week! (That was the immediate reaction of these sponsors among others!)

<table>
<thead>
<tr>
<th>Warner Brothers</th>
<th>Piel's Beer</th>
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<tbody>
<tr>
<td>Crawford Clothes</td>
<td>Venida Hair Tonic</td>
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<tr>
<td>Old Country Trotting Races</td>
<td>Park Central Hotel</td>
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<tr>
<td>Camel Cigarettes</td>
<td>K. Arakelian Wine</td>
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<tr>
<td>T.W.A.</td>
<td>Maryland Pharmaceutical</td>
</tr>
<tr>
<td>Oldsmobile</td>
<td>Chicago Sun</td>
</tr>
</tbody>
</table>

20th Century Fox

... and hundreds of others everywhere

Phone or wire collect for the facts today!
AAAA Coast Unit
Meets Next Month

'Brass Tack' Sessions Planned
At Yosemite Oct. 12-15

THIS YEAR'S convention of the Pacific Council of the American Assn. of Advertising Agencies will be both "informative and relaxing," according to plans completed Aug. 28 at a special meeting of the board of governors.

The convention, to be held Oct. 12-15 at Yosemite National Park, will follow a schedule allowing enough free time for the participants to enjoy the park besides providing "helpful brass tack" sessions, said Warren E. Kraft of Seattle, Pacific Council chairman.

First event on the schedule is a golf tournament Sunday, Oct. 12, at Wawona Golf Course, with J. R. Fox of San Francisco as chairman. A follow-up will be held the following day after the business sessions for those who could not participate on Sunday.

The board, in addition to Chairman Kraft, includes: C. H. Ferguson, San Francisco; vice chairmen; Charles Devlin, Portland, secretary-treasurer; L. C. Cole, San Francisco, and C. Burt Oliver, Honolulu.

Also helping to plan the convention are the chairmen of the four western AAA chapters of the AAA advisory committee, composed of past Pacific Council presidents: Jack Ray, president of Roswell Cochran, San Francisco; Merle W. Manly, Portland; Carl K. Tester, Los Angeles, and Evan Peters, Seattle. On advisory committee are H. E. Cassidy, Dan Miner and August J. Bruhn of Los Angeles; Joseph R. Gerber, Portland; William H. Horsley, Seattle, and David M. Botsford, San Francisco.

Gach Forms Agency

GENE GACH, formerly publicity director of Hugo Scheiber Inc., Los Angeles agency, and prior to that head of publicity and sales promotion for military aircraft division of Lockheed Aircraft Corp., Burbank, Calif., has established an advertising and publicity agency under his own name at 6671 Sunset Blvd., Hollywood. Telephone is Hollywood 8183.

WFIL-TV Tests

WFIL-TV Philadelphia, which for two weeks has been on the air with a video test pattern, a fortnight ago telecast its first test programs, horse races at Garden State Park. Station officials report signals are good and that each day more and more bugs are being eliminated. Audio attributes of tests have been especially outstanding.

CERTIFICATE of recognition has been awarded to WSM Nashville, Tenn., for assistance to Knoxville Bureau of Fire Prevention during recent drive.

McCLATCHY STATIONS
Combat Delinquency

IN A DRIVE against juvenile delinquency, the McClatchy stations in California, in cooperation with the McClatchy newspapers, conducted baseball schools in four cities during the month of August.

Schools were operated for the purposes of giving the youths a constructive project with which to occupy their minds during vacation, thereby helping to arrest delinquency trends, and to give the boys instruction in every phase of baseball.

Over 2,000 boys between the ages of 12 and 17 attended the two week concentrated sessions sponsored by KRON, KFBK, the Modesto Bee, Fresno Bee and KMIJ, and KERN Bakersfield. All-star squads of 14 were chosen in each city and elimination games were held to determine the championship team of the Central Valleys of California. The McClatchy organization presented each All Star team a plaque and members of the championship Sacramento squad received miniature gold baseballs.

RMA Export Meet

FURTHER means of defending the American radio industry's export interests in Latin America will be considered at the RMA Export Committee meeting Sept. 15 at the Roosevelt Hotel, New York. Mexican prohibition will probably result in "bootlegging" sets across border, according to the committee. Other possibilities are: (1) higher royalty to Latin American public, (2) loss of foreign governments' revenue from duties, and (4) no local labor increase.

'Second Command' Performance
To Be Featured in Movie

AFRS Command Performance will come in for its share of attention in motion picture Cavalcade of Radio currently being produced by Jerry Brandt, Hollywood independent producer. This was disclosed following recent conference between the producer, NAB officials and the AFRS commandant.

Film is expected to go into production this winter, following NAB approval of final script draft being prepared by John McLain. During conference NAB affirmed fact that its prime interest was in seeing project stay within a sincere and entertaining fashion.

WACE, Regional Broadcasting Co.'s 1st in Chicago, has been completing work on its new studios in preparation for station which will be used in conjunction with station's present studios in Chicago.

CFSQ Saaskatoon, and CCKK Regina, have increased power with directional antennas to 5 kW, and CFCW Quebec has increased power to 1 kW on 1290 kc. according to a report issued by the Dept. of Transport, Radio Branch, Ottawa.
IN JUST ONE YEAR WHDH BECOMES BOSTON'S BEST RADIO BUY!

“Share of Audience” up 459%

For the first time, an independent station has attained overall leadership in Boston radio. With 100% local programming, WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous “sports round-ups,” and Herald-Traveler news every hour on the half hour. Musically, too, WHDH offers easiest listening with many popular participating features, including the “Carnival of Music,” and the new “Tommy Dorsey Show.”

**THEN** (June-July 1946)

<table>
<thead>
<tr>
<th>INDEX</th>
<th>WHDH</th>
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<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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</thead>
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<tr>
<td>TOTAL RATED TIME PERIODS</td>
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<td>25.7</td>
<td>23.2</td>
<td>22.3</td>
<td>11.5</td>
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<td>21.9</td>
<td>19.6</td>
<td>12.6</td>
<td>10.0</td>
</tr>
</tbody>
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**CLASS 'A' HOUR RATES**

| WHDH    | $225.00 |
| Network Station A | 560.00  |
| Network Station B | 525.00  |
| Network Station C | 440.00  |
| Network Station D | 400.00  |

*from SR & DS, August 1947

And if you’re buying Boston, you want the best. In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story — but here are two facts you should know now:

1. **WHDH** will deliver you lowest cost per thousand radio time available in Boston.

2. **WHDH** superior coverage will assure you of reaching the maximum number of listeners for every dollar spent.

BOSTON'S BEST BUY

HERALD-TRAVELER STATION 5,000 WATTS CP 50,000 WATTS

Represented Nationally by John Blair & Company

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Salesman’s Promised Land Is Radio

**Ex-Seller of Newspaper Space Compares Two Media**

By RALPH ELVIN
Managing Director, WJBK Detroit

THE ADVENT of more newspapers into the field of radio broadcasting has diverted many a trained seller of newspaper space into the selling of broadcast time. After the first shock of transition, the former newspaper man blinks his eyes and asks himself: "How long has THIS been going on, without my finding out about it?"

For, once he gets his feet on the ground, he realizes that, as compared with his job of selling newspaper space, he has entered the promised land, flowing with milk and honey. After he clears his nostrils of the smell of paper and ink and sees the complete fallacy of the tradition that the newspaper is the one great medium for influencing public opinion, either to buy or to ossify or to shape our daily lives, your newspaper space—salesman finds that he has really hit the jack-pot.

On many, if not most, newspapers, advertising solicitors are regarded as a sort of inferior breed of cats. They are instructed that the real brains belong in the editorial end, and that their absolute masters are the boys in the print shop. Some newspapers of my experience do not even allow ad-men in the editorial rooms! The ad-man spends his days tramping in and out of clients' offices, his evenings thumbing through grimy ad-service books and handling messy cuts to make layouts for carping advertisers. He learns his advertising trade THE HARD WAY!

'Man With a Mission'

Come the day when he screws up his courage to tell his boss to jump in the river with his job, and he goes to work for competition in the form of a radio station; or the day comes when his newspaper acquires a broadcasting license, and assigns him to the sales staff of the new station. On that day the sun breaks through the gloom for him, and he really becomes a man with a mission.

The commercial representative is a key man at the radio station. He is a welcome guest in any prospective place of business, because he is working for and with the medium that has taken the entire center-spotlight as the greatest force in modern life.

True enough, he may be amazed and a little nervous about having nothing to sell but ideas and blue-sky, for while formerly he had allegedly accurate circulation statements of guaranteed readers, in radio he cannot promise a soul that even one person will hear his broadcast message.

But if he’s smart, he equips himself with the facts about his station’s coverage, the radio homes in the territory, the acceptance of his station in the community as against possible competition, and gets that across. Then, when Mr. Advertiser inquires how many people he thinks will hear his program or announcement, he modestly says: "Mister, I haven’t the foggiest notion, and will come back to you when it is put.*" The very unmitigated gall of that statement is what generally floors the prospect. He is so charmed at the confidence of the man in his station, that he buys. And, brother, after the prospect buys, HE’E IN!

Any successful radio man will tell you, if he is really on the level, that he is amazed every day of his life at what radio broadcasting will do for an advertiser.

He will sit on a phone and sell some fellow a New Year’s greeting (the old newspaper signature-page "tip") and two days later the man will telephone him to come around with a contract, because that greeting quick to show results—that any newspaper advertising man finds himself completely reborn into new life in his chosen profession.

Almost any successful newspaper advertising solicitor can make himself over into a successful radiotime salesman with a minimum of effort. In the first place, he already has the hard-won selling experience, learned in a tough school. Around a broadcasting station he soon learns valuable ideas about program structure, production methods, and the proper relation between a prospect’s product and the time of day best calculated to bring results.

If he is smooth and careful, he soon finds out how to win the confidence and aid of the program director in working to make a success of any account. That’s an advantage over being on a newspaper, for there is the handicap of selling experience, learned in a tough school. Around a broadcasting station he soon learns valuable ideas about program structure, production methods, and the proper relation between a prospect’s product and the time of day best calculated to bring results.

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BROADCASTING will award two silver loving cups to the low gross and low net winners.

The blind bogey tournament (maximum handicap is 35) will start at 9:30 am at the Atlantic City Country Club. Buses will leave at 9:00 am from Pacific and Mississippi Avenues, Atlantic City.

For further details, contact BROADCASTING Washington headquarters immediately.

---

Attention NAB Golfers!

If you haven’t made your reservation to play in the NAB Golf tournament in Atlantic City, Sept. 14th, it is imperative that you wire your entry today to BROADCASTING MAGAZINE, 870 National Press Bldg., Washington, D. C.

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JOHN R. RIDER, for past six months producer of MBS "Family Theater" and currently West Coast manager of the agency, has been appointed manager of WBBM, Hollywood, for the Eastern Radio Broadcasters. He has been with WBBM for the past 11 years, during which time he has managed a station for two years, handling overseas broadcast operations of stations in Los Angeles, New York, Boston, Chicago, Minneapolis, and Dallas.

**BROADCASTING** • **Telecasting**
an inch that’s worth 4,000,000 impressions

Two identical programs—starring the same actors in the same roles on the same days for the same advertisers—have been carried for over a year by Chicago’s two major stations.* There is only one difference between the two programs. They are separated by one inch on Chicago radio dials.

That inch represents a difference of four million advertising impressions a year!

The first show hit an eighteen-month average Hoorating of 7.2 on WBBM, “Chicago’s Showmanship Station.” That was 33% more Chicago listeners—4,680,000 more advertising impressions per year—than the identical program delivered on another 50,000-watt Chicago network affiliate.† The second program enjoyed an eighteen-month average Hoorating of 5.3 on WBBM. That was 36% more Chicago listeners—3,640,000 more advertising impressions per year—than the identical show delivered via Chicago’s other major station!‡

This isn’t surprising. It’s simply more proof that WBBM delivers huge bonus audiences—even when other Chicago stations are airing identical shows. Nor is the reason a mystery. “A quarter-century of showmanship” has taught Chicagoans that WBBM has a flair for coupling its 50,000 watts with enterprise and ingenuity.
That’s why Chicago listeners instinctively dial first to 780...to WBBM...to “Chicago’s Showmanship Station.”

*Program titles available on request. †C. E. Hooper, November, 1945-April, 1947
dependability
that points the way...

Early explorers, extending the limits of the known world, relied mainly upon courage and instinct to find their way. Charts and maps—when they existed at all—were uncertain and deceptive.

But an expanding civilization with an eye upon new lands and world trade demanded something better, more dependable. New methods of navigation resulted in new, increasingly accurate charts. Only by perfecting dependability in the guides they followed could navigators hope to traverse the world with safety and swiftness.

 Dependability, a guiding factor in the development of science, commerce and all progress, is no less an essential in the service that the seven Fort Industry stations render to seven important markets where more than 20,000,000 people live.

From Florida to Ohio, over thousands of square miles, in big cities and small ones, Fort Industry stations are depended upon by their listeners for the best that broadcasting can offer.

Advertisers who do the same are never disappointed in the results.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. · WWVA, Wheeling, W. Va. · WMMN, Fairmont, W. Va.
WLOK, Lima, O. · WJBK, Detroit, Mich. · WAGA, Atlanta, Ga. · WGBS, Miami, Fla.
FM David—AM Goliath?

Radio’s convention season gets under way this week with the FM Assn. holding its first annual convention in New York Friday and Saturday and with the 25th NAB convention (and satellite sessions) at Atlantic City next week.

For the NAB it’s an old story, although the pattern never can be regarded as pro forma. With a new self-regulation code to be considered and new elements of competition to be met, the deliberations can divert to topics not now on the agenda.

FMA breaks new ground. Since its organization a year ago, the association has digressed into fields which originally were not contemplated as within its province. It has been plagued with problems of membership and financing. Withal, however, it has performed its main function of stimulating interest in FM station development and in promoting manufacture and sale of receiving sets.

FM has had a tough upbringing. It has been beset with natural prejudices as well as artificial confines such as the Petrillo ban on AM program duplication, and the slow-down occasioned by the high-band-low-band allocations dilemma. Despite this, there is the verve and the enthusiasm of the pioneer which means that those who mean of providing an improved service, and who realize that the medium can’t start full blown. AM radio didn’t either.

FM broadcasters shouldn’t regard themselves as separate and apart from the established broadcasting art. They are part and parcel of it. Some folks are prone to lose sight of the fact that it’s what comes out of the loudspeaker that counts—whether its AM, FM or pulse-time modulation. The listener doesn’t care how he gets his programs, just so he gets what he wants when he wants it.

The day will come when the listener won’t know whether he’s listening to AM or FM. That will be the day when combination sets work by push-button and when the listener will tune the best signal available coming through the program he wants. That day can come only after AM-FM duplication is commonplace and when other artificial barriers to free development of radio are rooted out.

There’s loose talk about advertising splitting apparatus between FM and AM. Advertisers are not ekleemosynary institutions. They will buy time on FM stations when there is circulation to justify the rates asked. They will foot the bill for programs that attract new audiences when they are convinced that they can get the desired ratio of dollar return. Advertisers who buy time simply to stake out desirable time claims are relatively few.

FM Assn., deserves the support of those who want FM’s public acceptance. It isn’t a fight between AM and FM at all. It’s an affirmative selling job to get recognition for FM as a selling medium. That can be accomplished (1) through operation of an increased number of stations; (2) through exploitation of receiving set manufacture and distribution, and (3) through programs acceptable to substantial elements of the public.

Despite what some may regard as a bleak outlook, no phase of radio by the American plan of free competition enterprise has ever faltered or failed. FM will make the grade if it pursues the indicated course diligently and confidently, and if it dispels the thought that it is a Radio David which must belay the AM Goliath.

Hopped-Up News

The Day of the hopped-up domestic news story for head-line purposes during dull news spells is on the way out, thanks to radio. News associations and networks are learning that repercussions come swiftly when a loosely-worded or overplayed yarn is transmitted via network back to the point of origin. The affiliated station wants to know how it gets that way.

There was the recent incident of a reported hurricane blowing up in the southwest, eventually sent by news associations over the wires. It seems the self out before any damage was done. But the first bulletins got on the networks. The local stations promptly objected to the exaggerated reports and to use of low-adjectives.

During the war it didn’t matter much. International and national news loaded the wires and the local story about the weather or robberies rarely hit the wires.

These recent incidents, however, point up the need for a high degree of accuracy in reporting of local events deemed worthy of national distribution. Give radio an assist in the incessant campaign toward more faithful news reporting.

DISTINCTION of serving as Acting President of the United States came to a broadcaster for a brief few hours last week. Secretary of War Kenneth C. Royall, part-owner of WGBR Goldboro, N. C. was the technical head of the United States last Wednesday by virtue of the absence of the country of the President and other cabinet members who ranked him. He relinquished the portfolio to Secretary of State Marshall who returned late Wednesday from Rio de Janeiro.

Reckless Flying & Radio

Not the least among the obstacles in the path of station operation is necessity for clearance before making a routine investigation by the Civil Aeronautics Authority. It’s responsibility is to determine that towers are located so as to afford minimum hazard to aerial navigation.

There have been very few cases of actual collisions with radio towers. Yet, when such an unfortunate accident occurs, whatever the cause, the tendency is to tighten up on approval of tower locations, and perhaps to go far beyond minimum requirements.

There was the Aug. 30 accident in Chicago, where a private plane crashed into the 420-foot tower of WAIT, shearing off the top sections and resulting in the death of the plane’s two occupants. The Chicago office of the CAA is making a routine investigation. It is evident, however, that the fault was not in the antenna location, but in the fact that the plane was flying some 120 feet below the prescribed level.

It is assumed that necessary and ordinary regulations were followed in the location of the WAIT tower. The plane did not observe the safety-traffic regulations. It was as if a car swerved into the wrong highway lane.

A certain radio should be emphasized in situations of this kind. Such accidents are unfortunate, but they also are avoidable if the rules are observed.

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Our Regards To—

BROADCASTERS who last week, as usual, whisked the wrappers off Ronald Colman, Kenny Baker and many another first-magnitude star who had arrived scheduled from their New York dealings, perhaps unaware that they were contributing to the biggest news in radio programming in 1947. The transcribed package show, a sleeper in the radio industry, had come to lusty life.

Programs featuring some of the biggest names in radio were now available on transcription. For fees which he and his local advertisers could afford, the owner of a 250-watt station in Whistle Stop could engage the talents that a network would be pleased to claim.

It was all done by transcription and according to a formula perfected by a pioneer—Frederic William Ziv. To Mr. Ziv, president of the Cincinnati firm that bears his name, the sudden affluence came as no surprise; he had been packaging transcribed programs successfully for 10 years.

The first Ziv package—Mr. Ziv himself—was delivered Aug. 17, 1906, in Cincinnati. His birth thus preceded by a scant 15 years the advent of the medium in which he has become preeminent and by a few years more the founding of the industry of which he is now a recognized leader.

Mr. Ziv’s early vocational leanings were far afield from either radio or entertainment. After a conventional boyhood he enrolled at the U. of Michigan, from whose law school he graduated in 1928 with an LL.B. On the Michigan campus he met Miss Rae Fitezze, who in 1929 became Mrs. Ziv.

Although he was admitted to the Ohio bar soon after graduation, Mr. Ziv never entered law practice. The nation was still echoing to the economic thunder of the stock-market crash, and the many pressure-mail men when Mr. Ziv realized that an era had ended and a period of swift transition had begun.

It was then that he decided the mantle of Blackstone and Darrow was not for him. Instead he opened an advertising agency in his home town—Cincinnati—the Frederic W. Ziv Co. The firm handled local and regional accounts, and although small, was highly successful. Mr. Ziv succeeded even in selling a number of his accounts on the use of local radio, then considered rather daring.

The Frederic W. Ziv Co. continued to enjoy a steady growth. John L. Sinn, now a partner, joined the firm in 1937. Together he and Mr. Ziv produced a show for one of their local

(Continued on page 48)

BROADCASTING • Telecasting

FREDERIC WILLIAM ZIV
Now they’re of College age...

...but when this picture was taken, almost 6 years ago, these youngsters formed the original panel of KOIN’s "Kid Critics"

Kid Critics... with its extemporaneous discussion of plot and characters... is designed to stimulate the reading of children's books... and does!

Kid Critics... presented in co-operation with the Portland Public Schools and the Portland Library Association... will start its seventh year on KOIN in October.

Kid Critics... which always has enjoyed an enviable Saturday morning audience... is another example of KOIN's enthusiasm for all phases of public interest.

KOIN
A Marshall Field STATION
PORTLAND OREGON
AVERY-KNODEL, Inc., National Representative
Manager to Disc M.C.
FROM STATION manager to hillybillie disc m.c. is the story of Martin S. Wales. Appointed manager of WIOD Miami in 1937, Mr. Wales resigned three years later to reenter sales and production work on a freelance basis. Now he emerged as a singer and disc m.c. specializing in hillybillie and popular shows. His one-hour hillybillie program, Uncle Martin’s Square Dance, has been launched on WBAY Coral Gables, Fla. Mr. Wales has other shows running on WKAT Miami Beach and WIOD.

Results were more than gratifying, Mr. Ziv recalls. Here obviously was a service which filled a crying need—the yearning of smalltime advertisers for bigtime programs, of less-than-network sponsors for shows of network caliber. In effect, it was the application to radio of a principle that newspapers had long since adopted—syndication. Thus a station in Sleepy Eye, Minn.—if there had been one—might carry the same transcribed show as a station in New York or Kansas City.

Once Mr. Ziv had proved to independent bakeries that you can have your cake and sell it too, through package radio shows, he and Mr. Sinn turned to what obviously was the next step—extending their system to include other local and regional advertisers.

The idea was mass production via transcriptions. Instead of custom-tailoring the show for one sponsor at a prohibitive price the Ziv Co. would make the same show available to many sponsors at a greatly-reduced figure but without lowering its quality.

If the show got results for one baker in Cincinnati, they reasoned, was there any reason why it wouldn’t work as well for bakeries all over the country? There wasn’t. Messrs. Ziv and Sinn moved The Freshest Thing in Town to Chicago and began recording it there. They organized a sales force and soon were offering the transcribed package to bakeries everywhere.

**WCOA**

**PENSACOLA, FLORIDA**

**Increases Power to 5000 WATTS**

Northwest Florida’s NBC Outlet Broadens Field This Month!

WCOA, in switching to a powerful 5000 watts, brings to reality a long-planned expansion program. Pensacola listeners can now enjoy a complete schedule for their favorite NBC Broadcasts with virtual elimination of interference from outside stations. And reception will be remarkably improved in the large surrounding area, which includes the permanent Naval Air Training Base, largest in the kind in the country.

WCOA offers primary coverage in Northwest Florida and Alabama where NET effective buying income is now over $111,000,000 annually! There is ample sales potential in this enlarged Pensacola market.

**JOHN H. PERRY ASSOCIATES**

New York, Philadelphia, Detroit, Chicago, Atlanta

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**Respects**

(Continued from page 48)

accounts—the Rubel Baking Co. A children’s program with small-fry talent, the show was called The Freshest Thing in Town and was produced locally across the board, over WKRC Cincinnati. It was an instant success with everyone but the bankrollers. It was a great show, a colored show, but they thought it was too expensive. The Rubel management said regretfully that their budget did not permit competition in radio advertising with nationally-known baking companies.

Mr. Ziv then came up with an idea beautiful in its simplicity and its money-making potentialities for agency as well as advertiser. The idea was mass production via transcriptions. Instead of custom-tailoring the show for one sponsor at a prohibitive price the Ziv Co. would make the same show available to many sponsors at a greatly-reduced figure but without lowering its quality.

If the show got results for one baker in Cincinnati, they reasoned, was there any reason why it wouldn’t work as well for bakeries all over the country? There wasn’t. Ziv and Sinn moved The Freshest Thing in Town to Chicago and began recording it there. They organized a sales force and soon were offering the transcribed package to bakeries everywhere.

For the future, Mr. Ziv foresees “…a constantly increasing demand for superior radio programs on the part of advertisers, agencies and station management …programs which not only attract maximum audience but sell maximum merchandise…” Circulation and consumer demand will continue to depend on the programs, he believes “whether it is transmitted by telephone lines or on Vinylite discs.”

When television is made available to the million-dollar programs on film will be merchandised along with Ziv transcribed shows. And it goes without saying that the biggest name in the radio package field will be Ziv in the public eye in television as well.

**TIMELY**

**Radio Reloj Announces Time Every Minute**

**RADIO RELAJO S. A. Havana,** Cuba, is now on the air 18 hours a day, seven days a week, broadcasting the time every minute on the minute during that time. Five seconds of each minute are taken up with the time announcements.

Each minute from 6 a.m. to midnight is divided into: Five seconds for the time, 25 seconds for four spot announcements 30 seconds for news and items of general interest. On Radio Reloj, which calls itself “Cuba’s Newsclock of the Air” it is possible to purchase a maximum of 1080 spot announcements a day, at a one-day price of $360. Call letters are CMRC, and station operates on 1330 kc, 250 w.

**COMMERCIAL**

**DALE F. PARR,** former sales manager of KFOM Oakland, has been named commercial manager of KDML Milwaukee. He assumes his duties Sept. 21. He has been active in radio for 15 years.

**RAYMOND T. R. GAY,** associated with WAXA Denver, Tex., has been appointed assistant traffic manager of WNS Dallas, Tex.

**CHILDSFORD D. COCHRAN** and **HERBERT M. GRIFFITH** Jr. have joined KITV Honolulu as house announcers.

**WESTERN RADIO ADV. Inc.** has been appointed Pacific Coast representative for KAPY Los Angeles and ADAM J. YOUNG Jr. has been appointed KAPY network representative.

**VINCENT FRANCIS,** account executive of EGO San Francisco, has been appointed ABC network salesman in San Francisco, succeeding **FRANK J. MCHUGH** Jr. resigned. Mr. Francis also is the father of a boy born Aug. 27.**

**RUTH BATTISON,** network sales staff member, replaces **BEA OBORE,** resigned, as secretary to **PAUL McCLURE,** sales department manager of NBC Central. Mr. McCLURE resigned. Mr. Francis also is the father of a boy born Aug. 27.

**E. A. JOHNSON,** promotion and research director of Birmingham Co., station representative, resigned to join WMC, a network station in the city.

For the month of July, the Advertising Age has announced that **GEORGE ARKEDIS,** WCBS New York City, is the father of a boy, George Jr., born Aug. 28.
The U.S. Leads the World in Air Freight

The scheduled Airlines of the United States operate the largest air freight transportation system in the world. A fleet of 700 planes, all of which carry cargo as well as passengers, plus a fleet of 50 all-cargo planes, provides air freight service between the hundreds of communities served by these lines.

Three times since 1941 the scheduled Airlines have reduced air freight rates, including 25% reduction effective August 1, 1947. Thousands of tons of goods today are moving on regular daily schedules at rates as low as 16¢ per ton mile. This air-swift transportation is saving shippers thousands of dollars daily in scores of ways . . . from packaging and handling economies to elimination of warehousing and speed-up of turnover.

Air Freight is the newest arm of America’s strength in the air. Sustained today by the nation’s industrial enterprise, it is alert and ever ready in case of national emergency.

You get there quickly, comfortably and economically when you go by scheduled Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation’s scheduled Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES
Mr. Denman has opened his own advertising agency, Denman, Inc., with offices at 215 P e n o b s c o t Bend, Detroit. Mr. Denman also has a wide variety of accounts with Young, Rubicon, and H. D. F. H. in the advertising business.

SAMSON BERRY, Jr., has joined Office & Radio Bldg., Los Angeles, as office and radio director of the Studio City, which is expanding its publicity staff. Mr. Berry, information specialist for War Assets Administration and prior to that with Philadelphia Record for 15 years, will be assistant publicity director.

LOUIS C. ROLONTZ, former sales and advertising manager of Great Western, Chicago, and previously regional sales manager of The Standard Oil Co., has joined Kuttner & Kuttner Inc., Chicago, as account executive.

JERRY EDGECOMBE and HOWARD REITTER have established a Santa Ana, Calif., agency at 681 East Fourth St., under name of Edgecombe & Reitter Adv.

MORGAN Adv., Phoenix, has opened Los Angeles office at 2325 West 7th St. Telephone: Drexel 6676. RICK CLARK has been shifted from Arizoma offices to head new operation as West Coast manager. PAUL TERRY, formerly with Wade Adv., Chicago, has joined firm as an account executive overseeing advertising activities of Studio City. Shamil and Bonnie Bell (cosmetic). ANONA HANSEN, formerly with Com- nors & Co., Hollywood, is media director.

JOHN T. P. MACDONALD, Jr., account executive of Nixon-O'Donnell Adv., Los Angeles, and Charlotte Mary Wil- liams were married in Santa Ana, Calif., on Aug. 21.

HOWARD MOSE, radio account executive of Ross Sawyer Adv., Los Angeles, is the father of a girl. Wendy.

JEROME ROBINS, former president of Aircraft Machinery Corp., Burbank, Calif., has joined Booker-Coo-per Inc., Los Angeles agency, as account executive.

JOHN R. SWALLOW, West Coast manager of Kidder Assoc., Chicago, has re- signed to devote full time to EVVC Ventures, Cali., scheduled to go on air in mid-September.


JAMES DEGRAF, former account executive of Steller-Miller-Ruberta, Los Angeles, has joined Hunter Adv., that city, in similar capacity.

WILLIAM BURCH, producer of TV programs for Hollywood, on CBS "Gene Autry show," is the father of a girl.

CLEMENTS F. HATHAWAY, associated with J. Walter Thompson Co. for 15 years as an executive and director of the agency's consumer panel, has joined Geyer, Newell & Ganger Inc., as an executive account.

HERBERT BURNELL, president of Booth, Vickery & Schwinn, New York, has a daughter born Aug. 2. The baby was named after her mother, VIRGINIA BUTLER TURNBULL, former copywriter for Lenney & New York.

DON COOPER, formerly in advertising section of several California newspaper agencies, recently with the Monterey Peninsula Assn., has joined Ad Fned Adv., Oakland, as account executive.

PIERCE & JAMIESON Ltd., Oakland, Calif., has appointed Ad Fned Adv., same city, to handle its advertising. Radio will be used.

NEL HEARD, account executive with Harford & Guild, San Francisco, has re- signed to become general sales manager for Louis Millard Foods Inc. ELLIS ADV. Co., Toronto, branch of that company of same name, has changd name in Canada to MUTEH & MILLARD, company continuing to operate with Rilla Adv. Co., Buffalo and Chicago.

FRED D. ADAMS, formerly of CKBO Winnipeg, and CPAC Calgary, has joined Cockfield Brown & Co., Winnipeg, as account executive.

WILLIAM E. HABERMAN has joined H. D. F. H. as a home office staff authority, according to an announcement from I. C. C. COL, owner. E. M. CLAR- BERGER has joined the first ac- count.

KAPLAN & BRUCK, New York, has been elected to membership in the American Association of Advertising.

WALTER CHAO, vice president and radio director of KALJ & KAIL, New York, is in Hollywood to check initial NBC broadcasts of "Burns & Allen show." which resumed Sept. 4. HEATH, formerly with Kustor, Parrell, Chesley & Clifford, New York, has joined Hecht, Rosenthal, Cohen Adv., New York, in an executive capacity.

BARTON A CUMMINGS, formerly with Mason Inc., New York, has joined the second executive group of Compton Adv., New York.

FRED RUBIN, Inc., New York, has been elected to membership in the American Radio Advertisers.

RICHARD C. HUNT, formerly with Ekco Products Co., Chicago, has joined Chris- tian Adv. Co., Chicago, as a copywriter.

LAWRENCE V. SNYDER Jr., former as- sociate of The Up-Given-Hubbs Inc., Chicago, has joined Blyth & Peron Inc., New York, as a copywriter.

PAT WEAVER, vice president and ra- dio director of Young & Rubicon, New York, is in Hollywood for three weeks to inspect West Coast operations.

E. W. WILCOX, former vice president of Bibles & Chicago, and a member of the executive staff of Burton Browne Adv., Chi- cago.

HENRY E. MEYER, formerly with NBC, has been named account executive with Raymond N. Nelson Inc., New York.

No Justice

WHEN two Freds, Haney and Henry, work for the same station most things can happen. Similar last names tend to induce confusion at times around KLAC Hollywood, but none so much as the most recent incident. Mr. Henry, as- sistant general manager of station, won the Howard J. Leiber golf tournament for radio, press and sports people with a low net of 65. Newspaper credit for win and the prize went to Sportscaster Haney.

PIGSKIN PROMOTION
KOMA's Curt Gowdy Gives
Football Lectures

UNIQUE promotion for the KOMA Oklahoma City broadcasts of the Oklahoma U. 1947 football games has given added impetus to the area's interest in the contests. Curt Gowdy, KOMA sportscaster, now in his third season of describ- ing the games for the radio audi- ence, is currently making a series of lectures, which he calls "Foot- ball Parade of 1947."

Mr. Gowdy will appear before more than 20 civic clubs in leading cities of KOMA's listening area before the opening game at Detroit. He uses large charts to illustrate the various formations now in use, and after the informa- tive portion of the lecture, he gives his predictions for the 1947 series.

Each member of the clubs be- fore which he appears is given a wallet-size 1947 O. U. football schedule which is backed with a photo of Mr. Gowdy. Times of the broadcasts are also listed.

While the luncheon preceding Mr. Gowdy's talk is going on, the easel used to illustrate the plays holds a plaque reading "Anderson Prichard brings you the 1947 O. U. football games with Curt Gowdy . . . KOMA, 1520 on your dial." Anderson Prichard Oil Corp. is sponsor. Plaque which appears during Mr. Gowdy's predictions reads "For the best in sports, stay tuned to KOMA." No further mention of the station or sponsor is needed.

Columbia Announces Five Renewals for 52-Weeks

CBS last week announced five 52-week renewals.


Hall Bros., New York, effective Sept. 11, a renewal of "Football Highlights," Thursday, 10-10:30 p.m. Agency is Foote, Cone & Belding, New York.

THE THRILL annual Radio Workshop of WVOO-Olds, Minn., is now underway at Wilson Teachers College in Washington. More than 500 school teachers, students, and club leaders are enrolled.

Mr. Gowdy illustrates the "T."
Don't miss the big 
Western Electric 
exhibit at the 
NAB CONVENTION 
Atlantic City Auditorium 
SEPTEMBER 15-18
Meet your friends and see
Western’s outstanding line of Broadcast Equipment

10 KW FM TRANSMITTER
3 KW FM TRANSMITTER
250 WATT AM TRANSMITTER
NEW TUBES FOR FM BROADCASTING
25B SPEECH INPUT CONSOLE
23C SPEECH INPUT EQUIPMENT
22D PORTABLE SPEECH INPUT EQUIPMENT
CUSTOM BUILT SPEECH INPUT EQUIPMENT
SPEECH INPUT AMPLIFIERS
BROADCAST MICROPHONES
1304A REPRODUCER SET

728B LOUDSPEAKER
755A LOUDSPEAKER
757A LOUDSPEAKER
3A POWER AND IMPEDANCE MONITOR
NEW FM FREQUENCY AND MODULATION MONITOR
CLOVER-LEAF FM BROADCAST ANTENNA

If you can’t get to the NAB Convention, get the story on new Western Electric products from your local Graybar Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS

Distributed by
Graybar

BROADCASTING • Telecasting
Advance Registration for FMA Convention

FOLLOWING are registrations received as of Sept. 2 for the FM Assn. annual convention Sept. 12-13 in the Roosevelt Hotel, New York (see separate story this issue).

A
Andrew, John, Associated Program Service, Inc., New York
Arnold, George W., WTAT-Quincy, Ill.
Austin, T. W., WMFY-Greensboro, N. C.

Bailey, Bill, FMA Washington
Bailey, J. L., J & B Bailey, Taylor
Bailey, Fred, Manager, Mayer, Bannerman & Rigby, Washington
Barker, C. G., Magnecord Inc., New York, N. C.
Baugi, Edward F., WPAO-AM Arbor, Mich.
Beard, Bruce P., WSTP-FM Salisbury, N. C.
Beer, Robert M., WATO-FM Ashland, Ohio
Behr, Joseph, Radio Engineering Lab., Long Island City
Bingham, George W., WYPA-Wough-paaleigh, N. Y.
Boddy, Clinton J., WLOB Claremont, N. H.
Boyd, Hugh N., WHMN New Brunswick, N. J.
Braun, Cyril M., FCC Washington
Drey, W. Y., WMRC-FM Greenville, S. C.
Broughton, W. O., General Electric Co., Syracuse
Bryant, Bill, KMUS (FM) Muskogee, Okla.
Buich, Louise G., WWHG-FM Hornell, N. Y.
Bulock, Mark W., KFAR-FM Lincoln
Burke, Harry D., KFAB-Omaha

C
Campbell, Doug, WJZM Springfield, O.
Chain, Sol, WBUB New Haven, Conn.
Clarke, Miss Marion, WNOE Chicago
Clark, F. S., KPHT Wichita
Coles, James M., General Business, New York
Cowl, WOAC-LW Lincoln, Ne.
Coy, Wayne, WIXN Washington
D
Dady, Ray E., KWW-St. Louis
David, W. R., General Electric Co., Syracuse
Davis, H. W., WMBD-FM Dayton
Beach
Denay, Charles R., FCC Washington
Dilliard, E. L., WASH-FM Washington
Drum, John, FCC Washington
Dratton, Jack M., WBXM Nashville
Dravagan, W. H., WBX Nashville
Driscoll, George W., WHMP Rochester
Eastwood, W. T., WHFM Rochester
Estrum, Robert N., WTCN-Minneapolis
Eridge, Hudson, WASH-FM Washington
Eau, John, KTLU-TM Tulsa
Evans, Harry, WRG (FM) Green Bay, Wis.
Evan, Richard O., WIZZ (FM) Wilkes-Barre, Pa.
F
Farnsworth, Guy, WATO-FM Ashland, Ohio

Too Much Help

CICHT HALIFAX, found out how not to solve staff shortage problems recently. The station had a part-time announcer in the evenings, who ran a trucking business in the daytime. He happened to mention that business was not particularly good with his trucking operation, so as a gesture, the management of CJCH put out five spot announcements one day.

As not so much business that he had to inform the management of CJCH that he would have to drop the evening stint in order to meet the demand.

BROADCASTING  Telecasting

MARKETS ARE PEOPLE WITH BUYING POWER

The Dayton Rubber Company

SOLID, SUBSTANTIAL CITIZENS are the Dayton listeners you reach over WHIO, 52% of Dayton’s 69,000 dwelling units are owner-occupied. 97.5% of Dayton families are radio families. Their effective buying power, estimated at $4,903 per family (by $1,263 higher than the national average), rests solidly on regular employment at such world-famous manufacturing plants as The Dayton Rubber Company.

Use WHIO to sell the Dayton market consistently.

5000 WATTS BASIC CBS

THE DAYTON COVERS THE NO MARKET

OF SOUTHERN OHIO

News: UP, INS, PA-CBS' Best Shows

G. P. Molliepany Company, Representatives

Harry E. Cummings, Southeastern Representative

September 8, 1947  Page 53
ADVERTISING UTILIZATION OF AMERICAN PRINCIPLES ADVERTISED TO SOUTH AFRICAN PEOPLES, MISS HERMIONE DOMMISSE, SOUTH AFRICAN REPRESENTATIVE IN NEW YORK, HAS SUBMITTED HER REPORT TO THE COMMISSION ON INVESTIGATING THE POSSIBILITIES OF COMMERCIAL RADIO IN SOUTH AFRICA.

AFTER THREE MONTHS OF FIRST STUDY OF AMERICAN RADIO, MISS DOMMISSE HAS SUGGESTED, IN HER PRINCIPAL RECOMMENDATION, THAT SOUTH AFRICA ADOPT THE AMERICAN SYSTEM OF NETWORK TRANSMISSION WITH SEPARATE CHAINS FOR EACH OF THE TWO DOMINANT LANGUAGE GROUPS IN HER COUNTRY, ENGLISH AND SOUTH AFRICAN.

MISS DOMMISSE'S REPORT SPEAKS STRONGLY AGAINST THIS THIRD OPERATION AND URGES INSTEAD THE LINKING OF ALL ELEVEN ENGLISH SPEAKING STATIONS INTO ONE NETWORK, WITH THE SAME PROVISION FOR THE ELEVEN SOUTH AFRICAN STATIONS. BOTH OF THE NETWORKS, SHE MAINTAINS, SHOULD SPECIFY A CERTAIN NUMBER OF HOURS FOR COMMERCIAL SCHEDULING, THE TRUE NEED FOR THIS DECEIVED COMPETITION OF A THIRD NETWORK.

WOULD ABOLISH FEES

MISS DOMMISSE'S SECOND IMPORTANT RECOMMENDATION URGES ABOLITION OR REDUCTION OF LICENSING FEES IN HER NATIVE COUNTRY IN FAVOR OF THE FREE TRANSMISSION PRINCIPLE PRACTICED IN AMERICA. AT PRESENT THESE LICENSE FEE AMOUNTS APPROXIMATELY TEN DOLLARS A YEAR. AS A DIRECT RESULT OF THIS TAX, MISS DOMMISSE TOLD TRANSMITTING, ONLY 20% OF THE TWO AND A HALF MILLION PERSONS IN SOUTH AFRICA ARE REPORTED AS OWNING RADIO SETS, THOUGH A SMALL BLACK MARKET ON SETS PROBABLY RAISES THAT TOTAL TO 30%. LISTENERS FREQUENTLY PURCHASE SETS IN CANADA AND THEN REPORT THEM IN SOUTH AFRICA.

REDUCTION OR REVOCATION OF THE TAX, MISS DOMMISSE WOULD INCREASE THE NUMBER OF SETS PER CAPITA AND HEAL THE PROSPECTIVE SPONSORS IN THE MEDIUM.

HER RECOMMENDATIONS FOR THE CULTURAL TALENT, BASED ON HER AMERICAN EXPERIENCE, ARE TOWFOLD: FIRST, SHE WOULD RAISE SALARIES IN SOUTH AFRICA. CURRENTLY THEY ARE SO LOW THAT MOST TALENT WORKS AT OTHER JOBS SUCH AS STATISTICAL WORK IN ORDER TO EARN ENOUGH MONEY. INCREASING THE RATE WOULD ALSO ATTRACT TALENT FROM OTHER PHASES OF SHOW BUSINESS SUCH AS MOVIES, LEGITIMATE THEATRE, ETC. SECONDLY, MISS DOMMISSE SUGGESTS A SCHOOL SHOULD BE ESTABLISHED TO TRAIN AND DEVELOP NEW TALENT.

MISS DOMMISSE TOLD BROADCASTING THAT THIS PARTICULAR POINT—THE DEVELOPMENT OF NEW TALENT—PUZZLED HER IN AMERICAN RADIO. FOR EXAMPLE, SHE THOUGHT THAT THE AMERICAN THEATRE WING'S RADIO SECTION SHOULD RECEIVE GREATER ENDORSEMENT BY THE RADIO INDUSTRY AS A SOURCE FOR NEW TALENT.

HOWEVER, ON THE WHOLE MISS DOMMISSE SAYS EACH COULD SCHEDULE TIME FOR COMMERICALS.

THE SOUTH AFRICAN GOVERNMENT AT PRESENT IS SUPPORTING 22 INDIVIDUAL STATIONS, ELEVEN OF THEM ENGLISH SPEAKING AND AN EQUAL NUMBER OF COMMERCIAL BROADCASTING IN SOUTH AFRICA, SOME OF THEM, OF COURSE, IN COMMERCIAL. TENTATIVE PLANS CALL FOR A THIRD TRANSMISSION WHICH WOULD OPERATE ON AN ALL-COMMERICAL SCHEDULE.

DOMMISSE ADMITTED THAT SHE HAD TRENDS FOR AMERICAN RADIO. "IT CLEARLY OFFERS ITS LISTENERS...."

(CONTINUED ON PAGE 60)
KSL has long been regarded by listeners and businessmen, alike, as a quality station. In a recent independent survey, 4 out of 5 of the Intermountain wholesalers, jobbers, and brokers in Salt Lake City listed KSL as their choice for the best coverage of the Intermountain market.

Throughout its history, KSL has been consistently first with the finest in radio, including engineering research, program standards, and public service. Recognition has come in the form of the West's first Peabody Award and First Award for Farm Programs at Ohio State University.

According to Broadcast Measurement Bureau, KSL's nighttime signal blankets an area in 17 states that includes 1,391,370 radio families. KSL's daytime coverage is large, too, and includes 722,820 radio families in an 11 state area. KSL offers advertisers a coverage of the West that cannot be duplicated on any other station or network.

Station Reprint containing complete BMB information by counties and measured cities available free on request. Base map copyright BMB, 1946.

MAXIMUM EFFECTIVENESS FOR YOUR ADVERTISING

ON

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives
Successful Fort Wayne, Ind., Grantee Opposes Rival's Plea for Rehearing

OPPOSITION was filed at FCC last week by Radio Fort Wayne Inc., to the Community Broadcasting Commission's petition for rehearing of the 1450 ke-case at Fort Wayne, Ind. Radio Fort Wayne, favored in the Commission's final decision on the 250 w facility after having received a proposed decision that declared that Community Broadcasting had received a full and proper hearing and that participation in the adoption of the final decision by Comr. E. M. Webster had been lawful. These facts were contested by Community Broadcasting in its petition for reconsideration, [Broadcasting Sept. 1].

Community Broadcasting, principally owned by Newscaster-Commentator Arthur Feldman and his wife, had been given the 3-2 vote of the proposed decision. The Supreme Court ruling of "the one who decides must hear" was held to be basis for the claim that Commissioner Webster's vote was not heard. Also, the final decision order was immoral.

C Calif., has joined announcing staff of WSGR Lake City, Fla. BILL PEPPER, former manager of WONE Murfreesboro, Tenn., is new program director at WELD (FM) Columbus, Ohio.

JAMES S. DUNCAN, chief continuity writer for KVPD Fort Dodge, Iowa, has accepted an unusual appointment as coordinator of manufacturing at the U. of Alabama. His duties will consist of organizing a rewriting group of students and the announcers of the university's radio station.

AL BOS, violinist and music director, will join staff of WFIL Philadelphia on Oct. 1.

JAMES F. CHAMBERS, veteran of AFAB, has joined announcing staff of WILK Lebanon, Pa., replacing JAY MENDETH, resigned.

ELDER LIGHTFOOT SOLOMAN MICH- AUN, formerly heard on CBS and MBS, Sept. 5 entered the television field with a series of weekly programs over WCFL Dumont video station in Washington. Program is telecast each Friday at 7:30 p.m.

CLARE YOUNGS, program director of WLRB Chicago, and The Reielies, have announced their marriage. CLIFF NORTON, Chicago radio actor, has replaced JAMES WANG in the role of "Mr. Weatherman" on "Terry & The Porkers," serial heard Mon-Fri., 3:15-5:00 p.m. (CDST) on ABC.

WACO Service

WARNING aired by Paul Dixon over WCPO Cincinnati is believed to have saved the life of Mrs. Louis E. Dubuque of that city. Mr. and Mrs. Dubuque were returning to their home from a vacation trip when they heard Mr. Dixon over the car radio stating that "Police are searching for Mrs. Louis E. Dubuque, bitten two weeks ago by a rabid cat." The couple rushed immediately to the Cincinnati General Hospital where Mrs. Dubuque was given treatment. Physicians said that treatments must begin within about two weeks, and that the time was running out. Dubuque when Mr. Dixon's warning reached her. Police, newspapers and radio stations of three states had joined in the search for the Dubuques. Dubuque is in no immediate danger now, hospital officials report.
With leading newspapers... it's television by RCA

Typical of the growing trend among leading metropolitan newspapers, The A. S. Abell Company, publishers of the Sunpapers of Baltimore, has adopted television to tie in with the activities of its publications.

When the Sunpapers station begins its test broadcasts it will be, like most newspaper-owned television stations from coast to coast, equipped throughout by RCA from its five image-orthicon cameras to its Super Turnstile television antenna.

A full commercial schedule of wide-ranging programs will be broadcast through an RCA 5,000-watt television transmitter feeding a high-gain Super Turnstile antenna which boosts the effective radiated power to more than 17 kw. This antenna will be mounted atop an RCA Pylon antenna for simultaneous transmission of FM programs and television pictures and sound from one compact system 590 feet above the street in the heart of Baltimore.

Special mobile units, equipped with RCA microwave television relay links, will permit a flexible coverage of spot news, sports, and special events with easy, convenient relay of these remote pickups to the station transmitter.

Four RCA camera-projector units for studio use provide means for use of both 16 and 35mm films and permit easy insertion of station-breaks, commercials, and a variety of special effects. Complete facilities for monitoring, controlling, and routing all programs will give WMAR a versatile, easily operated setup.

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

Golf Exclusive

BILL STERN, NBC sports director, has announced that the network has secured exclusive broadcast rights to the Los Angeles Open golf tournament—first major golf event of 1948. Los Angeles Open usually is played early in January.

UCLA Extension Division has announced course in “Music For Radio” starting Sept. 22.

Lorillard Show

NEW FALL show for P. Lorillard Co., New York (Old Golds), replacing its summer show “Rhapsody In Rhythm” Weds., 9:00-9:30 p.m. on CBS will start on Sept. 24. Show will then feature Frank Morgan, Don Ameche, and Frances Langford. Agency is Lennen & Mitchell, New York.

DONALD W. HOFF, formerly with Collins Radio Co., Cedar Rapids, has joined engineering staff of KORG that city.

M. W. SCHELDORF, co-inventor of the circular-loop antenna used by FM broadcasters, has joined engineering staff of Andrew Co., Chicago, as head of the engineering research department. Mr. Scheldorf was with RCA Victor for five years and with General Electric for 18 years. During the last five years he had been a specialist in antennas for GE. In his new capacity with Andrew Co. he will be responsible for long-range development of new antenna, transmission line, and other related items marketed by the firm.

GERRY DOMARRAIS, technician at KORG Cedar Rapids, Iowa, is the father of a boy.

Mr. Scheldorf

Changes Name

KARCHER, SARVER & SLOCOM ADV., Long Beach, Calif. agency, has changed name to Karcher & Sarver Adv. George P. Karcher and John J. Sarver are the principals, having purchased the interests of J. L. Slocom in the firm.

Snowy Campaign

ZIEBARTH Corp., Seattle, will use West Coast radio along with other media in a campaign to introduce Snowy, a laundry bleach. Agency handling the campaign is Garth-Pacific Adv., Seattle.

Record Installation

ENGINEERS at KPAB Lincoln, Neb. don’t believe in wasting any time when there is a job to be done. FM equipment purchased for KPAB-FM was received in Lincoln at 9 a.m. on Aug. 25. By 11 a.m. all equipment had been unloaded and moved into position. Henry Young, a Westinghouse engineer, along with Mark, Bullock, and Burt Davis, KPAB engineers, worked all day and into the night, and by 1 a.m. the following day had installed the tubes and crystals, made all the power connections and finished the first circuit check. Tests were made and completed by 3 a.m. and KPAB-FM was on the air broadcasting at the scheduled time, 3 to 9 p.m., the same day. Engineer Harry Burke of KPAB believes this is a record for installation of FM equipment.

KVFD Aids

FUND for the future education of Lyle Ely, 7-year-old boy of Fort Dodge Iowa, who recently lost his left leg and left arm in a freight train accident, has been established by the citizens of Fort Dodge, through the promotion of KVFD that city. The station started a drive for money a few days after the accident occurred, and now reports that $13,816.22 has been presented to the boy’s guardian.

ACCOUNT EXECUTIVES

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

It’s The Joe Hernandez Show

Current Under Sponsorship in Los Angeles by Marshall & Compton Plymouth & De Soto

1. The Highest Hooper, six nights a week, of any show in radio!
2. Biggest mail pull in the history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, homemakers, etc.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.

THE JOE HERNANDEZ AGENCY

954 So. La Brea St., Los Angeles 36, Calif.
A NEW TYPE of built-in home radio and sound system, in which all units are concealed except a small portable tuner, has been developed by Reeves Sound Studios, New York.

Designed to be a functional part of a home, the new system, known as Reeves Soundcraft Radio, consists of a portable tuner, an amplifier, record player, and one or more speakers plus an antenna and the necessary wiring to connect the units. The tuner is about the size of a cradle telephone and can be plugged in the wall. All other units are concealed in the walls or in other suitable space.

According to Hazard Reeves, company president, “By eliminating a costly cabinet from the system, we have been able to put the increased saving into a better radio and sound system.” At present the two types of speakers available are the Super- sound, which covers the complete range of human hearing (30-15,000 cycles per second) and the Deluxe, with a range of 80 to 12,000 cycles per second. The latter is said to deliver sound quality equal to or better than that found in console sets selling for as high as $1,400.

A third speaker to be built later will have a sound quality comparable to conventional sets of the $500-$700 class. Initial production provides for AM only, but an FM tuner will be produced later. The FM tuner is all that is required to convert the Soundcraft Radio System from an AM to an FM unit. The systems will be distributed through millwork jobbers.

**Installs Pushbuttons**

AS A PROMOTION stunt, KEEN San Jose, Calif., is conducting a campaign publicizing “Mr. Button” who will come to any home and install pushbuttons on receivers free of charge. Station has worked out a deal with Lion’s Furniture Co. As a result of singing spot announcements and local newspaper ads describing the offer, the campaign has been a success, according to the management. The station reasons that whether a listener has a pushbutton or not, the campaign is engendering good will.

KEBN, new 350-w Reno, Nev. station on 1490 kc, now under construction and expected to enter newspaper and KEBN as an affiliate on Oct. 1. XPFR Fresno will join network as Pacific Coast affiliate Oct. 15.

**With KDYL Public Service**

KDYL has the habit of leadership—in Public Service programs and on-the-spot coverage of important community events — as well as in all-around showmanship, promotion and merchandising.

This leadership didn’t just happen. It’s a result of KDYL’s established policy of serving the best interest of its listeners and its advertisers.

**AT BREAKFAST**

marking Toni Co.’s assumption of sponsorship of a portion of Antelope Breakfast Club are (1 to r): E. R. Borroff, ABC vice president in charge of Central Division; Irving Harris, vice president of Toni Co; Don McNeill, toastmaster of the program, and Leo H. Rosenberg, vice president of Foote, Cone & Belding, Chicago, agency handling Toni account. Company recently began sponsoring of first quarter-hour segment of show, heard Mon.-Fri., 8-9 a.m. (CDST).
WHO

is

"Listened-to-Most"

in 74 of

Iowa's 99 Counties

(during daytime)

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.
Representatives

WHO

in JACKSON, MISSISSIPPI!

“Selling America’s Fastest-Growing Up-And-Coming Market!”

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERRY CO.

Page 60 • September 8, 1947

BROADCASTING • Telecasting
RCA has the most complete line of tubes in the broadcast field. RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM and TV broadcasting...tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes when new tubes are needed.

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HARRISON, N.J.

TUBE DEPARTMENT

RADIO CORPORATION OF AMERICA

BROADCASTING • Telecasting
August 29 Decisions... DOCKET CASE ACTIONS

(October the Commission)  
KONG San Antonio, Tex.—Adopted decision and order granting license renewal and also granting CP new Class B FM station on frequency to be assigned kHz ERP, height above average terrain, subject to approval of trans. site and ant. structure by FAA.  
KMAC San Antonio, Tex.—Adopted decision and order granting license renewal.

BY A BOARD

MAIN AM-1130 kHz  
KYOR San Diego, Calif.—Granted CP license effective from 250 w to 1 kw, change time from D to unil. and install directional antenna on 1125 MHz engineering cond.; dismissed as moot petition of YOR and KOHJ requesting leave to amend respective applications, remove from hearing docket, reconsider and grant.

Modification of CP  
WINZ Hollywood, Fla.—Granted mod. CP to operate same DA (approved for D operation also (DA-1) as change trans. site.  
WAFS Tuscaloosa, Ala.—Granted mod. CP to change trans. location.  
WREN Taypeka, Kan.—Granted mod. CP to specify new DA-N to meet cond. of new trans. site. Granted mod. as petition of WTMA Charlottesville, Va., requesting reconsideration of order of Commission dated April 12, 1968, granting conditionally application of WTMA.

KMMH Hannibal, Mo.—Granted mod. CP to change trans. location and make changes in trans. equipment, connecting cond.

KFXM San Bernardino, Calif.—Granted mod. CP to change trans. location and specify location studio.  

Petition Granted  
KUBA Yuba City, Calif.—Adopted order granting petition requesting reconsideration of Commission’s action in designating its application for hearing, and hearing on trans. grant thereof on basis of verified engineering amendment filed with governing agency, and commission accepted said amendment, removed application from hearing docket and granted mod. CP specifying ant. fulfilling requirement.


Hearing Designated  
Atlantic Bayview, Clayson, N. M.—Designated for hearing application for new station 1500 kw 250 w unil.  
Western Bestg. Corp., Reno, Nev.—Designated for hearing application for new station 250 w 250 w unil., and ordered KREO Indio, Calif., be made party to proceeding.  
Redlands Bestg. Co., Redlands, Calif.—Designated for hearing application for new station 900 kw 250 w in in consolidated proceeding application of Francisco Rental Co., Victorville, Calif., and Co., Riverside, Calif., and further ordered that station KFUS Los Angeles be made party to proceeding.

The Four States Bestg. Co., Inc., Hagerstown, Md.—Designated for hearing application for new station 850 kw 1 kw.

O. E. Richardson, Joe Gibbs Spring and John H. Adair, Cleveland, Ind.—Designated for hearing application for new station 1500 kw 100 w unil. in consolidated proceeding with application of Beach Bestg. Co. Inc.


The St. Andrew Bay Bestg. Co. and Bestg. Co., Panama City, Fla.—Designated for consolidated proceeding hearing application for St. Andrew Bay and Bay County Bestg. Co. for both requesting new stations 1500 kw 250 w unil.

West Allis Bestg. Co., West Allis, Wis.—Designated for hearing application for new station 850 kw 1 kw D and Grade Dept. of Public Safety, State of Illinois, license of network operated by Illinois State Police, party to proceeding.

Assignment of License

WGNO Mayfield, Ky.—Granted consent to assignment of license from partnership to corporation for $26,000.  
KSS Extended

WNYC New York.—Extended grant of license by 8 months from Sept. 2 for operation of station between 6 a.m. (EST) to 7 p.m. (EST) DN-A.

Petition Denied  
KSSO Sioux Falls, S. D.—Adopted opinion and order denying petitions of KSSO for rehearing directed against Commission’s action in granting without hearing application of Big Sioux Bestg. Co. and application of Midcontinent Bestg. Co. (KSSO).

License Extension

WAWB-FM Indianapolis.—Granted on temporary basis to Dec. 1, license for FM station, pending submission of accounting information received under Sec. 308 (b) of Act.

WCGA-FM Philadelphia.—Present authority to operate station and further extended upon temporary basis for 90 days, pending further study and consideration of application.

STA Extended

WOKO Indianapolis, Ind.—Extended grant of license for renewal for period ending Aug. 1, 1960.

KPTS Taxco, Mexico.—Petition for license renewal for AM station WDKX required to run concurrently with that of WOKO (Corp. Dury).  

License Renewal

KPTS Taxco, Mexico.—Denied for failure to keep records and fulfill requirements.  

KREO Berkeley, Calif.—Granted mod., to change hours from 1200-600 to 569-1000 and to operate on Saturdays.

KEKE Berkeley, Calif.—Granted modification of sta.  

KEBE Jacksonvile, Tex.—Granted mod. CP to change trans. location from unil. to tower.

ACTIONs ON MOTIONS  
(October the Commission)  
Fannin County Bestg. Co., Bonham, Tex.—Granted petition for leave to amend application to substitute 250 w instead of 1 kw.  

NOVA Newport—Accepted and application removed from hearing docket.

The WAVE, Publications, Vernon, Calif.—Granted petition to accept late appearance in re application for FM station.

The Patriot Co., Harrisburg, Pa.—Granted petition for leave to amend application to specify new trans., station.  

Deep South Bestg. Corp. and WNGE New Orleans—Commission on its own motion continued without date, until further order of Commission, further consolidated hearing presently scheduled in the above matters.

KSTT Davenport, Iowa.—Granted petition inadmissibility of requests to leave to amend application to specify revised DA.

WMPS Memphis, Tenn.—Granted petition for leave to intervene in hearing on application of WBOB Memphis.

Seminole Bestg. Co., Seminole, Okla.—Granted petition for leave to amend application to specify 500 w instead of 250.  

Amendment accepted and application removed from hearing docket.  

Everett Bestg. Co., Inc., Everett, Wash.—Granted petition to dismiss without prejudice application for FM stations.


Platte Valley Bestg. Corp., Scottsbluff, Neb.—Granted petition for leave to amend its application to specify 500 w instead of 1 kw.


Granted petition inadmissibility of it requests additional time within which to file exceptions to proposed decision, and and hearing was extended to and including Sept. 8.

September 2 Applications... ACCCEPTED FOR FILING

Gila Bestg. Co., Winslow, Ariz.—CP—New standard station 1150 kc 1 kw w. DA AMENDED to change frequency from 1500 kw 1 kw w. DA.

Modification of CP

KFFW Fort Smith, Ark.—CP, as mod., to specify change to direct measurement of ant. power.  

Sacramento Bestg. Inc., Chico, Calif.—CP—N. New standard station 1150 kc 1 kw w. DA AMENDED to change hours from 1500 kw 1 kw w. DA.

Kalifornia Bestg. Co. Inc., Chico, Calif.—CP—New standard station 1500 kw 1 kw w. DA.

KONP Los Angeles—Authority to determine operating power by direct measurement of ant. power.  

KMPC Los Angeles—Authority to determine operating power by direct measurement of ant. power.  

ABC PROGRAMS  

represented by BRANHAM

$231,837 000  

HUNTINGTON, W. VA.

5000 DAY 1000 NIGHT

930 KC

ABC PROGRAMS

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ALDEN SCANNER

Wheel it in, plug it in. Be on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It is the only facsimile equipment and you own learning and experimenting. Request “Faxsimile Brown Book.”

IN OPERATION AT THE SHOW

BROADCASTING • Telecasting
Section 3 Decisions

BY THE SECRETARY

KFC Los Angeles—Granted license to change call sign to KPPC, to change type of trans., and for extension of date to change type of trans. and trans. location.


KWU Wausau, Wis.—Same to 11-15-48.

KXKO Mexicali, Mex.—Granted mod. CP for extension of date to change type of trans. and studio location.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering, 20 Algoma Blvd., Ph. Blackhawk 22 Oshkosh, Wis.</td>
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SUNDAY MORNING quarter-backs are going to have a little direction in their football post-mortems this fall, courtesy of KLX Oakland, Calif., and Maxwell Hardware Co. Weekly programs featuring Lynn Waldorf, head football coach at U. of Calif., was scheduled to begin on KLX Sept. 7, sponsored by Maxwell Hardware. Mr. Waldorf will be interviewed each Sunday morning during the season at 11 a.m. by Ed Schoenfeld of the Oakland Tribune sports department. Waldorf will explain the football game aired the previous day and will indulge in a little second guessing about what might have happened. Snailing pieces in shape of a football have been mailed to Maxwell customers to promote the show.

Covers Fair Activities

DEMONSTRATION of new tractors and farm equipment was one of the features broadcast by KELO Sioux Falls, S. D., during its coverage of the Sioux Falls Empire Fair. Station originated a complete series of daily hour-long shows from various locations at the Fair. Entire series was sponsored by United Tractor and Equipment Co. distributors of Farm equipment in South Dakota and Minnesota.

Host to Youngsters

PHILADELPHIA youngsters had a chance to meet and talk to Roy Rogers, his horse Trigger and his rodeo troupe on Sept. 6 at the Philadelphia arena where they were the star of WPIL Philadelphia, “Sports Clinic.” The “Great” broadcast from the arena from 11:15 to 11:30 a.m., with Roy Rogers joining the program’s regulars. Free tickets were distributed to children at the arena preceding the broadcast saw two complete halftime rodeos.

Recorded ‘Grand Opera’

COMPLEX ‘recording of Grand Opera’ program will start Nov. 2 on WASH (FM) RKO. Frank Cochran, Oklahoma City’s top Oklahoma City’s top station, composed by the station and will be broadcast on Sundays until ‘Grand Opera’ takes the air.

CARE Day

FULL DAY’s schedule of WWRL New York for Sept. 8 is being devoted to the work of CARE (the Cooperative for American Relief Everywhere). The city of New York has a population of over 8 million people, and the CARE work is geared towards meeting the needs of over 8 million people. The day’s schedule includes two live telecasts, one from the World Yacht Show and another from the World Yacht Club. The day’s activities will be broadcast on radio stations throughout the city.

Polio Drive

CAMPAIGN for the establishment of a Sister Kenny Clinic in Central, Ill., operation since the summer of 1947, when the city was ravaged by an infectious paralysis epidemic. The effects of the epidemic impressed citizens with the need of a clinic in the city, and WCNT Centralia promptly joined the drive. The station promoted the idea of building a clinic by means of nationwide interviews and appeals from those who had been stricken with the disease. A steady schedule of requests for news on the cause was broadcast by WCNT. As a result, Centralia is now the home of the second Sister Kenny Clinic (Minneapolis is the home of the first). The clinic was dedicated last month by Sister Kenny in a one and a half hour service which was broadcast by WCNT.

Kon-Tiki Raft TV

NBC has been granted exclusive television rights to motion pictures taken aboard the Kon-Tiki raft as it drifted for 15 weeks across the Pacific from Peru to the Tuamotu Islands, according to an agreement announced last week by Norway's Embassy and NBC. The films were taken by members of the six-man crew aboard the Kon-Tiki raft which left Peru April 28 seeking to prove that pre-Inca voyagers drifted from South America to Polynesia. Films will be seen on the NBC television network as soon as the Kon-Tiki expedition returns to the U. S.

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Aids Fire Fight

WHEN National Forestry head- quarters in Portland, Calif., notified KTIP that city, about a dis- astrous fire raging in the Sierra Nevada mountains, Peter Tews- burg, station manager, and Jim Tennyson, chief engineer, rigged up a battery operated wire recorder and conducted a half-hour special over the station for an account of confutation from a low-flying C-47 cargo plane that dropped supplies to fire fighters. Rebroadcast twice during day, program was so effective that in an hour’s time, 35 volunteer fire fighters from Tulare, Kings County area, who heard broadcast were screened by local forester service and sent on their way by pack animal to help fight the fire.

ARRANGEMENTS have been made by WMOU Berlin, N. H., to broadcast pro- ceedings of the Finance Committee and SPECIAL meeting sessions of the School Committee meetings each Tuesday evening. Broadcasts will be made direct from Berlin City Hall.
In the Public Interest

TWO YEARS ago when the Foster Parents Plan for Adopted Children Inc. began its drive, Frank Blair, who was then heard on WOL Washington, explained the idea to his D. C. listeners, and proposed that they send in contributions for the support of an orphan. To support a child for one month required $15. Enough money was received on the first appeal to begin the plan. Now, Mr. Blair is now m.c. of Rise 'n' Shine program on WSCR Scranton, and last month when the fund for one child was exhausted, he placed the problem before his Scranton listeners, asking whether they would like to continue the adoption. The response was immediate. Station reports that in one hour after the announcement listeners pledged enough money to support the boy for another month.

Honest Personified

A LISTENER to WSTV Steubenville, Ohio recently lost a $20 bill on one of the city's downtown streets, and returned it to Mr. Cochran, WSTV's local news editor, requesting aid. Recovering a lost $20 bill is most unlikely, but Mr. Cochran carried the story on his evening news program, explaining that the woman was a widow with children and could ill afford to lose the money. Now, Mr. Cochran happily reports, that the honest person found the money and on hearing the broadcast, promptly returned it to its owner.

Search for Missing Boy

AFTER SEARCHING for hours for a two-year-old boy, missing from his home near Tankton, S. Dak., the Tankton sheriff and the child's mother called WNAS Yankton and asked that the boy's description be broadcast. WNAS aired the story, and volunteers in large numbers offered to lend a helping hand. Station reports that just 30 minutes after the information was put on the air, the child was located a mile and half from his home by Mrs. Pete Peterson, wife of a WNAS announcer. Expressions of gratitude were received by the station from the boy's family.

Cooperation Keynoted

"YOUR COOPERATION is requested." is a familiar phrase to the listeners of CJAD Montreal, for the station has become well-known for its public service activities. In less than four hours of one broadcasting day, CJAD aired that phrase and followed through with happy results. The early morning news program asked listeners to help in finding an elderly man who had been missing from his home for more than 24 hours. In only a matter of minutes, the station received the relative called the studio to report that her brother had been returned to his home. The second distress call was headed on the same day in cooperation with the Outremont Police Dept. A boy suffering from anemia had been missing from his home for four days. Two pleas on CJAD's noon-time news broadcast resulted in the safe return of the boy. A profitable day of broadcasting, says CJAD.

Christmas Drive Begins

CHRISTMAS GIFTS for shipment to needy children overseas are being solicited by Anice Ives on her Everywoman's Hour on WFIL Philadelphia, Mon. through Fri. at 1:30 p.m. Miss Ives appeals to her listeners to go to the Salvage Sewing Committee to obtain empty Christmas stockings. When they have filled the stockings with gifts they are returned to the Committee for shipment. Deadline for returning the stockings is Oct. 15. Last year Miss Ives handled the radio appeal to obtain "Package Parents" for children overseas in a drive by the Foster Parents Plan for War Children. She will continue that appeal this year in addition to the new Christmas stocking drive.

Promoting FM

TO HELP promote frequency modulation and help merchants sell FM, WCSI-FM Columbus, Ind., is contacting all merchants handling radios within a 75-mile radius of Columbus to determine their reaction to FM; instruct them on tuning and operation of their sets and help them in giving hints to promote sales. To all merchants who can submit 2 minutes of FM programs, WCSI-FM is offering a 15-minute program saluting that one particular store, free of charge. Promotion folder "Remember—To Dealers. FM Means-Folding Money" have been left at all dealers' stores.

WTAG Drive

IN ALL-OUT public service drive, WTAG Worcester, Mass., is carrying eight campaigns in the public interest. Listeners are urged to join the bond-a-month saving plan; the need for nurses is promoted by announcements of September classes at local hospitals for student nurses, and the station is promoting a safe driving and general vacation safety campaign. In addition, a quiet campaign, asking listeners to turn radios down during late summer nights when windows are open is featured in late evening programs of WTAG. Information for veterans on American Defense and Victory Medals and terminal leave bonds is presented regularly by the station. Frequent announcements are made for contributions of food and clothing for distribution overseas by CARE, and for support of the Church World Service, an organization aiding distressed overseas. Approximately 67 announcements per week are broadcast by WTAG for the above services.

Nice Baby

MEMBERS of the staff of WMID Atlantic City are doubling as babysitters these days, General Manager Paul Hancock reports. It began several weeks ago when WMID's five-year-old record m.c., Vicky, made her debut. Several mothers who came to watch brought their small children along. Though so young that their studio reactions were not predictable were left outside in the care of WMID staffers until after Vicky's broadcast. Lovey and ice cream were on the house.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION, George Holley, Mgr., Syndicated Features Pickwick Hotel • Kansas City 6, Mo.

WOL Detroit's Listening Habit

That's a whole of a rating. But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service—which features the western and folk songs that never grow old. And they get the tall Hooper at 6:45 p.m., too, when there is a 37 per cent set to use figure. Yes, Scranton listeners, and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcription for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

Nicholas D. Frohman

BROADCASTING • Telecasting

September 8, 1947 • Page 67
LEWIS L. DOOLITTLE, formerly with WNHQ, Greensville, Va., and Augustines, Fla., and feature writer for the WNHQ Record, has joined WBIC New Haven, Conn., as director of publicity and promotion. Doolittle previously was publisher of the weekly St. Augustine Observer.

GENE WHITE, of the promotion staff of WXY Oklahoma City, has been named promotion manager, replacing PAUL HOOD, who has resigned to join a staff of the Oklahoma.

CLARENCE WORDEN, of the CBS publicity staff and former Army Public Relations Officer, joins the War Dept.'s National Guard Bureau to assume a position in connection with the big recruiting drive for the service.

BLAKE CHATFIELD, former editor of Chrusanow Mirror (Los Angeles), has joined ABC Hollywood press department.

CORNELIUS "JIM" STANSFIELD, promotion manager of WTOF Washington, is the father of six, born, Chris, born Sept. 2.

JANE A. WELCH, formerly with WOA Albuquerque, N. M., has joined KGA Denver, as assistant advertising and promotion manager. Miss Sheldon replaces WAVE GRAVESTOCK DALBY, resigned.

JEROME E. WEISS, formerly with promotion department of the Philadelphia Record, has joined WLB Lebanon, Pa., as assistant advertising and promotion manager. He replaces CHEF E. HAGAN, resigned.

"FM Special"

ELABORATE ice cream dessert has been developed by John Blakely for O.M. Surf's FM broadcasting in the area. The "FM Special" consists of a ice cream mixture with a scoop of chocolate ice cream in the middle. Surtomtunneling is then poured over the top, crunched up, ice cream was then and to top of ice cream. Dips of whipped cream are added on top of the ice cream. Signs announcing the new special are being displayed in the store with call letters, WCSI-FM, on the signs.

Watermelon Contest

QUESTERS by the thousands from 15,000 listeners and editor interest ran high when the story told of the local edition, Amos Kirby, ask visitors at the Gloucestor County (N. J.) Farm Fair how many of the watermelons weighed over one hundred pounds. Actual count—1017 seeds—was an unexpected surprise. The 57-year-old first one said, &ldquo;I'm a Digest&rdquo; show. Promotion was furthered by regulars who stopped in to check out the growers try to bring in a watermelon to outsize the home. The man who finally brought in a 540-pound melon to better the prize-winning.

Public Relations FIRSTS OF a series of four three-color promotion folders commemorating years of continuous service to public by WMAQ Chicago, has been mailed to more than 3,000 spots and local newspapers. Agencies and prospective customers by NBC Central Div. Mailing piece shows circulation of station's present coverage with that of 1922. Succeeding folders will draw similar comparisons of station's studio faces awarded to individual clients. Die-cut, trick fold was designed by Emmens Carlson, department manager.

Plastic Tumbler

RED PLASTIC tumblers are being distributed by WIBB Topkea, Each tumblers is manufactured with a card reading, &ldquo;Greater Kansas Sales WIBB Invites Visitors Cash Register When You Hire WIBB.&rdquo; Reply card is attached to box lid for ordering additional tumblers and information on WIBB available. The tumblers will prove mighty useful in your home, home . . . and WIBB will prove mighty popular for it&mdash;Greenhills is unbeatable!&rdquo;

Western Tour

TO BOOST listener interest, Peter Potter, disc jockey sponsored by Liggert & Myers Tobacco Co., on Don Lee's Pebble Beach Station, San Francisco, plans a personal appearance at colleges as well as broadcasting across the area. Hours from San Francisco, San Diego, Portland, Seattle, Spokane and Tacoma on rotating basis.

Exhibition Booth

CITATION to the most outstanding exhibition booths ever displayed by WCKW Cincinnati and its FM affiliate, WFNJ, was the exhibition Show which closed Sept. 1. Devoted to the "WCKW in" the WFNJ booth of the WCKWW-CWTS, the WFNJ booth was an exercise and a personal radio station, which visitors made recordings of their votes of the series &ndash; small take-home "Votes," The WFNJ booth was an enlarged replica of the "Woman's Hour" magazine. Samples of products ad- vertises were cutout, and while radio personalizes made personal appearance of the booth.

Hilary Beauty Contest

BRUNO'S woman's beauty board will be featured at Kentucky Pure Food Show in Covington, Oct. 8-12.

Hilary Beauty Contest

LIMITED strictly to persons between the ages of six months and four years has been completed by KOD St. Louis. The contest, called KRKKS Baby Beauty and Personality Contest, ran for 13 weeks and was given extensive promotion by the sta- tion and local merchants. Parents were asked to fill out application blanks and were then given certificates which en- tittled them to have the child's picture made at no cost. The entire contest was entirely without charge to the contestants. Prizes valued at $1,000 were contributed by merchants and awarded to the 20 winners. Station re- leased cutouts featuring different towns in the listener area.

Football Banquet

FOOTBALL Banquet for Southern Conference coaches, their staffs, and officially associated with the stadium, was held in Raleigh, N. C., Aug. 30, with WMPT that city, as host. Among 134 coaches of the football season, bagpipes afforded the coaches and writers some opportunity to get together and discuss the gridiron problems. Jim Pat Patterson, sports directors at WMPT, were host and station provided the entertainment.

Ball Team Honored

CJMINA'S season of broadcast cov- erage of Denver Bears baseball games, KLZ-FM Denver, staged a testimonial for the wedding of the team's ad- mirers as honored guests. Station talent received a small radio as a gift during a broadcast and will be signed by the team. The station had done play-by-play broadcasts of the ball game and in giving the team a "pat on the back." Paper Hats

GIVEAWAY of WBN'S Columbus, Ohio, at the 1947 State Fair was a paper hat advertisement. One chance to draw was with the CFCY-WBNS call letters imprinted on the rim. The hats were made in four colors, blue, gray, orange and white, and the call letters and "The Biggest Show in Town" slogan were printed in royal blue. Approximately 20,000 hats were distributed from the WBN'S tent station on the fairgrounds where continuous entertainment was furnished by its staff members, plus three daily quiz shows.

Pool Favored

STATIONS in Peoria, Ill., recently pooled resources and engineers for a city-wide broadcast to boost the Peoria Paper Co. project. Written by Charles Barnhart of WIMB and directed by George Crenshaw, WXXL, the hour-long show was carried by all stations in the area. The "Woman's Hour" program, which includes WEE, WMB, WDDL, WXXL, and WRS-F in Peoria, was titled &ldquo;Woman's Hour Prized Paper Hats." BRUNO'S woman's Hour program on KTBSA San Antonio, spon- sored by the Hibbs Co., that city, was given extensive merchandising promotion by the station. Over 100 two- color posters were distributed to retail establishments and paper and the program to 300 selected cus- tomers, now on in the air at 9:00 a.m. to 9:30 p.m., with plans to extend the schedule.

Sponsored Motorcycle Race

MOTORCYLE RACE is latest promo- tion by a motor company. The race, recently helped sponsor the National Championship Motorcycle Race, which drew a crowd of 70,000. Motor- cycle competition, which is the 100- mile national championship affair, was held fortnight ago at Langhorne (Pa.). Speedway, Stuart Way, KYW an- other motorcycle race, was official starter. More than 100 racers entered the race affair which KYW presented a trophy.

Unexpected Help

NATURE pitched in to help make the voice of the WABJ Alli- ance, Ohio, program more realistic and eerie. The station was airing a trans- script version of Poe's &ldquo;The Masque of the Red Murge,&rdquo; and had reached the part where Monsieur Dupin said &ldquo;We, extinguish the candles, gentlemen.&rdquo; It was just at this point that lightning struck the power plant and every bulb in town went out.

FOLDING MONEY

WAIR's market is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.


It will soon be 630 in Savannah

Leaves It's NEW in SPOKANE, WASHINGTON

K N E W

5000 WATTS

Cleared Regional Channel Mutual-Don Lee Network

* Newest Equipment
* Most Modern Studios
* Experienced Personnel

"Reach the Rich Island Empire With KNEW"

HARRY LANTRY, Manager
Mike and Koffman National Representatives

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Four Networks and Two Video Stations Will Cover Activities of UN Assembly

FOUR MAJOR NETWORKS and two New York television stations will carry the activities of the opening session of the UN General Assembly at Flushing Meadows, N.Y., on Sept. 16.

The first program will be on Sept. 16 will inaugurate a half-hour weekly series of special programs covering important parts of the UN sessions and feature events last with UN delegates. The first program on Sept. 16 will be heard from 10:10-10:30 p.m. and broadcast times for the future programs will be announced at a later date.

ABC's coverage on opening day will also include the regularly scheduled news commentaries by Mr. Kneebone and Walter Kiernan at 1 and 2 p.m. respectively, direct from the ABC booth in the Assembly chamber. Mr. Kneebone will report daily from the network's booth until Sept. 16. ABC Correspondents Gordon Fraser and Pauline Frederick, who will be at all Assembly meetings through the course of the sessions, will broadcast their reports over the ABC news programs, Headline Edition at 7 p.m., and News of the Day at 11 p.m.

Correspondents' Program

The program will be heard from 6:15-6:30 p.m. on UN local New York, NBC video station, will also cover the opening session. The television station has the important sessions of the UN Security Council and General Assembly within the past 18 months.

CBS coverage of the opening session will include two special programs. The first, 10-10:30 p.m. titled The Time Is Now, will review the accomplishments and failures of the UN since last year's assemblies. The program is written by Allan Sloan and will be directed by Norman Corwin. Mr. Corwin has made transcriptions of the program days before the broadcast time and sent recordings to all English speaking networks in the world—BBC, Australia, New Zealand, India and South Africa. It will be carried live in Canada and CBS will also short-wave the documentary.

From 10:30-11 p.m. on Sept. 16 CBS will carry an address by the Pope, broadcast by CBP, the Vatican, permanent U.S. representative to the UN. The Pope will also broadcast the address by the Pope, broadcast by CBP, the Vatican, permanent U.S. representative to the UN. On Sept. 18 from 16:16-16:30 p.m.

is an incentive system to attract optimism customer purchases, but it appears that, in some cases, there is a lot in the discounts than in the delivered rates. And what has been your reaction and experience with barrier counter merchandise?

McArthur Resigns

RESIGNATION of Dan McArthur as chief news editor of CBS was announced last week by Dr. Augustin Frigon, CBC general manager. Resignation is effective the end of September. Jean-Marie Baudet, CBS music director and recently appointed British Columbia CBC representative, also resigned to devote full time to her freelance musical career.

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NOW 5000 WATTS
BOOST YOUR SALES
IN IDAHO

TWIN FALLS - IDAHO

WEEDE & CO., Representatives

RESULTS?
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Maritime's Busiest Station
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JOS. WEEDE & CO.,
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Tell your story to
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the General Sales Manager . . . to the
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Men like this
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You can reach thousands of these top men in
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New York • Chicago • Santa Barbara

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FCC Actions
(Continued from page 64)

Applications Cont.: New

Modification of CP

AM—1450 kc

AM—1500 kc

KOMO Seattle, Wash.—CP as mod., which authorized increase in power, install new trans., and NA-D. (150 kw 300 w Engineering cond.)

APPLICATION DISMISSED


License Renewal

Applications for renewal of standard broadcast station license filed by KOGU KINY WBCM WEDS WMBR WPHV

TENDERED FOR FILING

AM—1490 kc

Greenwich Best Co., Greenwich, Conn.—CP new standard station 1950 kw 300 w unlim.

AM—1490 kc

KEIO Pocatello, Ida.—CP which authorized change in facilities to install NA-DN, new trans., and changes in top and ground system, for extension of completion date.

Assignment of CP

KBSK Kansas City, Kan.—Assignment of CP of FM station to Sunflower Broadcasting System Inc.

FM—91.3 mc

Mission Best Co., San Antonio, Tex.—Granted frequency 91.3 mc (channel 225) for CP granted July 28.

AM—1450 kc

Southland Best Corp., Ft. Lauderdale, Fla.—Granted new station 1360 kc 250 w D engineering cond.

AM—890 kc

Hamilton Best Co., Hamilton, Tex.—Granted CP new station 960 kc 250 w D engineering cond.

AM—1380 kc

El Dorado Best Co., El Dorado, Kan.—CP new station 1360 kc 1 kw D engineering cond.

Modification of CP

WVOM Breakline, Mont.—Granted mod CP to make changes in DA to satisfy cond of original grant.

KLEX Houston, Tex.—Granted mod CP for approval of DA (in compliance with cond) of CP; engineering cond.

KLO Ogden, Utah—Granted mod CP to make changes in DA to meet cond of CP.

AM—1250 kc

Lamar A. Neubich, Falls Church, Va.—Apt order removing from hearing dockets and granted new application for new standard station 1250 kc 250 w D Engineering cond.

AM—1480 kc

Cedar Valley Best Co., Austin, Minn., and Mason City Best Co., Mason City, Iowa.—Apt order granting application of Cedar Valley Best Co. for new station 1480 kc 1 kw wun, DA, cond; and Mason City Best Co. for new station 1490 kc 250 w unlim, cond.

Petition Granted

KPSG Phoenix, Ariz.—Granted petition for reconsideration and grant of application to change frequencies from 1450 kc 250 w unlim to 1270 kc 5 kw for new station to be served from new firm.

License Renewal

WILB Detroit, Mich.—Granted renewal of license for period ending Aug. 1, 1950.

Applications for Renewal

AM—1490 to 1500 kc

For Class A station 1490 to 1500 kc to be operated as experimental radio service to be conducted primarily to supply educational and entertainment programming services to the general public.

Changes Adopted by FCC
On Experimental Service

ORDER was adopted by FCC last week to amend Sec. 5.21 of Part of its Rules and Regulations governing experimental radio service to provide for frequency assignments in conformity with the Commission's final frequency reallocation reports. FM developments broadcast authorizations and permits held by equipment manufacturers for test and research purposes fall in this category.

The amendment limits use of the frequencies to Class 1 experimental stations except upon showing unusual circumstances requiring assignment for Class 2 operation Class 2 operation may include the authorization for use in an established or proposed service, not permitted under Class 1. Also included were frequency allocations for Class experimental stations, which may be licensed only for personal re search by a citizen.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,369 licensed, 607 construction permits, 690 applications pending (of which 388 are in hearing); FM—58 licensed, 881 conditional grants, 676 CPs (part of CPs come from conditional grants, others from hearing proceedings), 142 applications pending (85 in hearing); television—six licensed, 61 CPs, 11 applications pending (three in hearing); noncommercial educational FM—six licensed, 56 CPs, six applications pending.

president and vice president respectively of the new firm. Each hold 49.7% interest. Other officers in clude Gladys Butler, secretary, and Marie Scherzer, treasurer. KSBI is assigned Channel 290,105.9 m with 43 kw ERP.
Special Session Would Delay Work On White Bill, Some Observers Believe

POSSIBILITY that Congress may be called to Washington for an emergency session gave rise to speculation last week as to what the effect might be on radio legislation.

It was pointed out on Capitol Hill that an emergency session would be called to deal only with specific emergency matters such as the European food crisis, the British economic plight, etc. Congress would have little time or inclination under such circumstances to take up more "normal" legislation.

At the same time an emergency session presumably would remain in force only so long as necessary to meet specific legislative demands and then adjourn until the regular opening date of January 3.

There was even the possibility that a special session of Congress might delay work on the White Radio Bill (S 1335)—the biggest and most important piece of radio legislation now pending. Senator Wallace H. White Jr. (R-Me.), author of the bill, is understood to be redrafting it at his Maine home.

Nielsen Audimeter Test Results to Be Announced

A. C. NIelsen CO., Chicago, plans announcement soon concerning tests made on new type instantaneous audiometers to measure listening habits. A. C. Nielsen Sr. said the audiometers had already proven they could compute listening data "far more quickly than any method now in use."

A system under which the new device would be used to measure radio listening on a nationwide scale, Mr. Nielsen said, would cost approximately $1,000,000. The system would eliminate forever existing doubts and confusion about the effectiveness of radio, he added.

The Nielsen Co. contemplates no increase in existing rates for its radio index, according to Mr. Nielsen.

If he were called back to the Capital for a special session, he would be forced because of his position as majority leader to postpone work on his own legislation. Likewise, the Interstate & Foreign Commerce Committee, where the bill is being prepared, would have to give over to emergency work since it is one of the most important committees on U.S. foreign economic policy.

ABC GETS 4 RENEWALS, ADDS 1 NEW SPONSOR

ABC last week added another new sponsor and announced the renewal of four programs.


Carter Products Inc., New York, effective Sept. 7 for 52 weeks renewed sponsorship of the Jimmie Fuller program and at the same time shifted the broadcast time from 9:30-9:45 p.m., Sundays, to 10:30-10:45 p.m., Sundays. Agency is Sullivan, Stauffer, Corwell & Bayles, New York.

Gillette Safety Razor Co., Boston, effective Sept. 5 for 52 weeks renewed sponsorship of the Friday evening boxing bouts from Madison Square Garden or St. Nicholas Arena in New York, beginning at 10 p.m., until the conclusion of the main bout of the evening. Agency is Mason, New York.

Philo Corp., Philadelphia, has renewed for 52 weeks, sponsorship of the Monday through Friday, 9:45-10 a.m. segment of the Break-Through Club program on 244 ABC stations. Agency is Hutchins Adv., Philadelphia.

Brown & Williamson Tobacco Corp., Louisville, Ky., effective Oct. 5 for 52 weeks renewed sponsorship of It's Fact—Or Fiction on ABC Sundays, 12:55-1 p.m. Agency is Russel M. Seeds Co., Chicago.

COMMITTEE PREPARING TO INVESTIGATE VOICE

INVESTIGATION of the "Voice of America" as it is received abroad got under way last week with a briefing of the two Senators and six Representatives scheduled to make the flying trip.

Senator Carl Hatch (D-N Mex.) criticized the superficial nature of the projected world tour which is planned to cover 20 nations in 35 days. The total committee will include five Senate and six House members, some of whom will wander across Europe.

The investigation was aimed at providing final information on the effectiveness of the State Department's overseas information broadcasting with a view to next year's budget for the Office of Information and Educational Affairs, under which it operates.

Sarnoff to Be Speaker At Gathering in Chicago

BRIG. GEN. DAVID A. SARNOFF, president and chairman of the board of directors of RCA, will address a special luncheon of the Chicago Council on Foreign Relations at the Chicago Hotel in Chicago Sept. 12. Luncheon will honor members of the U. S. National Commission for UNESCO.

Gen. Sarnoff will speak on the subject "Freedom to Listen and Freedom to Look" and will be introduced by Asst. Secretary of State William Benton. Members of commission who will be present include Archibald MacLeish, chairman of U. S. delegation at meetings resulting in organization of UNESCO, Beardsley Ruml and Dr. Harlow Shapley.

WQQW (Continued from page 20)

night meeting, several stockholders indicated they would be willing to donate nearly $5,000 to carry on.

Most of the remaining staff members, numbering about 16, are believed to be out of sympathy with the subscription radio project. When the station began giving heavily into red ink, Mr. Brecher is understood to have had difficulties with the board.

There have been a number of prospective bidders but none, up to last Thursday, was willing to make a firm offer. An official of one nationally known candy manufacturing company was understood to be the last individual interested. At one stage, Drew Pearson, ABC news commentator and newspaper columnist, was said to have been considering an offer. The fact that the so-called Aveo procedure of open bidding would apply probably was a deterrent, it was thought, along with the realization that Washington now is over-stationed since a half dozen new stations have taken the air in the past year in the metropolitan area.
program is touring the West for such community events as the Marysville (Calif.) Peach Fiesta, Sacramento Sales Fair, Montebello (Calif.) Chamber of Commerce, San Fernando (Calif.) Fiesta, in observance of the 150th anniversary of founding of mission.

In addition to broadcast performances, the program will be available to community theatres as vaudeville. In the past it has been utilized in Los Angeles on tie-ins with host of favorable promotions.

That the program has established a definite place for itself is reflected in an award to Jay Stew-

art by Los Angeles Junior Chamber of Commerce in recognition of "outstanding civic service."

One example of what this program has done may be seen in story of a young Los Angeles girl who was on her deathbed. A letter from her mother was read by the m.c., asking folks to cheer her with letters. Listeners responded, with even greater generosity, sending gifts, money and mail. This coincided with a turn in youngster's interest in life.

Since that time the child has been able to get out of bed and has appeared at the broadcast on crutches. Her mother credits the program and its listeners with giving her child a reason to live.

An audience participation pro-

gram has not without its anxious moments for the m.c. On a recent broadcast Mr. Stewart found a con-


testant who was a newlywed. A nat-

ural question was where her hus-

band proposed. He asked about

every part of the house, save bed-

room and bathroom before giving it up, as the studio audience hollered.

**Growth of Radio**

Hunt's radio history reflects in part its expanding family of products. In 1942, Val Vita util-

ized spots on Los Angeles stations and participated in two day-

time programs carried on KNX Hollywood (Housewives Pro-

tective League and Sunrise Salute). Emphasis was upon fruits and vegetables.

This emphasis continued in the fall of '43 when spots were extend-

ed to embrace 25 stations in coast plus Denver, Salt Lake City and Phoenix. This coincided with ac-

quisition of Hunt Brothers Pack-

ing Co.

The campaign was on to promote Hunt and its history of quality. Coincident with this, Housewives Protective League was utilized in Los Angeles areas again. This re-

mained in effect until September 1944. At that time Hunt under-

took sponsorship of Fulton Lewis Jr.'s spot in Los Angeles network, continuing with it until March 1945. From May until September 1945, I Was There, dramatized news, was aired on Columbia's Pacific Network.

To comprehend the present position of Hunt Foods Inc., it is well to examine its proportions historically, as well as meeting the men behind the label.

The present company is the re-

sult of absorption, involving sev-

eral established California food

firms one of which extends back to 1890 (Hunt). Chairman of the board is Norton Simon who at 39 is overseeing a new operation of 18 plants in four states.

Frederick R. Weisman, 34, is president of the organization which reported net sales of $48,565,739 for nine months ending November 1946.

**Single Label Envisioned**

Teamed with these two as Hunt Foods Inc. account executive at Young & Rubicam is Don Barr. Before joining the agency he was vice president in charge of mar-

keting for Birds Eye-Snider and had been raised in food and pack-

ing environment, his father having been proprietor of a pickle works. Mr. Barr also has a background of food operations abroad in Eng-

land and Russia.

This youthfuly manned firm ac-


tually started in 1932 when Mr.

Simon first acquired Val Vita Food Products Inc., a food proc-

essing plant in Fullerton, Calif. Subsequently buying and consol-

idation of various food companies further paved the way.

In 1945, Mr. Simon gained con-


trol of Hunt Bros. Packing Co.
WFIL-TV, 'Inquirer' Outlet, To Begin Operation Sept. 13

WFIL-TV will go on the air commencing Sept. 13 as the second Philadelphia television station.

Most of station's programs for the first few months are expected to be remote pickups of sporting and other special events since studio facilities at the Arena, Philadelphia's Madison Square Garden, are still in course of construction. The sound studios of WFIL, however, will be in use for studio productions during the construction of the regular video stage facilities.

At the same time that Roger Clipp, general manager of the motion picture television station, made the announcement that WFIL-TV was scheduled to take to the air, announcement also was made of personnel realignments and hiring for the video station.

Mac E. Solomon, who has had 20 years of experience in radio sales, including 15 with WFIL and its predecessor, WFI, has been named sales director for television. His place on the WFIL sales staff will be taken by Douglas MacLatchie, who has been handling sales development for WFIL.

Ted Estabrook, who has been a producer of television motion picture and live shows, has joined the station as program producer. He has done video shows for National Kelvinator, Knox Hats and Du Mont, and has headed the television department of Geyer, Newell and Ganger agency, New York, and the program television staff of Young and Rubicam. For the past year he has had his own company and has produced films for television and the movies. The station, emphasizing the heavy stress it will give sporting events, also has taken on Chris Wood Jr., well known turf announcer, who will telecast the races daily from Garden State Park, N. J., and the Chester County (Pa.) horse show.

Valley Sheldon, freelance mystery writer before the war was assistant program director at WCAU Philadelphia, also has been employed to handle news for the station. He is a former Army combat correspondent.

Dedicator, Broadcast

The station will go on the air at 2:30 p.m. with a special dedicatory program. Fifteen minutes later its cameras will be trained on the Eagles-Bears football game at Franklin Field. That evening at 7:30 it will show films of the Soap Box Derby finals and at 8 will offer the first Philadelphia Inquirer television news.

Next morning (Sunday) at 10:30, it will present a half-hour children's program called Reading the Comics. Half an hour later another children's program will be headed by Jack Steck, who will emcee a talent show. Sunday evening from 7 to 8, the station by special RCA television relay link, will bring the ABC Fashion Show and Carnival from Brighton Pool, Atlantic City, an NAB convention event, to Philadelphia video viewers.

The station's horse-race features will start next Monday from Garden State Park. The next day WFIL-TV will telecast the Mummers' Frolic from Philadelphia's Municipal Stadium.
Two Fulltime, 4 Daytime AM Outlets Authorized by FCC

Two FULLTIME standard stations and four daytime only outlets were authorized last week by the FCC. In addition, KPPC Phoenix, Ariz., was granted a change of fac-
tivity from 250 w o 1450 to 5 kw on 1270 kc, directional night.

Lamar A. Newcomb, Washington consulting radio engineer, received grant of new 260-w daytime outlet on 1220 kc at Falls Church, Va.

Among principals of Southland Broadcasting Corp., recipient of a daytime grant of 250 w on 1880 kc at Fort Lauderdale, Fla., is Robert Woodson, vice president and 25% owner of WLOW Norfolk, Va. Mr. Woodson is one-quarter owner and secretary of Southland.

Another grantee, Mason City Broadcasting Co., which received 1490 kc, 250 w fulltime assignment at Mason City, Iowa, includes partners identified with ownership of KATE Albert Lea, Minn.

The new authorizations:

Port Lauderdale, Fla.—Southland Broadcasting Corp., 1805 NE 3rd Ave., 250 w fulltime assignment at Mason City, Iowa, includes partners identified with ownership of KATE Albert Lea, Minn.

The new authorizations:

The Hamilton, El Dorado and Falls Church Counties in engineering conditions while the Austin and Mason City authorizations include other conditions.

The Austin and Mason City requests had been designated for hearing on adjacent channel interference questions but Cedar Valley subsequently revised its antenna design and the adjacent channel problems were resolved.

Crash Into WAIT Tower Believed Pilots' Error

CHICAGO office of the CAA indicated last week that it would conduct a routine investigation of the plane crash near Elmhurst, III., on 30 which sheared the top free sections of WAIT Chicago's radio tower and took the lives of two youths.

CAA stated that since it was probably an error in navigation on part of the pilot, made by H. V. Shebat, it would be done beyond a routine re-
port for files.

The 420-foot tower is located about 1500 feet from Elmhurst air-
drome, in a neighborhood of 1450 kc, 250 w fulltime assignment.

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drome, in a neighborhood of 1450 kc, 250 w fulltime assignment.
Video Makes Debut as

Radio Big Factor in '48; Major Political Parties Plan Air Battle

AMERICAN VOTERS will have ringside seats all during the 1948 election contest—a year in which radio and television will be exploited by both political parties to history-making proportions.

The communications industry will probably remember 1948 as the first year in which television actually became a political factor. The GOP picked its convention site—Philadelphia—because of its vital position outside the coaxial cable (BROADCASTING, April 28) and the Democrats are seriously considering the same city for their meeting.

Radio is a comparative newcomer to the political arena but in relatively few years it has made a tremendous impact and is being looked to as a means of getting a record-making turnout of voters to the polls next year.

Philadelphia Choice

The GOP choice of Philadelphia as a convention site may have exceptional political shrewdness. The middle-Atlantic city is almost literally “visible” to 13 Eastern states controlling 165 electoral votes and including a population of 35 to 40 million persons. It is the cynosure of so many eyes only because it is in the midst of a television network that makes a show accessible to this area.

GOP Radio Director Ed Ingle says: “It’s obvious to us that this is the biggest radio convention in history and we’re going to use radio and television to the utmost.” He told BROADCASTING that Republicans are not going to wait until 1948 to start their radio campaign. The more than 90 Congressmen and Senators who have been feeding programs to their home town stations as public service features are going to continue to use radio, even while Congress is in recess, to keep their names familiar to constituents.

The million-and-a-half dollars spent by each political party for last year’s Congressional elections will be dwarfed by next year’s appropriations, it was learned. Neither party has yet made definitive plans for exact expenditures, but it was a foregone conclusion that much more would be spent for a Presidential election than for a Congressional contest.

Unions on Air

Joining the airwaves fray will be labor unions and other minority groups, all of which have had considerable experience “talking” to the grass roots via medium wave. There is no reliable estimate on overall time purchases or free time which will be devoted to electioneering, but the average American will not have to leave his heartside to know what the two parties are doing or promising to do.

Although television was first used to cover a convention in 1949 when the Republicans selected Wendell Willkie as their candidate, its use then was too limited to have any real effect. It will be different in 1948 when sets in use will be measured in the hundreds of millions.

The Democrats are well aware of this factor, and although their choice of a convention city has not yet been made—and when made may not include Philadelphia—video will effect the decision. By the time the convention opens other cities may well offer co-axial cable and facilities approaching the efficiency of Philadelphia.

The Democrats may locate in Chicago, Baltimore, New York, San Francisco, St. Louis, or Los Angeles and still get coverage comparable with that provided by Philadelphia. In addition to spot telecasting the convention can be photographed and the films flown to any video station in the nation.

Although the Republicans have probably spent more money and time on radio to date, the Democrats must be credited with the first big radio blow in the 1948 fight. They also get credit for the first political radio innovation.

On September 2 the Democratic National Committee staged the first nationwide political meeting in radio history. Aided by ABC and Mutual, Democrats turned on microphones in studios scattered across the entire country to deliver a report to the “grass roots.”

The half-hour evening program was, in fact, a bid to recapture the great listening audience which the late Franklin Delano Roosevelt commanded for so long with his fireside chats.

ABC Time

ABC gave the time free—the only cost to the Democrats was for line charges. Top Democratic talent was utilized—each speaker being cut in from his own territory, with the four corners of the nation represented.

Jack Redding, of the National Committee radio staff, told BROADCASTING it was impossible to estimate the number of organized listening groups although he did say that 3,046 county meetings were planned with 8,800 precincts in Ohio alone organized for group listening.

The one thing about radio that has political bosses of both parties worried is that the effects of a broadcast are hard to measure until after the vote. The Republicans, therefore, are not sure whether or not they will answer the Democrat’s latest challenge with a radio innovation of their own. They would like to get some idea first how effective this grass roots radio probing is.

But they are all certain that radio and television are political weapons such as no political party has ever before enjoyed. Radio’s own campaign for a radio in every room is a potential political boom since each listener is a potential voter in a sense that newspaper readers are not.
Pleasing the 'Minority' Doesn't Pay

Writer Believes That Radio Belongs to Buying 'Common Horde'

By HOWARD M. PAUL
ASS'T, CIRCULATION DIRECTOR, WLW, CINCINNATI

WHO'S DOING all the griping about radio programs? College professors? Yes. Congressmen? Yes. Newspaper columnists? Yes. In short the (at least self-styled) "culture appreciators." Is Mr. Average Listener complaining? If he is, I haven't heard it. And the cash register hasn't registered it yet. Hodgpster must prefer the against people, he phones so many of 'em.

Too Much Ducking?

I wonder if maybe we in the trade aren't a trifle too concerned with ducking the "bean balls" being hurled at us by the culture-conscious minor leaguers of the radio audience and thus sacrificing our opportunity to make a further hit with that remaining portion which we've thus so prominently in the rating box score.

If we were to bow to the recommendations of that minority group industriously haranguing soap operas, quiz programs, giveaways etc., couldn't it well be at the expense of losing the listeners who really count—the less-discriminating, product-purchasing masses?

When I write for radio—as I sometimes do—I'm not slanting it at my relatively few but loudly yammering fraternity brothers. I'm writing for "Bud Schimmel-fig," let's call him, who used to play third base on our sandlot baseball team up in Milwaukee. Bud works in a factory now, and he's typical of the millions of other factory workers who find in radio their principal source of entertainment. He and his family may erroneously believe the University of Chicago Round Table to be some sort of a high-brow cafe-teria, but they can't afford to eat out, so they sop up the simple stuff Mrs. S. buys after hearing it advertised on Breakfast in Has-presifler’s Basement—a program which curdles my own stomach to vealers.

'Boy Wonder'

One of the most popular "e-mail" pullers here in the Midwest is an m.c., who more than a decade ago quit high school along about his junior year to take an announcing job in radio. He was then known as the "Boy Wonder." Today he's netting perhaps 10 times as much as the average cultured chatter. Talk now the big "boy wonder" among myself and my critical contemporaries is how he does it. The answer could be that because he was never exposed to culture-conscious groups, he never got the common touch. And, believe me, at his audi-
ACA Gets Contracts With 13 Stations

Provide Increases Which Reach New Highs in Industry

SIGNING of renewal agreements and new contracts with 13 stations in New York City; Buffalo, N. Y.; Wilkes-Barre, Pa.; Norristown, Pa., and Scranton, Pa., was announced last week by William Lamye, vice president of the Broadcast Dept. of the American Communications Assn., CIO. All contracts were signed in the two-week period immediately preceding Aug. 22 and provided for increases which reach new highs in the broadcasting industry, the union reported.

In New York City agreements were reached with WHOM, WNEW, WHN and WBNX and with the Musak Transmission Corp. All the contracts provide for the closed shop and have night differential write ins into them.

For WHOM, a single rate of $110 per week for technicians was established by ACA, with new employees starting at $80 and advancing to the $110 rate at the end of six months.

At WNEW a rate range of $625 to $125 per week for technicians was achieved. Supervisors will receive $145 per week under the new ACA contract.

At WHN the new rate range for technicians is $70 to $125 a week in a four-year engagement. Supervisors get $140 a week.

At WBNX the rate range is from $75 to $102.50 for announcers and technicians in a three-year progression.

At Musak, monitor operators received a $3 per week increase and control operators won $4 under the new agreement.

WILK Wilkes-Barre, Pa., a new station and an ABC affiliate, signed an agreement providing for a rate range from $45 to $78 per week, along with other standard ACA contract provisions.

WNAR Norristown, Pa., signed an agreement bringing increases of from $2.50 to $15 per week retroactive to April 1, 1947. New range is from $50 to $75 per week, with a system of commercial fees for announcers prided.

Stations WBEN WEBR WGR and WKBB Buffalo signed agreements bringing a $5 a week across-the-board raise to a rate range of $55 to $90 per week in a four-year progression, $95 for assistant supervisors and $105 for supervisors. WBYN Buffalo signed a renewal and promised a wage rise at an early date.

IRE Capital Meeting

CHARLES F. WHITE, of the Naval Research Laboratory in the nation's capital, will address the Washington, D. C. section of the Institute of Radio Engineers on "The Versatile R-C Parallel-T" tonight (Monday) at 8 o'clock in the Potomac Electric Power Co. auditorium.

WAGE BOOST PROPOSED FOR MUSICIANS IN D. C.

AFM Washington local last week sent out a notice to all Washington stations advising of a wage increase, effective Oct. 1, for all single engagement musicians employed by the stations. In the new wages, the 15-minute scale is eliminated, thus making the 30-minute scale a 60% increase over the old 15-minute rate.

Most musical performers and orchestra members who are not on the station's staff, as now employed on a single engagement basis, whether they play daily, weekly, or make one-time appearances.

Station managers will hold separate meetings with AFM Washington officials this week to discuss the proposed increase.

According to Paul Schwartz, head of the AFM Washington local, negotiations will start now with station officials regarding a general wage increase for all staff musicians.

WTWL's Service

"ONE LITTLE realizes how many people are reached by your broadcasts," stated Dr. Frederick T. Hill, medical director of Thayer Hospital, Waterville, Me., in a recent letter to WTVL that city, expressing the thanks of the hospital for the assistance rendered by WTVL in obtaining blood donors for a critically-ill infant. The station received a report that a week-old infant was dying because his blood was "out of phase" with that of his mother, and that he would require daily transfusions of blood type O negative factor G1. Poor special one-minute announcements were aired on the station in the hour following the report. Within an hour, 25 responses by phone had been received and 25 persons had gone to the hospital in person offering blood for typing. This made it possible to supply the needed blood to the infant for several weeks. He is now believed to be out of danger, thanks to WTVL and loyal listeners.

P & G Options

PROCTOR & Gamble Co., Cincinnati, for an unidentified product, has taken exclusive option on five weekly quarter hours of "The Road to Gold" packaged by Ken Krippene. Alvin Miller serves as narrator-actor. Gilbert A. Raistoon, soap firm's head of nighttime radio, effected deal.

Fall Meeting Scheduled

FALL MEETING of the Kentucky Broadcasters Assn. will be held Oct. 17-18 at the Irvin Cobb Hotel in Paducah, Ky. The Lackey Brothers will be hosts.
while the Pittsburgh-Chicago jump is approaching construction stage.

With the co-op investment not favored, another form of joint venture with the Bulletin is expected to be followed up by the New York-Philadelphia circuit into video operation, the Washington representative explained. Such a joint venture might be the installing of the necessary equipment by Western Union to adapt its facilities, as suggested by the Commission, and assumption of TV program operating and maintenance costs by WPEN-TV.

FCC would support the project through appropriate tariff and to this Western Union seems now inclined to agree but finds it hard to safely compute a figure which would bear the unpredictable fluctuations of such development. It was indicated however by the Western Union spokesman that his firm would invite consideration of further cooperation in the project development as that offered by the Bulletin.

Upon FCC approval it is expected to require at least six months before the New York-Philadelphia circuit would be ready and an unpredicted additional time before extensions were effected. The Western Union system employs microwave relays in the 3,000-4,000 miles with towers spaced 30-60 miles apart.

Preview of the company's project had been aired Aug. 28-29 in Chicago at a meeting of executives of newspaper-owned television stations [Broadcasting, Sept. 1].

FCC's letter in reply to the Western Union presentation stated:

This is in reference to your letter of August 25, 1947, outlining a proposal to establish an experimental microwave radio relay circuit between the CBS television station in New York, N.Y., and the television station of the Phila-

The Commission looks with favor upon the establishment of such a service. However, since the proposed experiment and service would be in actuality that of Western Union, the Commission does not find acceptable the plan of procedure outlined in your letter.

Instead, it is suggested that Western Union file appropriate applications to construct the necessary radio facilities as experimental Class II stations. In connection with such applications, you request a waiver of Section 144(e) of the Commission's Rules and Regulations. The Commission would be disposed to look with favor upon such applications, when in proper form, and to permit you to render commercial service over such facilities as soon as construction thereof has been completed. The operation of such commercial service would, of course, be subject to your filing with this Commission an appropriate effective tariff. Such tariff could provide charges for the service reasonably commensurate with the capital and developmental expenses relating to the project.

Tell your story to

TOP MANAGEMENT where it really counts

11...to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager...to the Top Management of Marketing.

Men like this SALES MANAGEMENT subscriber:

You can reach thousands of these top men in Sales Management

New York • Chicago • Santa Barbara

Network FM Duplication Fate May Hinge on Today's Parley

POSSIBILITY of duplication of network music on FM affiliates hinges on action by James C. Pettrillo, AFM president, following meeting with network executives Monday (Sept. 8) at the Blackstone Hotel, Chicago. Networks were granted an audience before AFM's international board when they appealed from the Aug. 21 Pettrillo decision banning FM duplication [Broadcasting, Sept. 1]. Talk is heard of reconsideration by AFM in view of the fact that Mr. Pettrillo failed to live up to inferences given Rep. Carroll D. Kearns (R-Pa.), chairman of the House special subcommittee. Rep. Kearns is due back from the Coast where he has held hearings on broadcast and movie aspects of musician employment.

At a conference in Chicago with Rep. Kearns Mr. Pettrillo is said to have shown a conciliatory attitude toward FM duplication but his decision did not conform. The Kearns subcommittee is expected to convene later this month, with the AFM head tentatively scheduled for another grilling.

The Dept. of Justice is expected to watch results of the Chicago Pettrillo-network conference Monday.

 Though no word could be obtained of Department attitude, it is thought the chance of action against any of the parties involved in music duplication—AFM, networks and FM Assn.—is slight at this time. Networks explained that their contracts do not mention FM and that they had an understanding with AFM at the time of negotiations last winter that duplicate service was not involved. They explained to the Department that they did not intend to inhibit FM development.

Pettrillo Cautious

The AFM president is understood to be using extreme care to avoid violating the Lea or Taft-Hartley Acts and to avoid the charge that he refuses to hear complaints of employers of musicians and music users. The Justice Dept. is believed merely to be studying the whole situation to determine if any law is being violated.

Network and other industry observers were studying new contracts of the AFM Washington local, which provides increased rates. The contracts do not mention FM.
BMB New Subscribers

BROADCAST MEASUREMENT BUREAU last week announced a total of 224 subscribers under its new 15-point program, an increase of 46 over the previous week. New subscribers, not previously announced are: WLAW; KSUN; KTPG; KPFP; KARC; KUCB; KROP; KREO; KPOR - FM; KPRO; KRPO - FM; KRPL; WCHR; WCCO; WBOW; WNN; WPOR; WBB; WFVS; KFMO; KMBC; KTRC; WGLN; WISE; WHKY; WKB; WB; WKN; KIN; WTM; WOLS; KGNC; KVAL; KRIS; KRU; KROD; KFY; KCRS; KGKL; KABC; KROV; KSUB; KSL; WNAM; WHBL; KPOW.

Food Facts Contest

WOMEN BROADCASTERS, food editors, columnists of newspapers and women editors of farm publications are eligible to enter the Grocery Manufacturers of America's new project, titled "Life Line of America Trophies," to be presented during the fall broadcast season. Prizes will be given to the winner in each of the three groups and scripts and articles will be judged on the extent to which they have contributed by interpreting the inter-relationships and inter-dependencies of essential processes between food in the field and food on the table. To each of the media which have carried the prize-winning material of the entrants will go a bronze plaque.

Cooper Joins INS

JOHN M. COOPER, former newsman at WBAL Baltimore and onetime NBC war correspondent, has been appointed director of the Radio Department of International News Service, Seymour Berlson, INS general manager, announced last week. Mr. Cooper will have charge of editorial matters connected with INS radio service and his duties will include station relations, development of new business and supervision of special INS radio scripts.

KQW PLAYED HOST to White King Soap executives and the company's sales staff for the San Francisco area Aug. 25, one week prior to initial broadcast of new CBS Know Manning News show, sponsored by White King. Attending informal meeting were (1 to r): Bob Temple, vice president of Raymond R. Morgan Co., Los Angeles; Paul McKinney, White King sales promotion manager; Knox Manning, newscaster; Floyd Casey, White King sales supervisor, San Francisco; C. E. Hoffman, firm's district manager, San Francisco; "Morrie" Frati, CBS account executive.

Oscar Goren

OSCAR GOREN, 39, radio announcer and news commentator in Yiddish on WEVD New York for the past 10 years, died on Sept. 3 at his home, 664 West 163 St., Bronx, from a heart attack after a long illness. Mr. Goren, in addition to his announcing duties, was m.c. for a number of WEVD programs and record shows and also broadcast in English and Italian. He was with WPEN Philadelphia prior to his association with WEVD. Surviving are his wife, Channah Spector Goren, also an announcer at WEVD, his mother, Anna Goren and a brother and three sisters.

WLS Promotion Stunt

TEST CUT-IN PROMOTION campaign will be started on Sept. 15 by Galen Drake on ABC through WLS Chicago. Mr. Drake will request Chicago listeners to submit questions and discussion requests of special topics to WLS. Station will pick the ten best questions with one chosen as winner on Sept. 25. Cut-in from WLS, the winner will ask Mr. Drake the query during regular broadcast. Prizes are wrist watches and a year's supply of sponsor Kellogg's variety package. If successful the promotion campaign will be extended to other cities.

John Johnson Joins WNBC

RAYMOND C. JOHNSON, formerly in the night operation of the NBC Announcing Division, has joined WNBC New York as promotion assistant. Mr. Johnson joined NBC in 1942 and became a supervisor in the Guest Relations Department. Prior to that he was a reporter on the Long Branch, N. J., Daily Record. He served for four years with the U. S. Army during the war.

They Say...

"ALTHOUGH Dr. Juli Maniu, head of the Rumanian Peasant party, was arrested ... weeks ago, the people of Rumania heard about it for the first time the other day through the 'Voice of America.' ... the 'Voice of America' is not only heard behind the Iron Curtain but ... it forces the hands of rulers whose power depends on suppression of facts. Further evidence of this is to be found in the increasing shrillness of the voice of Moscow in denouncing the "false reports' published in the capitalist press."


ITU Headquarters Move

To Geneva Is Approved

INTERNATIONAL Telecommunications (plenipotentiary) Conference, in its sixth plenary session last Thursday, approved the removal of the headquarters of the International Telecommunications Union from Berne to Geneva, Switzerland; agreed that Pakistan, as a former part of India, had automatic admission to the conference; again voted down a motion that the People's Republic of Outer Mongolia be admitted, evoking "most serious objections and indignation" from Alexander Fortushenko, head of the Russian delegation.

ITU also unanimously adopted a draft agreement for setting up relationship between ITU and United Nations which now goes to the UN general assembly for its approval.

Conference Chairman Charles R. Denny assured the delegates they would be able to leave Atlantic City, where meetings on world communications problems have been in session since May 15, by Sept. 28. He said he believed the radio regulations would be signed either Sept. 15 or 16 and the Telecommunications Convention would adjourn between Sept. 22 and 25.

CARL SANDBURG will write script for a special CBS documentary dramatization based on the newly-released Lincoln papers, which is to be broadcast Sun., Sept. 14, 19:15-20 p.m.

KIDJO

NATIONAL BROADCASTING

Only on KIDJO

PACIFIC NORTHWEST'S

5th Major Market

* Population 166,500
* Where people earn more—$3,946 per family in 1945.
* Where people spend more—$1,402 per capita retail sales in 1945.

Write, Phone or Wire:
KIDJO or JOHN BLAIR

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Help Wanted

Wanted by news service long subscribed to New York daily newspapers. Salesman of high standing and wide contacts in radio newsmen field to introduce our report into New York area. Salary-See JN for details. If interested, send full details and photograph. Box 221, BROADCASTING.

Help Wanted (Cont'd)

Salesman—Preferably single man with car for 250-watt FM affiliate in eastern town of 22,000. Should have sales experience. Attractive salary and sales opportunities for right man. Send box number to WAEH, Tribune Tower, Chicago.

Situations Wanted

Experienced, proven successful general manager available. Top record and references in all phases of broadcasting. Will get your station out of the red or put new one in money very fast. Young, family man, sober, dependable, interested in sales. Write immediately. Box 213, BROADCASTING.

WFLV will transform your CP into a station or make your opportunity into a position and make it pay. Radiowise, alert, sober, ambitions and experienced. If you're a grade or a licensee who's finding the going tough, step this way. Box 298, BROADCASTING.

Newman—Thoroughly experienced, intelligent, industrious, capable announcer—mature, sober, conscientious. $75. Will travel. Box 247, BROADCASTING.

Engineer—lst phone, RCA grad. Available. Overseas. Will travel. Box 246, BROADCASTING.

Announcer—Thoroughly experienced all types of radio work. Will work single, 29, Will travel. Box 349, BROADCASTING.

Help Wanted

SALESMAN—One of the west's most popular network stations seeks a highly successful and aggressive salesman to handle west coast area. Must have record and sufficient references to establish general and area markets. Located midway between Los Angeles and San Francisco. The firm seeks a man who is ambitious and who can get in touch with radio business leaders instantly. Salary well above minimum. Box 418, BROADCASTING.

NBR producer-writer, thoroughly experienced in all phases of Radio. Becoming a possession program-producer-go anywhere. As a network producer or as a program director, can handle any situation. Excellent references. Box 357, BROADCASTING.

Help Wanted

Announcer wanted by KROV, Westaco, Texas, serving semi-tropical, lower Rio Grande Valley for 20 years. Will affiliate with FM CP granted and AM application for 5000 watts pending. New studios to be built. Frequent single man travel. Opportunity not to be missed. Salary is $55 drawing at 15% commission to start. Box 438, BROADCASTING.

South Carolina MBS affiliate desires full time announcer for college sports, football, play-by-play, etc. Must be able to work nights on a gross salary. Attractive fringe benefits. Box 440, BROADCASTING.

Exceptional opportunities in rapidly expanding organization for topflight announcer and station manager. Outstanding area. Opportunity to grow with alert, exceptionally progressive minimum. Excellent salary for properly qualified man. Mail details and audition disc to L. W. Miller, 500 First Avenue, Pittsburgh, Pa.

Commercial Continuity & Sales Service. Michigan AM-FM operation wants man in late twenties or early thirties who has handled special events and public service programs for at least 2 years at the same station. Ambitious announcer need not apply. Send photograph and salary requirements with application. Box 461, BROADCASTING.


COMMERCIAL CONTINUITY & SALES SERVICE. Michigan AM-FM operation wants man in late twenties or early thirties who has handled special events and public service programs for at least 2 years at the same station. Ambitious announcer need not apply. Send photograph and salary requirements with application. Box 461, BROADCASTING.

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel: Chief Engineer, Program Director, Sales Manager. facility is new, late at night people who want a connection with a future, can grow and grow with this station. Write full particulars if you want a challenge in the commercial or early morning fields. Salary of $2000 plus commission. Excellent opportunity for the right man. Contact: Box 373, BROADCASTING.

Commercial manager and chief engineer wanted by one of Ohio's progressive stations. Only thoroughly qualified man need apply. Write Box 381, BROADCASTING.

Continuity writer who can handle women's program in small station in southwest. Give all details first application. Send resume and photograph. Box 91, BROADCASTING.

Salesman—Drawing account against $25,000 Mutual network affiliate, large commercial circle of influence. Excellent opportunity for right man. Send full details and photographs. Box 373, BROADCASTING.

A large eastern college has a full time spot program station with an opening on its staff for a commercial continuity writer. Applicants need not be experienced teachers, but a thorough understanding of station procedure is required. Applicants will be personally interviewed in Philadelphia. Send full details of salary and background in first letter. Box 49, BROADCASTING.

Salary-Commission, to salesman that sell. RHR Employment Service, Box 417, Pittsburgh.

KULA, Honolulu has openings for experienced and prospective radio announcers with preference to control room experience and 76-84's. Wartime, full details and photographs first letter.

Wanted—A good, all-round announcer for 5 kw Midwest CBS outlet. Salary competitive with ability. Send all details, including photo and audition disc due to WECO, Kalamazoo, Michigan. Box 50, BROADCASTING.

Continuity writer young woman, commercial copy, handle women's program, $2000 plus commission. Experience desirable—not essential—with good background and talent. Quick for promising beginner. $130 monthly plus expenses. WBHS, Athens, Ohio.

Experienced transmitter-studio man for new Class B FM station. Car a necessity. Applicant must have some experience. Opportunity to augment regular salary. Write or wire WFM, Potsdam, New York.

Experienced announcer for 1000 watt Mutual affiliate. Single preferred. Send disc photo, references to WTOP, Winton-Salem, N. C.

Staff members wanted. Program director, copywriter, announcers. Program director will be selected for demonstrated originality and aggressiveness in building intelligent, lively, local programming. Is expected to do more than the routine job. Full opportunities for self-development and advancement. Personnel will be selected, trained and measured. Copywriter must be versatile and familiar with a wide basis of the average material. Announcers with first class licenses preferred, although others with some exposure and good background will be considered. Excellent working conditions in an entirely new, modern building with latest equipment and FM affiliation. WRG Radio Station WMBF, North Adams, Mass.

Wanted: Transmitter operator immediately available or call Chief Engineer, WDAD, Indianapolis, Ind.

General Manager—Successful selling experience, and also program and public service programs. Interested in 1500 watt FM station in construction stage. Newapolitans in search of a sales manager to handle sales. Give education, experience and availability for interview. Box 448, BROADCASTING.

Help Wanted

Program director with announcing experience, to have charge of announcers and production of program. Should be able to work closely with the Sales Manager. WJAG, Norfolk, Nebraska.

Wanted—Experienced girl for writing news, weather, and handle gold material for newly established local station. Capital Broadcasting Co., Lewistown, Montana.

Salesman wanted—Regional NBC affiliate serving more than 300,000 radio families, locating California market needs experienced man to handle sales and help in overall management. Must have experience and know eastern advertising agencies and have good contact national. Experience with personal interview by appointment only with our General Manager who will be in Washington Sept. 9 and 10. Atlantic City Sept. 11 and 12. Kansas City Sept. 13, 14, 15. Chicago Sept. 18, 19, 20, and Chicago Sept. 22 and 23. All air mail giving complete information on experience, qualifications, and etc. to RKB, Broadcasting Corp., Box 221, Lewistown, Montana.

Announcer—southwestern states position, 500 watt Mutual affiliate, large network, larger audience. Applicants can run ad-lib show and do a good job on job. Address your resume to Howard O. Griswold, General Manager, WEEB, Brewton, Alabama, telephone 558.

Chief engineer for RCA installation and full responsibility 500 watt fulltime. Apartment salary. WPBR, box 432, Fayetteville, North Carolina.

Wanted—Announcer-control room operator for Saturday night news and live session with pleasing voice, fine musical ear, and ability to handle copy as it comes. Address your resume to KROD, New York, New York.


Announcer—Experienced, mature, able to work in small region. Reads all talent, preferably married. Familiar with control board. Send disc, photo, references to WOOG, An- niston, Alabama.

Announcers! Own your own program! Have your own script show! Terrific mail pull! Easily supported from $50 to $60 a week. Nothing to write except local commercials. Pay scale and supply of script now available! Coverage protected! Money Shoot new feature. Fox Theater, 1758 Broadway, Denver, Colorado.

Salesman wanted, sales agent, must have some experience. Straight salary, good opportunity. Contact: Mr. Miller, Radio Station WTBQ, Memphis, Tenn.

Good radio man wanted for midwest station. No slide rule expert but must be sure of experience, Box 49, BROADCASTING.

Wanted—Combination manager, program manager and sales manager for first class combination engineering. Will line up at home in Tennessee. Must have first class references. Answer Box 441, BROADCASTING.

Wanted—Engineer with first class radio-technical training or call Chief Engineer, WDAD, Indianapolis, Ind.

Box 421, BROADCASTING.

Torrance, Calif., seeks an announcer who understands radio wants job in program direction and sales. Entirely new and well equipped—ambitious man who works with ability. Write immediately. No sales experience necessary. Box 346, BROADCASTING.

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 blank box number. One inch ads, acceptable, $12.00 per insertion, non-commission. Deadline: 7 days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 6, D. C.
Chief engineer, fifteen years experience in broadcasting, audio, electronics, acoustics. Know installation, operation, design, construction, troubleshooting, and equipment allocations. Prefer one to ten kw in Midwest, central west, or west coast. Married, age 35. Box 308, BROADCASTING.

Manager—Now with station where he successfully launched 30,000 dollar thousand, hundred thousand revenue first nine months. Present address Convention. Box 377, BROADCASTING.

Young woman excellent scripting talent. Continuity, traffic, audio, experience writing and producing radio plays on air. Box 403, BROADCASTING.

Wanted—Name of station where young lady with ideas and capacity for hard work. Desires experienced in all phases of management of sales department. Graduate of established radio college. Box 404, BROADCASTING.

Engineer, first phone, Dilettante, reliable, willing to travel. Experienced on wire and console work. Available 406, BROADCASTING.

Announcer—Veteran, college graduate, trained in all phases of radio, broadcast, audio, electronics, electro-acoustics. Desires change to agency. Box 407, BROADCASTING.

Engineer—Desires unusualy pleasing work. Single, farm area three years, top references, married. Box 409, BROADCASTING.

Chief engineer available—Completed experience in all phases of transmitter studio operation including direction systems. Complete installation experience, 50,000 kw, major market. Willing to travel anywhere. Box 407, BROADCASTING.

Producer-director: Dramatic or musical shows. Complete handling of spots from writer to radio. Box 409, BROADCASTING.


For the one man in ten it's the man who can announce, act, news, studio, voice-over, and other phases of radio work. Single, 28, will travel anywhere. Box 411, BROADCASTING.

Announcer and newscaster, 23, single, unusually pleasing voice. Versatile. At present employed in Chicago. Desires permanent position with midwest, local position. Box 412, BROADCASTING.

Announcer, sports play-by-play. Limited experience, willing to travel anywhere. Box 413, BROADCASTING.

Engineer—1st phone, 2nd telegraph, radio, television. Available anytime. Box 414, BROADCASTING.

Time-buyer with experience in market analysis in 300 U. S. markets wants change to agency. Will travel anywhere. Box 415, BROADCASTING.

Announcer, nine months commercial experience. Large amount sustaining and army work. Good board operator. Some writing, special events. Box 425, BROADCASTING.

CROSLEY DISTRIBUTOR for Eastern New York, Roskin Bros. Inc., has purchased Favorite Story, a Frederic W. Ziv show, through Hevener Advertising Agency Inc., Albany, and first broadcast was scheduled Sept. 2 in Albany-Troy-Schenectady area. Arrangements for series were completed by (1 to r): John Sullivan, sales manager, Roskin Bros.; Roy Myers, vice president, John G. Myers Co., Crosby dealer; Frank Lyons, general manager, Roskin Bros.; Bill Schmaudt, account executive, Frederic W. Ziv Co., and Cari A. Lermann, account executive, Hevener Advertising.

Atlantic City Churches

FOLLOWING churches will be available to persons attending the NAB convention in Atlantic City (Sept. 15-18):

BAPTIST—Chelsea, Atlantic near Morris; First, Pacific near Pennsylvania; CATHOLIC—Holy Spirit, Oriental at New Jersey; St. Nicholas, Pacific at Tennessee; St. Michaels, N. Mississippi; Lady-Star of the Sea, Atlantic at California; CHRISTIAN SCIENCE — First, Chester, S. North Carolina; EPISCOPAL—St. James, Pacific at North Carolina; Ascension, Pacific at Kentucky; All Saints, S. Chelsea; FRIENDS—Friends Meeting, Pacific at South Carolina; GREEK—Greek Orthodox, S. Mt. Vernon; JEWISH — Ateneo-Tzvi-Anche-Svard, Pacific at Missouri; Beth Israel, Pacific near Maryland; Rodef-Sholom, Pacific at Arkansas; Community, Pacific at Maryland; LUTHERAN—St. Andrews, Pacific at Michigan; METHODIST—Christ, Pacific at Belmont; Central, Pacific at South Carolina; First, Atlantic at Connecticut; St. Paul's, Pacific at Ohio; PRESBYTERIAN—Chelsea, S. Chelsea; First, Pacific at Pennsylvania; Olivet, Pacific at Tennessee; Westminster, Vermont at Madison.

The Jewish New Year holidays (Rosh Hashana) fall on Sept. 15-16 this year. Services will be held at all Jewish Synagogues Sunday evening, Sept. 14, and during the day Monday, Sept. 15. Only those of the Orthodox branch will hold services on Tuesday, Sept. 16.

COL. ROBERT S. ALLEN STARTING NEW SERIES

ROBERT S. ALLEN, radio and newspaper columnist and ex-Army colonel, starts a new radio series the week of Sept. 21. The commentary series will be heard both live and transcribed, produced by Ed Hart & Associates, Washington, D.C.

In an unusual arrangement for transcribed programs, the Allen commentaries will be recorded prior to the time the live show is heard on WINS, Washington, and possibly WOW New York, in order to give better time distribution to other stations throughout the country which are taking the transcriptions. The programs are to be 15 minutes in length, and available for sponsorship locally or regionally.

Handling the program regionally to WP, Detroit Miller Advertising Agency, Providence, for New England; Fred Weber, WDSU New Orleans, for Louisiana and southeastern Texas; International Network, for Utah, Idaho, Wyoming and parts of Montana; Wisconsin Network, for Wisconsin. Arrangements are taking place for WOR's use of the series, via long lines.

Debut of the program will coincide with the Sept. 23rd publication of Colonel Allen's new book, Lucky Forward, the story of the Third Army under General Patton. Colonel Allen was in command of a division of intelligence under General Patton's staff throughout the European campaign.

KACK Aids Invalid

A dream came true for Mrs. R. J. Wilmot of Tulsa, invalid who had been completely bedridden for eight years, when KACK Tulsa broadcast a show from her home. Mrs. Wilmot's principal source of entertainment is hearing radio. She has never met anyone connected with the business, nor had never been to a studio. Learning of these facts last month, William Poulsen, sponsor of Slogan Salute on KACK, arranged to broadcast his program from her home. A remote line was installed in Mrs. Wilmot's bedroom and the program originated there. Mrs. Wilmot selected all music heard on the show and made up the list of questions on which the program's usual give-aways are based.
NAB Convention
(Continued from page 18)

elected for the session. The whole problem of audience measurement, especially BMB's plan for a permanent service, will be considered.

The election of directors-at-large has been moved forward to Wednesday morning to insure full membership participation in the balloting.

FCC Chairman Charles R. Denny will address the Wednesday luncheon meeting. In the afternoon, at 1:30 p.m., Richard P. Doherty, Director of Employee-Relation...
TENTATIVE NAB CONVENTION AGENDA
(AS OF SEPTEMBER 5)

Monday, Sept. 15
General meetings and clinics.

Tuesday, Sept. 16
9 a.m.—5 p.m. Registration, Lobby; Convention Hall; GENERAL SESSION—Main Arena Floor.
10 a.m.—Call to Order; Stephen W. Andrews, WAIB Norfolk, chairman; Convention Program Committee.
10:30 a.m.—President’s Report, Justin Miller.
11 a.m.—Address, 2:30 p.m.—General luncheon, Ball Room.
1:30 p.m.—Address, Adm. W. H. P. Bland.
1:30 p.m.—Address, Rep. Clarence F. Lee.
2:30 p.m.—BMI Publishers and Their Hits, Carl Haverin presiding.
3 p.m.—Radio Management Tomorrow—Problems of Service and Survival. Under auspices of P. L. R. Committee.
5 p.m.—Adjournment.

Wednesday, Sept. 17
9 a.m.—5 p.m.—Registration, Lobby; Convention Hall; GENERAL SESSION—Main Arena Floor.
10 a.m.—“Facts for Management,” RMB Panel and discussion, Hugh Terry, KTL Denver, presiding.
How an Advertising User Uses RMB, Joe Allen, Brucel Myers.
Question and answer period. Above coupling to be augmented by Hugh Petits, RMB president; John Churchill, RMB research director; Wayne Coy, WIBX Washington; John J. Gill 1500-972, Ken Rehak, KGB, NAB Director of Research.
12:30 p.m.—General luncheon, Ball Room.
Speaker: Charles R. Denny, Chairman, FCC, GENERAL SESSION—Main Arena Floor.
2 p.m.—Richard F. Doherty, Director, Employee-Employer Relations Dept., “Building Sound Employee Relations.”
3 p.m.—“The Broadcast Station and the American System of Broadcasting” by the All-American Station President, John Leonard Keisch, Cox Broadcasting; Sales Manager, Norman Bosler, WJOT Minneapolis; Program Director, Arnold D. Davis, WIB Kansas City; Sales Promotion, Thomas D. Connolly, CBS New York; Chief Engineer, Harold S. Frazier, Frazier & Peter.
5 p.m.—Adjournment.

Thursday, Sept. 18
GENERAL SESSION — Main Arena Floor.
10 a.m.—Call to Order, Justin Miller, president.
Membership Session—Standards of Practice for American Broadcasters.
12:30 p.m.—General luncheon. Speaker to be announced. GENERAL SESSION—Main Arena Floor.
2:30 p.m.—Membership Session (Subject to be announced).
5 p.m.—Adjournment.

NAB Convention
(Continued from page 3)
Haynes Research, Toronto; Guy Herbert, All-Canada Radio Facilities, Toronto; Jack Slater, Radio Representatives Ltd., Toronto; Spence Caldwell, All-Canada Radio Facilities, Toronto; Lou Phinn, president, Bureau of Broadcast Measurement, Toronto.

TWO ZIV DISC SHOWS
ADDED IN 34 MARKETS
Two of the Frederic W. Ziv Co.’s transcribed programs, Favorite Story and Philo Vance have been bought for sponsorship in 17 markets for each series. Iroquois Brewing Co., Buffalo, using 17 markets in New York and Pennsylvania, signed a contract which calls for 156 Favorite Story programs over a three-year period. The series begins Sept. 29. Baldwin, Bowes & Strachan, Buffalo, is the agency.
The Philo Vance detective show has been bought by the four-state Intermountain Network Inc. for their 17 markets. The programs begin on Oct. 1 for 82 programs which will be heard 9-9:30 p.m.

Tentative NAB Convention Program Schedule 1947

HAWAII’S FIRST STATION
NBC IN THE PACIFIC SINCE 1931

Affiliated with THE HONOLULU ADVERTISER — Represented by THE KATZ AGENCY, INC.

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BROADCASTING • Telecasting

ACOUSTICAL design of new WBAL Baltimore studios is pointed out to Mayor Thomas D’Alesandro Jr. (1) by Harold C. Burke, station manager. Design in the “Futuristic Studio” is patterned after NBC studios in New York.

KBNE - KELN LICENSEE IS SOLD FOR $30,000
CONSENT has been granted by FCC to the $30,000 sale of Boulder City Broadcasting Co. to the licensee of KBNE Boulder City and permittee of KELN Ely, Nev., to group headed by Edward J. Jansen, northwest radio. The Commission also has approved incorporations requests of KBPX Beaumont, Tex., and KCOL Fort Collins, Colo., and involuntary assignment of the construction permit of WJJM Lewistown, Tenn. No money is involved in the latter three cases. Mr. Jansen, general manager of KJHO Burley, Idaho, and part owner of KAVR Harve, Mont., and of a permitee for Moses Lake, Wash., is associated with Truman B. Hill, president, and Melvin D. Larsen, Harve merchant, in the acquisition of Boulder City Broa
casting. The three have equal stock interests and also plan to purchase $30,000 worth of additional stock to provide working capital, FCC reported. Boulder City sellers are J. C. Manix, Don Ashbaugh, C. C. Applewhite, W. A. Green, and A. A. Savage. KBNE operates with 250 w on 1450 kc. KELN is assigned 1280 kc, 250 w.

In a New York action approval was granted for assignment of license from The Northern Colorado Broadcasting Co., a partnership, to a new corporation of the same name and including the same owners. Likewise consent was given KPBX for assignment of license to KBPX Broadcasting Co., new corporation including individuals of the assignor partnership, WCPZ Broadcasting Co.

WJWM was granted assignment of CP from James J. Murray, deceased, to his sisters, Ida and Martha Murray, executors of his estate.

Football Discs
FRANK LEAHY, Notre Dame football coach, and Harry Wiemer, sports writer, has signed with Green Associates, Chicago radio production agency, to do a weekly 15-minute transcribed open-end sports program "Leahy and Vincent." Notre Dame. Program will feature behind-the-scene stories, college football news, interviews, human interest sports stories and predictions.

Lenses. Behind the lenses are three filters in gradations of black and white. Three colors, red, blue and green, are used to reproduce, in combination, the full spectrum.

Mr. Thomas has concentrated primarily on application of his system to motion pictures, but engineers are said to have predicted that it will be easily adaptable to television.

Among stockholders in Thomascolor Inc. is Carl Haverlin, president of Broadcast Music Inc., and former next-door-neighbor of Mr. Thomas in California.
FMA
(Continued from page 11)

WTCS Cincinnati; Thomas McNulty, WMCP Baltimore; Guy Farnsworth, WATG Ashland, Ohio.

Opening the convention Friday morning will be Mr. Hofheinz, who will submit the president's report.

A discussion of FM audience measurement will be led by Hugh M. Feltis, BMB president; Capt. P. K. Lieberman, WGY New York, and C. E. Hooper, of C. E. Hooper Inc.

On the luncheon schedule, besides Representative Kearns, is Ira A. Hirschmann, WABF New York, a director of FMA. His subject will be "How to Put Over an FM Station."

John Wright, of BBDO Boston, will describe a proposal to broadcast-transcribed rehearsals of the Boston Symphony. C. M. Jansky Jr., of the engineering firm of Jansky & Bailey and a planning engineer, will discuss "Potentialities of Wide Coverage by FM."

Herold Beckjorden, assistant executive secretary of AAA in charge of radio, will be unable to make his scheduled appearance.

Leonard H. Marks, FMA general counsel, is to review the FM music situation and tell of FMA's work in behalf of network duplication of FM. A "timebuyers" meeting is scheduled, with talks by Alvin Hirschmann, WABF New York, as chairman. Jack Winer, president of Dynamic Stores, New York, will speak on retail selling by FM.

A proposed by-law enlarging board membership to provide geographical representation in line with FM's expansion will be submitted. If it passes, seven directors will be added. If it is rejected, four will be elected.

On Saturday's schedule, besides the morning meeting, is a 2 p.m. inspection tour of Dr. Armstrong's Alpine plant and a meeting of the new board at 6:30 p.m.

List of exhibitors [Broadcasting, Sept. 1] was augmented last week when RCA Victor Division announced it would display equipment.

Schwartz With FC&B

FOOTE, CONE AND BELDING will supervise all radio commercial copy from its Chicago office with Mitt Schwartz, formerly with H. M. Gross Co. as radio advertising chief. Hugh Davis, vice president and office manager of FC & B, said this would in no way affect the operation of the agency's Radio Dept., which would continue to be headed by Harry Dieter as manager, with James Fonda as radio director.

Wafil Planning Facsimile-TV Programming in Atlantic City

WFIL Philadelphia will set up complete television and facsimile facilities at the NAB Convention in Atlantic City Sept. 15-18 and will supply some of the talent for the entertainment features of the annual NAB dinner.

Television receivers will be installed at various points in Atlantic City for the reception of programs telecast by WFIL-TV and special telecasts originating in the convention city.

Its cameras will televise the special ABC television program Sept. 14 from 7 to 8 p.m., consisting of a fashion show and water carnival from the Brighton Pool, where world-famous swimming and diving stars will perform and a water ballet will be staged. This show will be carried to Philadelphia over a specially-installed RCA television relay link to be asired. Likewise, it will be carried on the demonstration receivers set up in Atlantic City.

The same relay link will be used Tuesday afternoon, Sept. 18, when WFIL-TV will televise the entire racing card at Garden State Park outside Camden. All of these races will be shown on the demonstration sets and WFIL-TV will telecast the feature race.

A complete facsimile newsmroom crew with writers, artists, and electro-typists will be set up in Booth 27 in Convention Hall to afford the broadcasters a view of a facsimile newroom in operation. Each day, Monday through Thursday, at 3 p.m., complete eight-page facsimile edition of the Philadelphia Inquirer will be transmitted to recorders set up at demonstration points throughout the city. These editions will be reproduced for distribution to all persons at the convention.

Facsimile transmission will be made over equipment supplied by the Newspaper Publishers Facsimile Service and a mobile transmitter will be used for the purpose. United Press and Acme Newpic- ture wires will feed the newroom with up-to-the-minute news and pictures and the FAX editions of the Inquirer will give many of the broadcasters their first view of a complete facsimile newspaper.

WFIL's contribution to the NAB annual dinner will include a production by Jack Steck, WFIL program director, featuring some of the station's best-known talent. Twenty-five members of the cast of Hayloft Housedown, the WFIL-ABC network barn dance, which originates at Town Hall, Philadel- phia, Saturday nights, will perform. Also on the program will be Carol Wynne, songstress; the "Choraliers," "Teen-age girls chorus heard regularly on ABC; Skipper Dawes, narrator of many WFIL shows, and Phillip Taylor, Negro boy singer.

LARGE-SCREEN TV SET IS PLANNED FROM RCA

A new large-screen television receiver producing pictures nearly as large as a newspaper page will be on the market within a month, RCA Victor Division of Radio Corp. of America announced.

The set, which will be available in both walnut and mahogany, will retail for $1,195 plus $11 federal excise tax. Purchasers also will pay an additional $85 for an owner's policy covering antenna installation and year's service and maintenance for the set.

The set offers a 15-by-20-inch picture with the image about five times as bright as the average motion picture frame, said Henry C. Baker, general sales manager of the Home Instrument Department.

Jones
(Continued from page 11)

promptly returned to Atlantic City sessions and Chairman Denny, who is presiding at the Conferences, and Mr. Jett, a member of the American delegation, were to re- turn. In opening the ceremonies, which took place in the Commission's regular meeting room, Chairman Denny welcomed "Bob" Jones to the FCC and read President Tru- man's official commission. After the swearing in, the Commission, with five members present, held its first regular meeting since July 28 when a special session was held in At- lantic City. Regular meetings Atlantic City Conferences got under way in mid-May.

Confirmed in July

Mr. Jones was confirmed unanimously in July both by the Senate Interstate Commerce Committee and the Senate following hearings on charges by Drew Pearson, columnnist and commentator, that the Congressman had been a member of the Black Legion. Mr. Jones had categorically denied the charges.

Among those present for the swearing in ceremony, besides the Commissioners, were Reps John H. Kerr (D-N. D.), Paul W. Shafer (R-Mich.), Dewey Short (R-Mo.), and Charles R. Roberts (R-N. D.); ex-Rep. Dean M. Gillepsie (R-Col.); Rear Adm. Thomas L. Sprague, Chief of Naval Person- nel; Federal Radio Commission Chairman E. Feer; Lewis Deschler, House parliamentarian; John Andrews, House clerk; M. L. Melelito, House doorkeeper, and Robert M. Men- augh, superintendent, House radio gallery. Also in attendance were Com- misioner Jones' wife, Ida Marie; his mother, Mrs. J. C. Jones, and his sister and brother-in-law, Mr. and Mrs. Paul Leman, Jr., of Ohio, in which Commissioner Jones had held a minor interest, was represented by Harry M. Jay, salesman.

Commissioner Jones has taken over the offices of former Commis- sioner Wakefield in Room 8213 of FCC Headquarters in the New Post Office Bldg. His term expires June 30, 1964.

Maling in Radio

MALLING BBOS. Co., Chicago (retail shoe) will use radio for first time in conjunction with opening of newest store in Toledo. Company purchased 26 station breaks on WTOL and WTOD to start about Sept. 20. First 15-second spot on Saturday opening day crowded company will consider campaign for 23 other outlets.

LABOR DAY was opening day for KSPT Trinidad, Colo., and the occasion was celebrated with a day-long open house and six hours of con- cert-radio programs climaxing by a special dedication broadcast in the evening. Participating in the dedicatory broadcast were, l to r: Bob Taylor, KSPT program manager; Rev. Paul E. Whiteside; Bob Bugdana- witz, KFEL, Denver; Allen Miller, director of Rocky Mountain Radio Council; Gene O'Fallon Jr., KFEL; Ken White, radio columnist, Denver Post; Lyle Marriner, International News Service; Donald B. McCaig, KSPT station manager, and A. R. Van Til, manager, KOKO La Junta.

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At Deadline...

EIGHT NEW BOARD MEMBERS ARE ELECTED BY WQQW

STOCKHOLDERS of WQQW Washington, red-ink Blue Book station, elected eight new members to board of directors at Friday night meeting (early story page 20). New board was empowered to sell station and to try subscription plan of refinancing station only as last resort.

Effort probably will be made to raise money among present stockholders. Persistent rumor of new board members will put up $25,000 if two others will match sum, taking money in preferred stock.

No manager named to succeed Edward M. Brecher, whose service ended Wednesday after stockholders meeting.

New board members are John P. Anderson, druggist; Simon Gerber, real estate; Marcus Goldman, retired; Malcolm Hobbs, journalist; Belford Lawson Jr., attorney; Samuel Rodman, real estate, and brother of Morris Rodman, corporation president; Piersen Underwood, station musical director; Irwin Geiger. Board now has 13 members. Stockholders readily meeting, and can convene any time within 30 days under-terms of operating corporation.

SPALDING PUTS TENNIS ON NATION-WIDE HOOK-UP

A. G. SPALDING & BROS., New York, will sponsor national tennis championship at Forest Hills, L. I., Sept. 13-14, 3 to 5 p.m., over special nation-wide hook-up. Jinx Falkenberg will describe background and color and Harry Wismer and Lew Richards will do play-by-play. Hanly, Hicks & Montgomery, New York, in agency.

Broadcasts will be heard on WGST KBTC WCOP WBNY WCFL WCRC WJW WRK WMYR WKMH KTRH WPQD WBK KGER KVFO-KW VOLL WNEW WQXR KKLX KWKK WPAT WPN KQV KXLL KUTA KYA KXX WSPR WARR.

RCA-20TH CENTURY PACT

AGREEMENT between RCA and 20th Century Fox Film Corp. for joint research program in theater television identical with one negotiated in July between RCA and Warner Bros. [BROADCASTING, July 21], drafted last week and expected to be signed momentarily Friday. RCA first demonstrated theater-size video reception before war, has recently shown improved equipment, is now doing everything possible to aid motion picture companies to work out best methods fitting television into theater programming.

DR. JOLLIFFE ON RCA BOARD

DR. C. B. JOLLIFFE, executive vice president in charge RCA Laboratories Division, elected to RCA Board of Directors. Dr. Jolliffe joined RCA in 1935 as engineer in charge RCA Frequency Bureau. Appointed chief engineer RCA Laboratories in 1941 and in early 1942 made assistant to president RCA. March 2, 1946, he was elected vice president in charge RCA Laboratories and Dec. 7, 1945, became executive vice president same division.

GIVE-AWAYS, MUSIC TOPICS AT CANADIAN MEET

PROBLEMS encountered by broadcasters over cash giveaways, price mention and musicians' union feeds on delayed broadcasts were discussed at two-day annual meeting of the Western Assn. of Broadcasters at Minaki, Ont., Sept. 3-4.

It was felt that money give-aways affect radio audience surveys and are generally injurious to industry.

Bert Cairns of CPAC Calgary re-elected president of association for second term. Directors elected were: A. A. Murphy, CPQC Saskatoon; Dick Rice, CFRN Edmonton; Bill Guild, CJCL Lethbridge. A. L. Garside, of CJGX Yorkton, appointed chairman of committee to study problems of small market stations.

Bryan Meredith of United Nations radio unit urged broadcasters to keep their listeners informed on international problems.

TRANSCRIPTION, RECORDING STANDARDS TO BE STUDIED

LEADING engineers of world will take part in meeting at NAB convention in Atlantic City Sept. 16, 2 p.m., in Convention Hall, to consider resumption of move to standardize equipment and recording techniques. NAB Recording & Reproducing Standards Committee will go over standards adopted before war and those still awaiting action [BROADCASTING, Aug. 4].

Presiding will be Royal V. Howard, NAB Director of Engineering. Project was started in 1941 by Lynne C. Smeby, consulting engineer and at that time NAB Director of Engineering.

FOURTH labor seminar will be held Nov. 13 by Radio Manufacturers Assn. at Stevens Hotel Chicago. In charge is Glenn W. Thompson, president Noblitt-Sparks Industries, chairman of RMA Industrial Relations Committee. Topic will be effect of Taft-Hartley Act on radio industry.

ROBERT E. LIVERANCE, applicant for 250 w day on 1170 kc at Gaffney, S. C., Friday granted dismissal of application since he has merged with competitor, Cherokee Radio Co., which seeks same facilities at Gaffney. Cherokee application removed from hearing docket by FCC.

BORDEN DROPS TV PERIOD

AFTER one year as sponsor of television programs on WNBW New York and NBC television network, Borden Co., New York, has withdrawn sponsorship of Sunday 9:30-10:30 p.m. period effective Sept. 25. Stuart Peabody, assistant vice president in charge Borden advertising, said company had been experimenting with dozen types television programs and exploring various ways of presenting commercials to 'best schedule for time being to "take a breathing spell."' Agency is Kenyon & Eckhardt, New York.

Closed Circuit (Continued from page 4)

return to national political scene of Harry C. Butcher, wartime naval aide to supreme commander, now owner of KIST in Santa Barbara, Calif. Capt. Butcher was former CBS Washington vice president and close personal friend and confidant of Gen. Ike.

PHILIP MORRIS CO., now spending about $3,000,000 of its $44 million advertising appropriation in radio, is exploring possible sponsorship of locally tested programs. Company also probing late evening dance band situation.

TWENTIETH CENTURY-FOX, New York (movies), through its agency, Kayton-Spiro, New York, reportedly preparing spot announcement campaign for "Forever Amber" to be placed throughout country in release of picture.

RODNEY ERICKSON, program director at WOR New York for past year, reportedly will resign post—one of most important in New York radio programming—effective Oct. 1. No successor named. Mr. Erickson formerly manager of radio department of Procter & Gamble.

HOWARD HUGHES Productions, Hollywood, through its agency, Weiss & Geller, New York, preparing one-minute and half-minute spot announcement campaign with Tom Howard to promote latest picture, Mad Wednesday. Spots will be placed on stations in cities where picture is released sometime this fall.

WHEN network executives meet with Petrillo today (Sept. 8), broadcasters prepared to tell union head musicians have fully as much stake in future of FM as themselves and that delay in permitting network music on FM was reducing public confidence in service as reflected by slow turnover of combination AM-FM receivers.

N. W. AYER & SON, New York, which has exclusive television rights to Notre Dame-Army games for American Tobacco Co. (Lucky Strike) will also sponsor home games of Notre Dame and Northwestern over WBKB Chicago. Move seen as bid of cigarette company to capture television audience of major sports contests.

SMALL TABLE models still comprise bulk of radio set business of Majestic Radio & Tele- vision Corp., Chicago. Company feels new radio demand will soon increase considerably. Company got orders for $11,642,000 worth new receivers for fall shipment following sales meetings in 15 key markets.
THE NATION'S STATION

announces the appointment of

KEENAN & EICKELBERG

as west coast representatives

san francisco 4:

W. Hubbard Keenan
235 Montgomery Street

James H. Stanton
Telephone Douglas 1323

los angeles 13:

Wilbur Eickelberg
411 West Fifth Street

Frank Dougherty
Telephone Michigan 7571

CROSLEY BROADCASTING CORPORATION
Television gives you a choice seat at the game.

Television—a Season Pass to Baseball!

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for all three ball clubs. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy brighter, clearer, steadier pictures through the RCA Victor Eye-Witness picture synchronizer that "locks" the receiver in tune with the sending station. For television at its finest, you'll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or a phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U.S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. Here is a supersensitive RCA Image Orthicon television camera used by NBC's New York station WNBT in televising all the home games of the New York Giants this season.